

# BRITISH MULTI

**The not-so-GREAT BRITISH Diet**  
**How much do you really know about what we eat?**

HEALTHY EATING



THE BRITISH DIET



**The gold standard in nutritional excellence**

# The not-so-great BRITISH diet

## How much do you really know about what we eat?



### Introduction

When we talk of the “British diet” we are speaking about the diet of a sophisticated and wealthy nation. There can’t possibly be anything wrong with it, can there? It obviously contains sufficient food – indeed it clearly contains too much for the growing number of obese people in our society. Well, quantity isn’t everything and in fact there are a whole host of problems with this country’s diet: destructive food processing methods, nutritional problems of white bread, deficiencies of vitamins and minerals, excess fat and alcohol intake, foods that increase the

blood cholesterol, excess sugar consumption and not enough fruit and vegetable consumption – these are just some of them.

### Documented Support

Writing as far back as 1979, long before such issues became fashionable in our Sunday supplements and women’s magazines, James Lambert-Mount (1979) published an epoch-making book, ‘The Food and Health of Western Man’ (ISBN-0-450-61957-0) that forewarned the problems of the British diet.

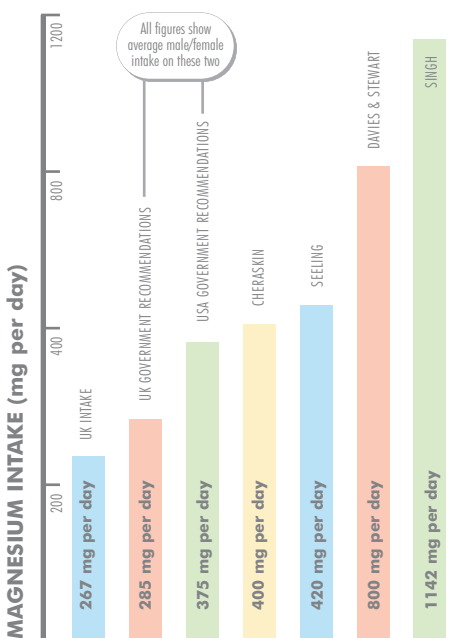
He stressed the importance of vegetable intake, often found to be woefully lacking in our diet. He stressed the problems within our society of infant and child nutrition, the nutritional difficulties of the elderly and the increasing losses of working time in the population through health-related absences from work. He addressed specifically heart disease, obesity, diabetes, hypertension and peptic ulcers and the relationship of each of these to our daily diet. He identified the connection between the nutritional quality of foods and the agricultural methods used to produce them,

BRITISH MULTI CONTAINS	
INGREDIENTS	MG PER CAPSULE
Magnesium	50
Potassium	50
Zinc	3.5
Manganese	1
Iron	2
Boron	1
Copper (500mcg)	0.5
Selenium(25mcg)	0.025
Chromium (50mcg)	0.05
Vitamin C	25
Vitamin E	10
B-5	2.5
B-6	2.5
Folic Acid (50mcg)	0.05
Vitamin K (15mcg)	0.015

NC082 size 60 capsules

NC083 size 120 capsules

noting nutrient deficiencies in soils handled by modern agricultural methods. Since James Lambert-Mount’s book was published those of us with even a limited understanding of diet have come to appreciate a lot more about these vitally important connections. Those who work in the field of alternative and complementary medicine and health have also begun to take into account other factors such as the negative health effects of too much wheat and milk in our diet.



### A COMPARISON OF VALUES FOR MAGNESIUM INTAKE

Comparison of different recommendations for a daily adult magnesium intake provided by different sources. Note that recommendations from nutritional doctors and researchers greatly exceed UK Government recommendations and UK current intakes from food.

### DID YOU KNOW?

The RNI (Reference Nutrient Intake) for zinc in the UK is only 7mg/day compared to 15mg/day in the USA and that the foods on sale in the UK have become more zinc-depleted in recent years?

That alcohol, smoking, the contraceptive pill, excess iron or exposure to heavy metals are all zinc-depleting factors that increase the need for zinc?

# HOW SHOULD THE BRITISH

## What to do about the defects of the British Diet



The British diet is an entirely avoidable hazard. If determined enough, one can avoid its negative effects by simply changing to a diet of another kind, one that is rich in micronutrients. The growth of the organic food and the growing evidence that organic foods offer better nutrition is proof that, as a nation, we are beginning to recognise the inadequacies of our own diet.

