



hanover healthfoods

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Not sure why you feel ill? Do you suspect certain foods are making you feel worse?

Gareth Zeal,
Nutritionist and
Allergy Tester, visits
Hanover Healthfoods
every month.

His next visit is
Tuesday 7th April.
Prepaid consultations
are £40.

Contact the store for
more details.

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Hair (and skin) Today!



Hair, Skin and Nails are made up of a family of fibrous structural protein known as Keratin. This is an extremely strong protein that is formed by keratinocytes which are living cells which make up large parts of the hair, skin, nails and other areas of the body. The cells elevate themselves upward eventually dying off and forming a protective layer. Thousands are shed everyday and the process can be accelerated by medical conditions such as psoriasis and eczema. Damage to the external layer can cause skin, nails and hair to look unhealthy and flaky.

Hair and nails is an extension of the skin to reinforce and protect it from environmental damage. Skin being the largest organ in the body is made up of the Epidermis (uppermost), Dermis (middle) and subcutaneous (bottom).

Hair growth depends on many factors such as age, diet, personal practices and season of the year contribute to dry skin, thin brittle hair. As do factors such as diet, age, genetics, stress and personal practices.

Hormones are one of the primary drivers of hair and nail growth because they are powerful regulators of cell processes

within the body. Hormones have the ability to lengthen or shorten hair growth and resting stages e.g. during pregnancy due to the surge in hormone activity. Low oestrogen levels can also contribute to dry skin, thin brittle hair and ridged nails.

Hair, skin and nails become dry and brittle because the dead keratin is being pushed to great lengths. By consuming foods rich in minerals like Selenium found in brazil nuts, Zinc found in foods such as wheatgerm, cashew nuts, sesame and sunflower seeds, and spinach which contributes to the process of cell division and the protection of cells from oxidative stress and iron can add strength and lustre. The thicker the layer of keratin the healthier nails and hair. Silica is essential for the synthesing of collagen, the primary connective in the body. It is found in every cell of the body and as we age the body's ability to store it diminishes. It helps in the formation of skin, nails and hairs and other tissue in the body.

Hyaluronic Acid (HA) is a substance found in joints and the skin which helps to attract moisture towards a tissue and improving it's quality. Only a short period can give an improvement in wrinkles as it helps to plump the skin. Joint health will also improve and you may even notice your eyesight improve marginally as it improves the fluid inside the eye.

Biotin and Pantothenic acid (Vitamin B5) are involved in the production of various enzymes in the body and assists in the maintenance of mucous membranes and promotes healthy nails and hair. Biotin improves the

(continued overleaf)

DEFINING: Cherry Juice

Montmorency cherry juice, sold under the brand name Cherry Active, has been one of the most interesting products that we have sold in the last ten years. Montmorency cherry (*Prunus cerasus*) is type of sour cherry which is grown widely in North America where they have a particular taste for them.

Over the last fifteen years there has been a lot of research into the benefits of cherry juice at universities on both sides of the Atlantic. In fact much more than we can cover here but I will give a bit of a flavour...

Cherries are a rich source of bio-active pigments called anthocyanins which have an antioxidant effect as well as other effects. Anthocyanins 1 and 2 also block COX-1 and -2 which are enzymes which accelerate inflammation in the body. They have also been found to include an enzyme called SOD (Super Oxide Dismutase) which is anti-inflammatory, ellagic acid, and, very significantly, the sleepy hormone Melatonin.

Anyway, enough of the chemistry lesson. You are probably wondering what this stuff can actually do for you! Researchers at the University of Texas back in 2001 were able to speculate that the relatively high levels of Melatonin would be able to restore the circadian rhythms of people whose sleep was out of kilter due to stress, shift-working, jet lag and maybe conditions like ME. Certainly the levels in cherry juice are actually higher than found in human blood and a number of customers have actually reported that it does help sleep, even if that's not why they were originally

taking it. Most people who take Cherry Active do so for joint issues, particularly ones where a build-up of uric acid is implicated, like gout. Cherries have been used in Europe for centuries as a remedy for gout. However, its anti-inflammatory benefits seem more general than that.

One of the more high profile groups using cherry juice are athletes who use it reduce lactic acid during training and generally to reduce post-exercise soreness and to speed recovery. Famously the British Olympic cycling team used it at the 2008 Beijing Olympics. Obviously it did them no harm at all!

Cherry Active has the great advantage of tasting fantastic. It can be mixed with water and taken as a drink. It also comes in capsules. About 30ml a day topped up with water like a cordial is enough. For athletic recovery it can be used as and when rather than every day.

John, Diploma in Health Food Retailing



quality of weak and brittle fingernails and helps slow down hair loss. Biotin and B5 combined in a B-complex maintains and improve the overall condition of the hair.

MSM (an organic form of Sulphur) is necessary for the production of new cells, it plays essential part in the synthesis of collagen and keratin. Foods high in Sulphur include seafood and all Allium family members like onions, garlic, chives and leeks. Brewer's Yeast is a traditional Sulphur supplement which may help also because it contains B-vitamins. Be prepared to take a lot though!

Fatty Acids such as Fish oils and cold pressed flaxseed oils are essential in the diet and help lubricates the scalp, skin and nails from a cellular level.

Products such as Almond oil can be massaged into the cuticles and nail bed at nights to help dryness and brittle nails.

Jobba oil and Coconut oil help to moisturise the scalp and hair shaft and can be applied at nights. Coconut oil is also a potent anti-fungal so can help if there is any tendency to fungal scalp infections.

What To Buy? Our best-selling combo is Solgar Skin, Hair and Nails. The daily dose gives you a gram of MSM Sulphur, as well as Zinc, Silica, Vitamin C and Lysine. It also contains the amino acid L-Proline which has the ability to prevent against split ends. Obviously it can take a while for hair and nails to grow fully through before you see the full benefit in strength and quality, but you probably will notice your nails growing more quickly. It retails at £11.95 for one month and £19.95 for two. We recommend that you take any similar supplement for hair and nails for at least 2-3 months before reaching a conclusion as to whether it is working.

Regan, Hanover Healthfoods

