

IMMUNOLOGY



STAY HEALTHY THIS WINTER

Husband and wife duo Lisa and Dr. Mehmet Oz discuss the natural defences you can take against cold and flu



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CHALLENGES



TIP

1

MAKE YOUR SUPPLEMENT PART OF YOUR MORNING ROUTINE

PREVENTION IS THE BEST POLICY
Build your defense against cold and flu season year-long with the aid of supplements.

Sniffles, stuffiness, symptoms—each winter season brings on the risk of getting sick. Bugs can be battled with soup and rest, **but it's the measures you can take before becoming ill that can be most effective.**

Are you confused about your immune system?

Many of our immune system concerns sit squarely in the realms of lifestyle issues, and cold and flu are no different. Have you ever wondered why some people get every cold that goes around, while others do not? There are several general rules you can follow that will help protect you from those nasty viruses.

Like many other things in life, the immune system is more about balance than how strong it is. Our immune system is our interface with the outside world and it needs to be trained to work with the variabilities in our environment.

Acclimatize yourself

In the modern world most people don't live in an outdoor environment. Our homes are kept around 24 degrees celsius. We drive to work in a heated car and sit in offices kept at a comfortable temperature. Most of the time our immune system thinks it is summer, even when the outside temperature is fluctuating between -10 degrees celsius to +10 degrees celsius. If one day you go outside

to walk a few blocks to have lunch you may find that your body has not been acclimatized, and you may not be wearing appropriate clothing. Suddenly the weather becomes a big insult to your immune system. This can temporarily weaken it long enough for that nasty virus to get through and multiply. One of the simplest and most important lifestyle choices we can make for our immune system is to spend at least 30 to 45 minutes outdoors three or more times every week. This can be as simple as going for a walk, breathing in clean, crisp cold air, and remembering to wear appropriate clothing for the season.

Warm yourself up with a treat

When you get in from the cold have a warm drink. Yes, it is easy to grab for the coffee, but a cup of hot ginger root tea will warm you up more and get that blood flowing into your extremities. Simply boil a few slices of fresh ginger for a couple of minutes. You can add honey, lemon or even apple juice if you like. It tastes quite good, and feels like someone has wrapped a warm blanket around you.

The stew pot

Our ancestors ate a lot of soups and

“Most of the time, our immune system thinks it is summer, even when the outside temperature is fluctuating between -10 degrees celsius to +10 degrees celsius.”



Terry Willard Ph.D.
Clinical Herbalist

stews in the winter. These are warming foods, especially with a rich deep tasting stock made from boiled bones. Throw in some garlic, root vegetables and greens. These soups and stews (preferably made from scratch) not only stimulate our immune system and warm us up, but they can help our heart, bones, muscles and ligaments.

Mushroom power

The best immune prophylactic I have found is a mushroom called Turkey Tail (*Coriolus versicolor*). This mushroom can be found in your local health shop in a capsulated form, but you can also purchase it as a powder. In our home we add ½ tsp. to blender drinks, sauces, soups and stews, and even sprinkle it on salads. This mushroom has shown to be very aggressive against many forms of viruses, bacteria and even other fungi. In a busy lifestyle I suggest either two capsules twice daily, or a ½ tsp. of powder twice daily.

Other recommended supplements are Echinacea (preferable in capsule or tablet form, one to two tablets, twice daily), Vitamin C (1000 mg, twice daily), Vitamin D3 (4000 IU daily), Beta Carotene (20,000, twice daily) and Zinc (10 mg daily).

Clarification created for Canadian natural health product consumers

To the benefit of Canadians nationwide, the natural health product industry in Canada over the past forty years. The Canadian Health Food Association (CHFA) has played an undeniable role in the growth of the industry through the work of its members which include over 1000 suppliers, wholesalers, distributors and retailers.

CHFA was founded in 1964 and is the largest trade association dedicated to the natural health and organic products industry in Canada. CHFA's intended purpose is to help develop the industry, build awareness around natural health products (NHPs), and fulfill an advocacy role with government—and so established itself as the voice of the natural products industry.

“We've made and continue to make significant inroads in the regulatory arena as we advocate for changes that provide people with continued access to and choice of

safe, innovative and effective natural health and organic products,” says President Helen Sherrard.