Indeed, complete avoidance of the 'traditional British diet', with its excess of fat, lack of fresh produce and too much processed food, would be the optimum solution to improving our health. Yet relatively few people are willing and/or able to take that route. They will need to be true enthusiasts, singularly dedicated to the task of ensuring their own longevity and good health. One might also take an appropriate spread of supplementary nutrients at optimum daily intakes to prevent nutritional deficiencies. This would certainly provide protection against any lack of nutrients in the food. One needs to be sufficiently well informed about the nutrient content of different foods to ensure a real,

large and lasting improvement. They will require the strength of purpose and resist peer pressure to conform. What is more, and what is even more difficult, they will need to do this consistently.

For example, fried fish and chips and other fried items contain a great deal of fat, fat which has an imbalance of Omega 6 and Omega 3 fatty acids and that has been damaged by oxidation during high temperature cooking. On a night out your friends hand you a packet of fish and chips and want you to join in – there is social pressure there – and anyway, you like fish and chips. What are you going to do? What are you going to do the next time, and the next time after that?

Compared to following quite stringent dietary rules, taking supplements is a relatively easy way of combating such imbalances. To help us understand what one may hope to achieve with supplements we need to appreciate what supplements can and cannot do.

## Key Nutrients needed to support the British Diet

The commonest idea among the public about nutritional supplements is that they aim to provide everything – all the vitamins and minerals essential for good health. However, by analysing the nutrient content of the British diet we can ascertain that even the average British diet, with all its defects, can provide a sufficient amount of many nutrients. If we want to plan a supplement programme to suit the British diet

and prevent deficiencies, then we can leave out the nutrients of which the diet already provides in sufficient quantities.

Published figures indicate that, for example, British women consume only 87% of the daily intake of magnesium recommended by the Government's 'expert' committee. The UK committee is given to making quite low (some would say 'stingy') estimates of these requirements. The corresponding US figure is higher, and British women only average 67% of the US



recommendation. Given that something like half the population is likely to be below average, we can conclude that there is a considerable risk of receiving much less than the Recommended Daily Allowance levels (RDA), particularly when you consider that the UK RDA is probably too low to provide adequate safety.

At Nutrigold we have repeated these calculations with the other essential nutrients. Where we think people are vulnerable or receiving a below average intake, even though the average UK intake might reach the UK RDA level, we have included them in our new formula, the British Multi. For example, in the UK diet some B

# WE RE-BALANCE SH DIET?



Vitamins mainly reach the RDAs. However, folic acid, pantothenate (Vitamin B5) and Vitamin B6 are vulnerable, and they are supplemented modestly in the formula.

Mineral and vitamin supplementation should be corrected to give a favourable line of defence against the British diet because, in the end, one should aim to provide all nutrients, whether dubbed "essential" or not, that influence health positively and which are in relatively short supply in our UK diet.

## British Multi

The nutritional revolution is here. NUTRIGOLD is the first food supplements company to develop a multi vitamin and mineral supplement designed specifically to support the modern British Diet

## Why have we designed the British Multi?

Most multi vitamin and mineral formulas are designed and developed in the US and therefore based on American nutritional research to supplement the needs of the North American population. Furthermore, many of the multi vitamins and minerals sold in the

UK market are made from cheap ingredients that are often poorly absorbed by the body. They deliver only the minimum Recommended Daily Allowance levels (RDA), which many experts believe are set too low, so that they can be offered at what may look like low prices. The British Multi is made from some of the highest-quality, absorbable minerals and vitamins that have been designed to deliver optimal, safe levels of nutritional support and are based on many years of nutritional research.

## Why do we need to take a multi vitamin and mineral?

Many think that nutritional supplements should provide everything, meaning all the vitamins and minerals known to be essential to our health. But you can maintain intakes that most orthodox nutritionalists consider adequate by relying, to a certain extent, upon a basic diet. Our research has given us a very good idea of what constitutes the nation's diet – what it contains and what it lacks. This has made it possible to design a supplement to support the British diet at its weakest – and stronger – points.

## Who should use this unique product?

Really this is a formula that can be used for the whole family, children over the age of five, adolescents would benefit from taking this



product, particularly in puberty and any adult who is exposed to the British Diet, particularly the elderly. The effects of The British Multi can be further enhanced by the inclusion of our revelatory new essential fatty acid, antioxidant formula Red Alert.



