



# hanover healthfoods

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## Wassup?

### Offer:

Cocofina Coconut Water on **BOGOF** all month! 500ml and 1 litre sizes.

### Goings On:

Live Native Facials with Regan, 9/11/13

Allergy Testing and Nutrition with Gareth, 26/11/13

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## Beat The Winter Bugs



As we head towards winter, it is a good time to start thinking of preparing our immune system against colds and flu. The common cold is more prevalent in the colder months and can be caused by up to 100 different types of viruses. Usually a cold can be dealt with fairly quickly and can last around a week. Occasionally it can open the door to flu and this lasts longer with more unpleasant symptoms such as headaches, a high temperature and joint pain.

Echinacea is the number one remedy in our arsenal for increasing immune function and fighting infection. A member of the daisy family, the best Echinacea remedies are made from the entire plant including the root. The most effective species, and one with the most positive research, is *Echinacea Purpurea*.

Echinacea balances the production of an inflammatory compound called Tumour Necrosis Factor (TNF). This chemical is released by the body when a virus is present to allow blood vessel dilation, which in turn allows the immune cells to get to the site of infection. If the body releases too much TNF, it can cause headaches, high temperature and aching joints. Echinacea contains substances which balance the amount of TNF

produced. Higher levels of these chemicals are found in fresh Echinacea such as A.Vogel Echinaforce, compared to dried herb products (the majority on supermarket shelves). Research studies indicating a reduction in cold symptoms of 63% compared to 29% in placebo group when taken at the onset of a cold.

Research has also shown that Echinacea acts adaptively, meaning in those people with low immune responses to pathogens, Echinacea will make the immune response to a pathogen more effective. In people with strong immune responses, Echinacea will modulate that response and support tip top immune function. Old research indicated that Echinacea was an immune stimulant and could only be taken short term, especially unsuitable for those with auto-immune conditions. We now know this to be false. The most recent research indicates it is safe to take all year round, as it is an immune modulator, not immune stimulator.

**Beta 1,3 Glucans** are polysaccharides and found in mushrooms, fibrous parts of grains such as oats, and in the cell walls of Baker's Yeast. They work by priming our innate immune system (the one we are born with, not the 'learned one') making sure it is ready to act should a bug try to infect us. Studies have shown Beta Glucans boost our immune system by increasing our production of macrophages which eat bad bugs. Glucans have also been shown to be anti-viral and anti-fungal.

**Vitamin C** is important for many aspects of human health but is best known for its role in immune health and the cold. It works by boosting white blood cells and interferon – an  
*(continued overleaf)*

## DEFINING: Winter Kids

As a parent I know it is actually quite difficult to find remedies to help support your child through the winter. In this short article I will explain why, and also come up with a few suggestions which are uncontroversial, and another one which might be.

How frustrating is it when you walk into a health store or a pharmacy and you pick up a remedy which you have taken yourself and you see the words 'Not Suitable for Children Under 12' on it? The reason for this is medical testing, or rather the absence of it. The target of a medicine is broken down into Adults and then a couple of different age groups of kids. Quite simply, many products, pharmaceuticals or natural remedies, have never actually been tested on kids for safety, even if it may have been used safely for decades.

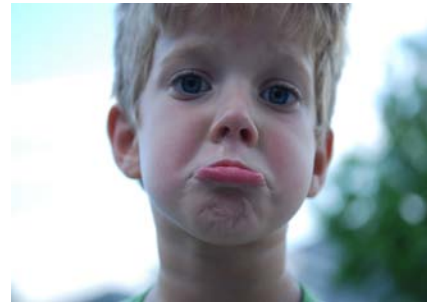
So what can you use to help your child through the winter?

**Good Bugs** Firstly make sure that their gut bacteria is up to scratch. Research is showing that so many upper respiratory tract infections may be linked to poor gut flora.

**Manuka Honey** A teaspoon or two a day (to kids older than one year) will help to keep tummy bugs away. Comvita Winter Wellness is based on Manuka and can be given off the spoon from 2 years.