Educating the public

Among its many activities, CHFA's Regulatory Affairs and Policy Development Department advocate for regulatory change on NHPs and organic products, working with federal and provincial government representatives, and monitoring the issues that impact the industry.

“Unfortunately, many people don't realize that federal government legislation defines natural health products as a subset of drugs, despite the fact that they have a low risk profile and don't require a prescription to be sold,” she says. “This makes it confusing for consumers and policy makers alike and, at times, poses a threat to the availability of natural health products which are different from pharmaceuticals.”

Striving for clarification

CHFA's longstanding legislative priority has been to remove NHPs as a subset of drugs under the

existing Foods & Drugs Act. As a result of multi-stakeholder industry advocacy activities, the Standing Committee on Health released a report in 1998 stating that NHPs were neither foods nor drugs and the Act should be modified accordingly. Today CHFA continues to work to see this recommendation applied.

Natural networking

To this end, on November 15, National Health Products Awareness Day, CHFA leveraged relationships with key government officials on Parliament Hill to once again champion the sector's call to create the new Natural Health Products Act. An October 2011 Ipsos Reid Omnibus survey

demonstrates that the public is solidly behind this initiative. In fact, seven in 10 Canadians support the development of a new act for NHP's in Canada.

“Natural health and organic products are federally regulated, safe and effective,” says Sherrard. “They are an integral part of promoting and maintaining health for millions of Canadians.”

MICHELLE BOOK
editorial@mediaplanet.com



WE RECOMMEND



Lisa Oz's vitamin strategy
How this mom keeps her famous family healthy.

PAGE 7

“If you don't take vitamins and eat terribly all year long then suddenly say that you're going to take care of yourself for flu season, it doesn't make sense.”

Creating clarification p. 2
How demystifying labels allows consumers to choose natural products wisely.

Unlocking the secrets p. 6
How you can incorporate healthy living decisions into your daily life.

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SANITIZATION TIPS

Lemon and baking soda

Lemon juice is a natural substance that can be used to clean at home, but in a pinch can also be paired with baking soda to make cleaning pastes. Cut a lemon in half and sprinkle baking soda on the cut section. Use the lemon to scrub dishes, surfaces, and stains by using this mixture. It not only scrubs out germs and dirt, but it makes the house smell great too!

Green tea

Green tea has long been used as a disinfectant throughout Japan and China. It can be used in high volumes to disinfect clothing and sheets. It isn't recommended for use on white or light materials, but soaking towels and dark materials can be beneficial when extra precaution against the spread of germs needs to be taken. A hot mug of it can also be drunk or used as a gargle to alleviate sore throat symptoms!

Tea tree oil

This has long been known for its natural ability to disinfect surfaces, and is a nice alternative found in the bathroom medicine cabinet in a pinch. Try this solution; three tablespoons of liquid soap, two cups water, and 20-30 drops of tea tree oil. Put in a spray bottle and keep for everyday use.

JILL ESCH
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INSPIRATION

Dr. Mehmet Oz, host of the popular health talk show on CTV, **explains how to make informed supplement and vitamin choices.**

Super foods for thought



LEADER TO LEADER

What super foods do you recommend during the cold and flu season?

Garlic just may be the miracle food for everything! Ancient Egyptians considered garlic holy and used it as currency. Based on studies, garlic enhances your immune system by increasing the production of disease-fighting white blood cells. In lab studies, garlic exerts antibacterial and anti-viral activity—even against certain respiratory viruses like influenza and rhinovirus, a cause of the common cold.

Brightly-hued vitamin boosters

Turmeric is the super spice from India that I want you to eat. Curcumin, which gives the yellow color to turmeric (1.), was first recognized almost two centuries ago, but has been used since the time of Ayurveda (1900 BC). Traditionally, numerous therapeutic benefits have been assigned to turmeric for a wide variety of diseases and conditions. Extensive research within the last half century has shown that curcumin exhibits antioxidant, anti-inflammatory, antiviral, antibacterial, and even antifungal properties.

Red peppers (2.) have more than double the amount of vitamin C than oranges! Studies have shown that people who regularly consume vitamin C foods or take supplements will have a shorter cold duration with milder symptoms.