# GOLDEN ALOE

The Gold Standard in Aloe Vera is now endorsed by the HFMA Kite Mark of Aloe Vera excellence

As one of the industry's leading suppliers of Aloe Vera, we at Nutrigold have been involved for many years in working with others to ensure that the Aloe Vera industry offers its consumers a product they can rely on. After much deliberation, we have decided

to adopt the latest HFMA kite mark of excellence for Aloe Vera products.

We are pleased to be able to inform our customers that our product has been tested and accepted into this scheme. We believe this offers you, our

consumer, even more assurance as to the quality and potency of this cutting edge whole-leaf Aloe Vera product **"Golden Aloe - setting the industry standard"**.



## 10 GOOD REASONS

to make Golden Aloe your natural choice...

- ✓ The first Aloe Vera product to combine the optimal properties of both inner gel and whole-leaf Aloe Vera, giving you all of the benefits of this incredible plant in one cost-saving product.
- ✓ Carries the HFMA kite mark of excellence.
- ✓ Double strength whole-leaf Aloe Vera juice.
- ✓ Unlike many whole-leaf concentrates our Aloe is non-heat concentrated.
- ✓ You get the full litre.
- ✓ Revolutionary new manufacturing process.
- ✓ Made from only the highest quality, organic, cold-pressed Aloe Vera.
- ✓ On average, Golden Aloe's total Aloe solids content is equivalent to four litres of normal Aloe Fillet.
- ✓ NMR Tested.
- ✓ Aloe Vera is supported by over 300 scientific trials.



## What makes Golden Aloe Vera Unique?

Nutrigold start by using only the highest quality Aloe Vera plants. Once carefully selected the plant then goes through a unique and unrivalled manufacturing process... ensuring all the natural benefits of the whole leaf are retained, whilst carefully removing the unwanted aloin.

To do this the Aloe is divided into two parts – the gel and the outer rind – and processed in two separate streams. In this method the Aloe solids coming from the gel are spared from deprecation of their biological activity. Only the solids coming from the rind of the leaf are subjected to the (very necessary) aloin removal process.

This breakthrough in processing technology also provides a gentler type of de-aloinising, again conserving more biological activity. The result is a richer Aloe Vera that retains an amazing level of natural biological activity and potency.



# MENOPAUSE

## A natural approach to the menopause



The menopause is a natural process that occurs in women between the ages of 45 and 55 years of age. Although the change to your body is a time of some discomfort, it is all too often regarded as an entirely negative process. This shouldn't be the case. Although the onset of the menopause indicates the end of your reproductive ability, it also brings with it an end to any unwanted pregnancy, the need for contraception and the health concerns this often raises. Given favourable circumstances in life, a woman may be able to look forward to the post-menopausal period of their life as being longer than the pre-menopausal and also a time that allows more freedom of personal decision-making and actions, including more freedom of choice in their lifestyle.

### Natural process

It is unfortunate that in Western societies the menopause is often seen as an undesirable period in your life. However, this is not a balanced view. By adjusting your lifestyle, you can support yourself naturally through the changes that take

place during the menopause. Many women choose to avoid the side effects of hormone replacement therapy and use natural alternatives to support themselves through this period of their life.

### Menopause Support

Nutrigold have put together a formula to provide nutritional support at the time of the menopause and afterwards. It provides those nutrients most associated with supporting the laying down of minerals in your bones so as to maintain bone density and strength.

Research has shown that average UK diets contain plentiful calcium and that failure to maintain healthy bones as a complete living tissue is related more to the relative deficiency of other nutrients. Thus, our formula contains generous amounts of magnesium, zinc, manganese, chromium, boron, copper, Vitamin K, and folic acid. All of these have been found to encourage the deposition of bone mineral and hence the more efficient use of dietary calcium.



### MENOPAUSE SUPPORT FORMULA CONTAINS

INGREDIENTS	MG PER CAPSULE
Magnesium	75
Vitamin C	50
Vitamin E	50
Soy Isoflavones	56.3
Zinc	5
Manganese	1
Boron	1
Copper	1
Chromium	50mcg/µg
Folic Acid	67mcg/µg
Vitamin K (15mcg)	15mcg/µg
Horsetail Extract	100mg

NC084 size 90 capsules

## PLUS A FREE NEWSLETTER



**NUTRIGOLD**<sup>®</sup>  
LIMITED

WHEN ORDERING YOU CAN REQUEST A FREE NEWSLETTER, "SURVIVING THE BRITISH DIET", BY THE BIOMEDICAL INFORMATION SERVICE.

[www.nutrigold.co.uk](http://www.nutrigold.co.uk)