



hanover healthfoods

www.hanoverhealth.co.uk

JUNE 2015 ISSUE

CONTENTS



Pgs 1/2:
Sexual
Health



Pg 2:
What's
New?



All Pukka teas – £1.99

40 Hanover Street
Edinburgh EH2 2DR
0131-225 4291
info@hanoverhealth.co.uk

Sexual Health



which relaxes blood vessels. 3000mg of Arginine can be taken, pretty much as required, on an empty stomach, 2-3 hours before sex. The herb Ginkgo Biloba can be taken daily to aid baseline circulation – also good for memory. That's the physiological side taken care of but to conquer the demons then we would recommend taking, possibly daily, L-Theanine, the anti-anxiety amino from green tea. Again, if symptoms persist seek medical advice.

Libido Erectile dysfunction is one thing, but if your libido is low then a bit of male malfunction might not even be relevant. The increasingly popular Andean food supplement Maca is remarkable in that it helps both male and female libido.

Maca is a root which grows in South America and in the last year has become increasingly popular as a superfood. We sell it both in capsule and powder which is frequently added into smoothies.

Dosages of 1500-3000mg, given for up to 12 weeks, have been shown to increase sexual desire in both men and women, with a minor improvement in male sexual function. One study also showed that Maca may alleviate SSRI-induced sexual dysfunction and improve libido. It is believed to contain plant oestrogens which may be of some benefit during the menopause, but also it seems to improve sperm count and effectiveness of sperm.

Fertility This brings me neatly onto fertility in a more general way. Whilst we stock a range of products which can help libido and male sexual function, otherwise known as the 'fun side of sex', we also stock products to aid fertility, the 'business side of sex'. *(continued overleaf)*

Ok, now for a subject we've never covered before in a Hanover Healthfoods newsletter, but one which is fundamental to life itself – sex. We do get asked from time to time about things which help impotency, low libido and infertility. It is time to commit what we know to paper...

Impotency The number one male issue that we are asked about in-store is impotency. Erectile dysfunction (ED) is perfectly normal, most men get it at some time or other in their lives. It can occur at any age but the older one gets the more likely it is as the physiology changes, hormones come and go, and then the resulting effect gets 'bedded in' by psychological feedback.

First things first, if you've got this and you realise it has become a problem then you must first seek medical advice to ensure that nothing more serious is in play. If you are over a certain age then your prostate health will probably be checked out. Issues like smoking and high blood pressure will also be considered.

If you are otherwise ok then the main remedy which we would recommend in the amino acid L-Arginine. Arginine plays a role in the body similar to the blockbuster drug Viagra in that it releases nitric oxide in the blood

DEFINING: What 's New?

We have quite a few new products in-store recently and here are the pick of the spring crop...

Viridian 100% Organic Scandinavian Trout Oil This is the first product that we have seen which has been an organic fish oil. This product is from farmed Rainbow Trout raised in controlled inland waters free from industrial pollutants, and then processed at source to ensure a very high quality product. The trout are farmed fish from Denmark and are processed very quickly from being harvested. This means a naturally high-quality oil.

This product is particularly suitable for pregnant and nursing mothers, and children up to the end of their school days as it contains a higher amount of DHA than EPA. This a loose characterisation but DHA is more important for the developing brain than EPA.

To be fair, the other fish oil products we sell are made typically from small, sustainably sourced fish from unpolluted oceans and are then screened heavily to make sure that no pollutants or heavy metals are present. However, this is a drawn out process over thousands of miles so the freshness might be compromised.

Pukka Three Licorice and Three Chamomile teas The latest two additions to the Pukka tea range are delicious and simple. The Three Chamomile blend contains chamomile flowers from Egypt, Croatia and Hungary. For those who have forgot, Chamomile is a calming herb, very useful for those fraught afternoons when your head is being nipped, or to calm down before bed.



The Three Licorice is more exotic still containing herb from Kazakhstan, Pakistan and Egypt. This will be the only 100% licorice tea that we have stocked. Licorice is good for the digestive system, a mild adrenal tonic if you are feeling stressed, and also a handy anti-viral.

This month we have also decided to reduce the prices of all our Pukka teas from £2.40 to £1.99, so in addition to stocking all of the Pukka teas.

Westlab Epsom Salts Whilst our existing Epsom salts have proved very popular because they are a 'food grade', i.e. more pure, they are a bit more expensive than other Epsom salts on the market so we have introduced one for external use only which is approximately half the price at £4.75/1kg and £8.40/2kg. Epsom salts are a source of Magnesium and are great for relaxing stiff muscles after a hard day's exercise or stressing.

John, Diploma in Health Food Retailing



Viridian make two products for fertility, one for men and one for women. The two key ingredients in both are Vitamin E and Zinc. The technical name for Vitamin E is tocopherol. In Greek this means to 'bring forth offspring'. When it was first isolated in the 1930s it was known that the absence of it impaired fertility in animals. Zinc is perhaps a little more critical for men than women. It is used in hormone metabolism, sperm production and activity.

The male formula also contains L-Carnitine which is important for energy production in the body, but maybe particularly in sperm. Co-enzyme Q10 is also present for the same reason. The rest of the formulation is a bespoke mix of antioxidants which can help to reduce damage to DNA and to cells which might otherwise impede conception.

The female formula also contains some DHA, not for foetal brain development, but because it is important for hormone regulation. It also contains Chromium and Alpha Lipoic Acid which help insulin resistance which is an important contributor to PCOS.

Dryness One of our most popular products in-store is Omega-7 oil from Sea Buckthorn berries. It improves the quality of mucosal tissue which is found throughout the body. It is a soft and wet tissue which lines the eyes, nose, entire digestive tract and the vagina. It has become very popular, not only for those with dry eyes, but also for women, mainly post-menopausally, who suffer from vaginal dryness. It takes 2-6 weeks to kick in but works effectively for 60% of women.

In addition to treating from within we have three natural personal lubricants. s Syk is a water-based lube and contains an extract from Kiwi fruit, as well as xanthan gum. We also have Yes Water-Based which contains Aloe Vera and linseed extract. For dryer tissues Yes make an Oil-based based entirely on natural and organic oils.