Soothing brews to curb sniffles

Oysters eaten right at the onset of your cold symptoms may help treat your

cold symptoms because they have more zinc in them than any other food in the world. Zinc is crucial for overall health of your body because it is required by many enzymes to properly function. Additionally, zinc has been shown to boost white blood cell function. If you don't like oysters, fortified cereal is loaded with zinc too and will help ward off those sniffles.

Chamomile tea is warm and soothing, which makes this tea perfect to relax with during the winter cold season. My special trick is to hold the steeping tea close to your nose and breathe in the steam while you are taking sips. Research suggests that inhaling the steam from chamomile relieves common cold symptoms.

Do you change up your vitamin regiment seasonally?

Vitamin D3 in the winter months is especially important because we are less likely to spend time outside, plus we are bundled up in winter clothing, therefore our bodies are less able to make our own vitamin D from sunlight. I recommend taking 1000 IU of vitamin D3 with a glass of milk. Vitamin D is fat soluble meaning it needs fats to help it get absorbed.

As mentioned above vitamin C and Zinc are critical in immune health so taking 12mg zinc daily during the cold season is good advice.

Should men and women take different vitamins?

Yes, there are several differences in vitamin recommendations between men and women. First of all, I recommend that everyone take a multivitamin everyday with the following recommendations:

- No more than 3500 IUs of Vitamin A to avoid toxicity.

- No more than 30 IUs of Vitamin E.

- Preferably no calcium, but certainly not more than 200 mg of calcium. (Calcium impedes absorption of other vitamins and minerals and should be taken separately).

- You should AVOID iron if you are post-menopausal or male. Women of childbearing age may consider a multivitamin with 18 mg of iron (largely due to the potential of an unplanned pregnancy, when iron is important).

- Make sure your multivitamin has iodine.

- You should split your multivitamin and take half in the morning and half in the evening because your body can only absorb a certain amount of vitamins at any given time.

- You should look for 100 percent Daily Value (DV) on label for other components and AVOID mega doses, like supplements that contain 500 percent of the Daily Value (DV).

Because women menstruate and lose iron containing red blood cells, they are at much greater risk of iron deficiency anemia. Thus, women should consider iron supplementation if they are not receiving it in their diet such as through red meat. Furthermore, women planning or trying to become pregnant should take folic acid supplements because it is critical for healthy development of your baby.

In later years, women have a greater risk of developing osteoporosis than men. This makes taking calcium and vitamin D3 extremely important. Also, a lack of calcium in your diet can worsen the symptoms of PMS. Vitamin D is required for proper calcium

absorption, and by itself is also linked to bone health, thus you should take them together. Make sure to take magnesium as well. Calcium alone can make you constipated and spasm arteries but the magnesium will help counter these effects.

I recommend omega 3 vitamins for everyone, but it is critically important in men because the prevalence of heart disease is higher than women. Men don't have the heart healthy hormones that help protect women against the buildup of plaque—at least until menopause at which point women's risk starts to rise similar to men's.

I've been hearing a lot this year about Oil of Oregano, Sea Buckthorn and Elderberry. What do they do?

Oil of oregano is receiving much attention lately. Proponents claim that it treats a variety of illnesses including sinus infections. The oil, which comes from oregano does have some antibacterial and antifungal properties. In Ayurvedic medicine, oregano oil is known for its antibacterial properties and commonly is used for toothaches and skin conditions. Because of its proposed antioxidant properties, it is also used for pain and swelling. In the Philippines it is given to children for ear aches and

coughs and to women after childbirth. Herbalists in the U.S. recommend it for topical or oral application for the treatment of infection. Some herbalists use oral oregano to treat respiratory disorders such as asthma, cough, colds and bronchitis. A U.S. survey of adult patients with asthma found that oregano was the most commonly used herbal product (28 percent of responders) for the treatment of asthma.

Sea buckthorn is an herb. The leaves, flowers and fruits are used to make medicine. Sea buckthorn may have some helpful antioxidants and has been shown to have potential immune system benefits. Sea buckthorn leaves and flowers may lower bad cholesterol and treat certain skin rashes caused by infectious diseases. It also may be helpful for some skin conditions like atopic dermatitis and burns. Furthermore, the seed or berry oil is reportedly used as an expectorant for loosening phlegm.

Elderberry may be helpful in staving off the flu and other viral infections. In early studies, chemicals in elderberry appeared to coat some types of flu virus particles to prevent them from spreading in the body—think of it like a shield between your cells and the virus, preventing infection.