**Elderberry** is perfectly safe at any age in the Sambucol brand. Simply adjust the dose accordingly\*. The Pukka Elderberry Syrup can be used from age 2 and not only contains anti-viral Elderberry, but also herbs like Thyme and Licorice which are good for the chest.

**Olive Leaf** is another remedy which has a good safety record in kids. The Comvita Children's Olive Leaf liquid can be used

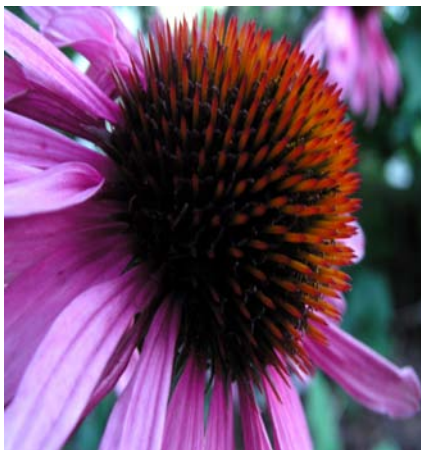


From 2 and up and is used as an anti-viral and anti-microbial. **Vitamin C** can be used in moderation. A low-acid one would be preferable.

**Echinacea** is the controversial one. Last year the government slapped a 'Not for use under 12' restriction, solely on the basis that a tiny number of kids are allergic to the daisy family. So, you should decide for yourself whether to follow the advice from the government or 50 years of Echinacea being given perfectly safely to kids under 12. The government hasn't banned kids from having peanut butter, even though more are allergic to peanuts than daisies. In adults Echinacea has a superb safety profile, much safer than paracetamol-based remedies.

\*Dosage When adjusting for a child's dose from the adult use age 16 as the base. If the child is 8 years, then use half the adult dose etc. It is easier to use liquids with kids because then you can cut the dose more easily than with tablets.

John, Diploma in Health Food Retail



**Vitamin D3** is the sunshine vitamin and levels in Scots start to plummet from the autumn onwards. The fatter you are and the darker your skin is deepen your risk. D3 primes the immune response by activating our killer T-cells. These cells seek out and destroy invading bacteria and viruses. Around 5000iu every day during the six months of low light levels in Scotland will help.

immune boosting protein released by the body to stop cells being invaded by viruses. Levels of Vitamin C tend to be low during an infection and, since we don't make it for ourselves, we have to get it through diet or supplements. However, although supportive, the amounts shown to be useful for a cold cannot be obtained easily from foods like oranges.

Viruses cannot survive long in the body in an environment high in Vitamin C, so high amounts need to be taken short-term. From the onset 1g taken every hour can really help stop a cold in its tracks. It can irritate the bowel at these levels but low acid forms are available which are easier to take.

**Black Elderberry** is a potent anti-viral. It works by inhibiting the mechanism used by viral infections to replicate and spread. Stimulation of gentle sweating during a fever is another way this berry helps to rid the body of a virus. Some studies show supplementation of Elderberry can reduce flu symptoms from an average of 6 days down to 48 hours. Elderberry is generally taken after you have become infected.

**Zinc Lozenges** have been assessed to shorten the length of a cold by 50% by the Cochrane Review, a high-powered group of medical researchers who look to see whether research shows that stuff actually works or not. Swallowed Zinc doesn't work in the same way.

**Diet and lifestyle** cannot be ignored. Stress, exercise and sugars will prolong your cold. Remedies containing Paracetamol may reduce symptoms but do naff all to actually help you fight off infection. When ill, focus on eating a wholesome diet, ideally rich in spices like ginger or chilli, and low in sugars. Stay well-hydrated. Herbal teas are really useful at this time. Don't overdo, take the advice, take the Echinaforce and Zinc lozenges, rest up, and you will most likely find that your cold doesn't last as long as you had feared.

Paul, 6 Years At Hanover Healthfoods