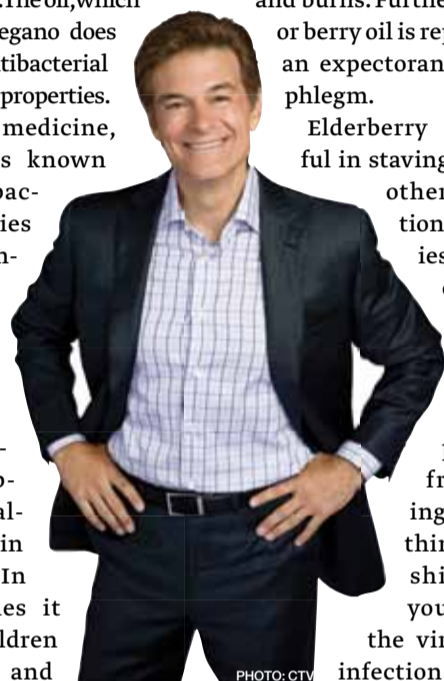


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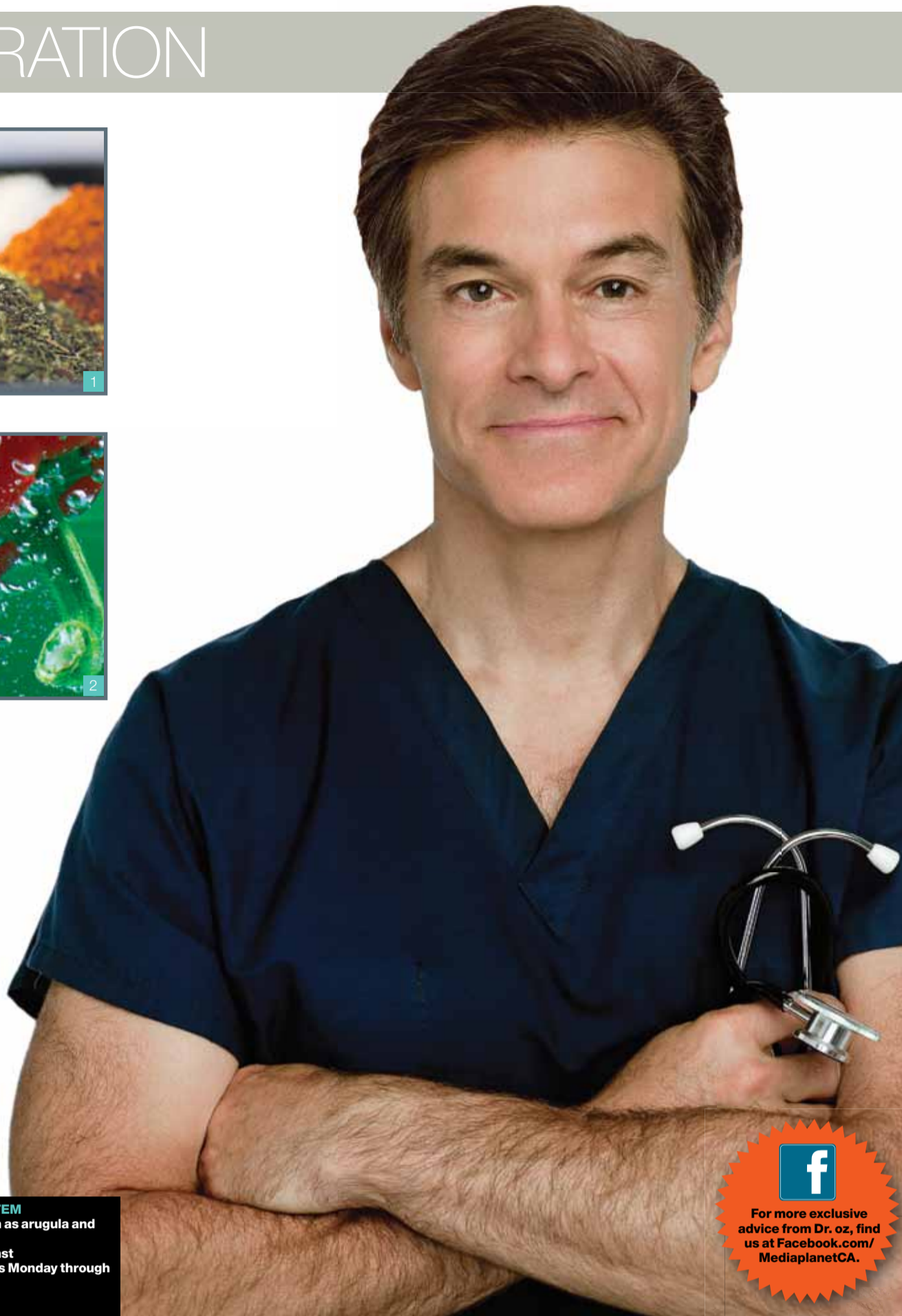
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INSPIRATION



↓
EVENT LISTING

The Whole Life Expo: A great resource for natural options

Today, natural health care is top of mind for many Canadians, who are showing renewed interest in therapies and remedies with a long and enduring history.

Well before health food stores and naturopathic clinics began springing up everywhere, Whole Life Expo was there. The Expo, an annual three-day show at the Metro Toronto Convention Centre, has been educating consumers about natural health care options and research for 25 years.

The 2011 Whole Life Expo will run from November 25 to 27 and feature more than 200 exhibitors and over 75 lectures. The Expo has earned a solid reputation for delivering the latest research and hard-hitting facts on natural prevention and treatment of diseases—drawing crowds of visitors eager to learn about alternative and complementary approaches to personal health care management.

COURTESY OF WHOLE LIFE EXPO
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Read more on the web:
wholelifeexpo.ca

SUPER CHARGE YOUR SYSTEM
Consuming superfoods such as arugula and turmeric can help establish your defence against disease. The Dr. Oz Show airs Monday through Friday on CTV.
PHOTO: CTV

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INSIGHT

TIP

3

CHOOSE
HEALTHY
OPTIONS THAT
TASTE GREAT



DON'T MISS!

Why make your own hand sanitizer?

The kids are back in school, cold and flu season is upon us, and germs are rearing their ugly heads.



As a former public school employee, hand sanitizer was a mainstay on my desk (and in any other strategic location that might encourage students to use it when needed). However, I had a love-hate relationship with this germ fighting, often offensively-scented gel. I typically didn't have time for the necessary 30-second hand wash while working with kids, but knew I had touched something icky, gooey, and most definitely packed with tons of bacteria. Commercial hand sanitizers were often so chemically-scented that I could not bear to have it on my hands all day, and more importantly, I worried about the safety of these commercial formulas for myself and the kids.

A gentler approach

The good news? There really is no need for your nose and eyes to burn every time you apply hand sanitizer, and this DIY formula won't dry your hands out! (Maybe I'll save some money on hand lotion now that my hands won't be totally depleted of moisture in the winter!) A non-chemical, naturally scented version of hand sanitizer can be made right at home using powerful essential oils and a few other ingredients. The essential oils I chose to use boast the following beneficial properties: antibacterial, antibiotic, antiviral, and antifungal. (See recipe below.)

Tips and warnings

I simply added my new hand sanitizer to clean three-or-four-ounce squirt bottles that had once contained commercial hand sanitizers. They already have the perfect lid that drops a dime-size portion into my hand for each use—perfect for throwing into a purse or a backpack! You could also mix up a batch and keep in a container with a pump for the whole family to use.

Using more than the suggested amount of essential oils is not recommended. Keep in mind these are very concentrated, powerful plant extracts. If you are new to using essential oils you may want to test for an allergic reaction before slathering on this hand sanitizer. As with any natural plant, family members could be allergic. For a simple patch test, mix one drop of essential oil with about one TBSP of olive oil. Rub a bit on the inside of your elbow, cover with a bandage, and wait 24 hours to see if there is any negative reaction.

BETSY JABBS

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RECIPE

Homemade hand sanitizer

12 drops lavender essential oil
5 drops tea tree essential oil

1 1/2 Tablespoons Witch Hazel
12 ounces Aloe Vera Gel (available at health food stores—DO NOT use the green medicated variety that you would put on a sunburn).

1. Add essential oils to a small container and swirl to mix.
2. Add Witch Hazel to the oils and swirl again. Add this mixture to the Aloe Vera Gel and mix well.

Discover your ideal supplement strategy and stop winter illness in its tracks.

Eldon Dahl, ND

Founder, LifeChoice



INSIGHT

Unlock the “treasure chest” of healthy living

We have all imagined finding a treasure chest; the very thought has our imaginations running wild. Unlocking the mystery of our immune system is much like seeking buried treasure—X may mark the spot, but knowing how to support our immune system may seem like navigating a maze.

Strengthening our shields

We need a strong immune system

to protect our health, and yet it is under constant attack—just knowing this fact is a source of stress, which impacts our immune system. Environmental toxins damage our immune system; even cleaning our clothes can be a source of toxins. Fabric softeners, dryer sheets, and laundry detergents contain hazardous chemicals, including two known carcinogens—acetaldehyde and benzene.

Fuel for your force field

Maintaining a healthy immune system first requires

a healthy diet and exercise. However, we must also support our endocrine system because it works with the immune system. If the endocrine system, especially the thyroid and adrenal glands, and the liver are not working in harmony, it would be as if we had lost the compass in our search for immune support.

During the cold and flu season, when our endocrine and immune systems have to work overtime, the very moment my family feels under attack, we hit the bottles—and not the type you're thinking of. I am a true believer in homeopathic remedies. My family travels everywhere with homeopathic colloidal silver, an FDA-approved disinfectant, using it as a nasal spray and in the mouth for sore throats.

Supplements and supports

Whether travelling in a crowded plane, breathing recycled air, or attending a sporting event with “Sneezy” and the other toxic dwarfs, my family has a favourite immune-boosting recipe that we have been using for years (see Recipe Box). In addition to this formulation,

I recommend reseed your gut with a probiotic complex. Yogurt can serve this purpose. However, when I want to strengthen my immune system, I prefer knowing the potency, so I take a 10 billion human-strain probiotic capsule. The shelf-stable form works best with my family because once refrigerated, it's easy to forget all about it.

To support the thyroid gland, my family takes a homeopathic solution called Thyroid Support, which also supports the liver. Human growth hormone (HGH) also supports the immune system, but unlike injectable HGH, which can have negative side effects, my family uses a homeopathic version called HGH+, in which minute amounts of the active ingredient are potentized for a safe and effective remedy.

A treasure chest of health awaits those willing to seek the adventure. Happy discovery!

ELDON DAHL

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RECIPE

Boost your system

50 drops echinacea
20 drops goldenseal (anti-inflammatory and astringent)
20 drops bee propolis (antiseptic, antifungal, antiviral)
3 drops oil of oregano (antiviral and antiparasitic)
1 teaspoon (5 mL) calcium ascorbate (buffered vitamin C)
1 capsule P5P Complex

1. Mix the first five ingredients in a glass of purified water and drink twice a day for one day.
2. Repeat above mixture, reducing the first three ingredients by half, in a glass of purified water and drink three times a day for five days.



TAKE ACTION

“If you don’t take vitamins and eat terribly all year long then suddenly say that you’re going to take care of yourself for flu season, it doesn’t make sense.”



PHOTO: DANA PATRICK

THE FAMILY APPROACH TO FLU SEASON

Question: How does Lisa Oz, wife of Dr. Mehmet Oz, keep her growing family healthy?

Answer: A junk-free diet supplemented by strategically-placed vitamins does the trick.

Children may not see the importance behind health and nutrition, but by creatively implementing useful strategies, taking vitamins can be fun—and most importantly, cure the flu before the sea-

son approaches.

Lisa Oz, relationship expert and wife of widely known physician, Dr. Mehmet Oz, encourages families to take a proactive approach to enhance their wellbeing. “If you don’t take vitamins and eat terribly all year long then suddenly say that you’re going to take care of yourself for flu season, it doesn’t make sense. Healthy living is really about a strong constitution and making sure that your

immune system is functioning optimally all the time,” says Oz, who’s been raising her four children on vitamins for many years. A popular immune enhancer in her household is Echinacea, a herbal remedy used to fight off respiratory conditions, colds, coughs and other minor infections. Other preventative measures include: Homeopathy, liquorish, and vitamin C and D.

A vitamin a day, keeps the

doctor away

“We don’t have junk food in the house ever,” says Oz. “Sugar is such a drain on the immune system. Anything toxic to the system, your body has to focus on getting rid of those and becomes more vulnerable to germs.” It’s often difficult to feed children vitamins without resistance on their part; however, there’s a solution to this common dilemma. Lisa Oz suggests giving them a protein shake for breakfast and slipping a multi-

vitamin powder in it so that they would have their multivitamin and without even knowing it. Another easy option for children is liquid vitamins. By keeping your family healthy it increases endorphin levels and makes everyone feel good. This projects positive and vigorous energy which will decrease stress and create a happier environment for all.

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Protect your immunity with probiotics

Modulation of “immunity” is one of the most commonly discussed benefits of probiotics (friendly bacteria)—and rightly so, considering our digestive tract houses approximately 80 percent of the immune system.

A number of human studies have been conducted examining the influence of various probiotic strains on immunity and infections. These studies reveal that various components of the immune system can be improved by certain probiotic bacteria.

Your prevention team

As an adjunct to antibiotic therapy, probiotics can help prevent antibiot-



Lee Know ND, is the recipient of several awards, and has held positions as a medical advisor, scientific evaluator, and director of R&D for major organizations.

ic-associated diarrhoea, and the risk of opportunistic infections common after antibiotics (e.g. yeast infections, C.difficile, etc.)

As for other health benefits, probiotics may benefit those with irritable bowel syndrome and ulcerative colitis. Some strains, especially within the Lactobacilli and Bifidobacteria genus, can reduce risk and severity of allergic conditions, particularly eczema. Other species have been linked to weight loss, chole-

sterol reduction, improved digestion, reduced depression and anxiety, and reduced cancer risk.

Clearing the misconceptions

Regarding studies on immunity, there appears to be large differences in outcomes depending on species, strain, dose and duration of use. Not surprisingly, there’s a lot of confusion around what to look for when buying probiotics. It’s a relatively young field of study, so there are many misconceptions that need to be addressed.

The right research

The most important thing to consider is whether a product has clinical research on the exact strains used to support the human health. For ex-

ample, some strains of E. coli (like O157:H7) can cause severe illness and even death if you consume extremely small amounts. Other strains of E. coli are harmless at much larger doses, and then there are probiotic strains of E. coli (like E. coli Nissel 1917) that exert a health benefit. This wide variation in activity within a bacterial species is exactly why Health Canada requires all probiotic products to identify the strain. Just listing the species (like E.coli or L.acidophilus) is essentially meaningless.

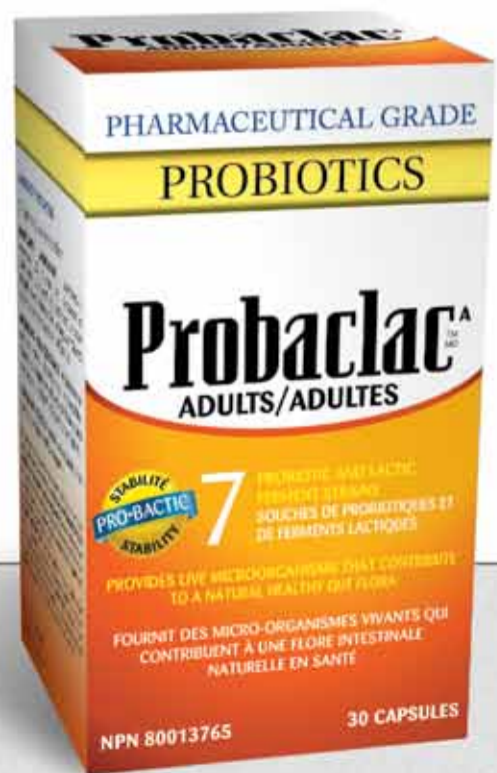
Next is potency. To group all probiotic species and strains together as a list to determine overall potency is like grouping all minerals together and thinking one dose applies to all. To illustrate this misunderstanding,

take magnesium, for example, where 500 mg is considered a therapeutic dose. However, the same 500 mg dose is toxic for chromium (where a dose of 0.2 mg would be sufficient).

Consequently, some probiotics may require 70 billion Colony Forming Units (CFU) to be effective, if that’s what the clinical trials determined. Others strains may require a dose of only 100 million CFU.

So before going out to buy any random probiotic supplement, make sure you know what you’re looking for, and make an educated choice for you and your family.

LEE KNOW
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AN EASY AND EFFECTIVE WAY TO MAINTAIN NATURAL HEALTHY INTESTINAL FLORA

THE MOST RECOMMENDED PROBIOTIC BY PHARMACISTS IN CANADA*

*Drugstore, April 2011



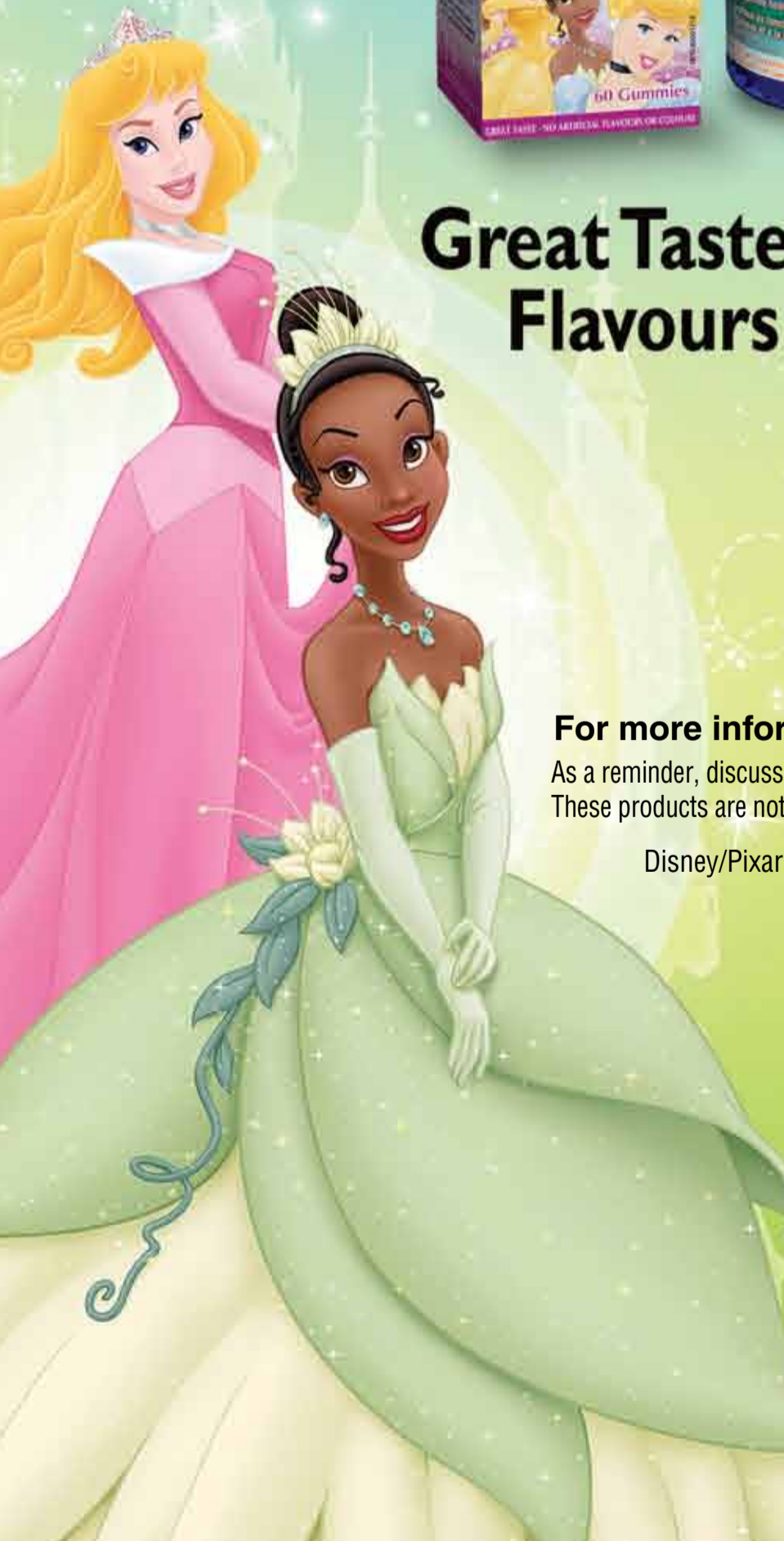
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