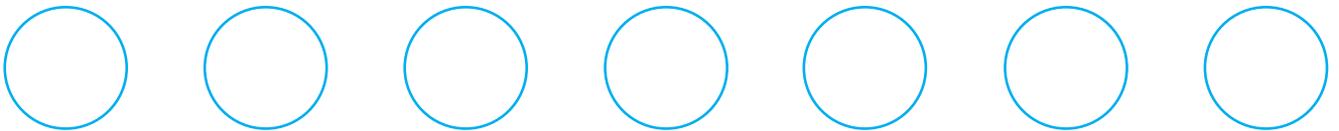




The Professional Nutraceutical

True anti-ageing needs more than good skincare



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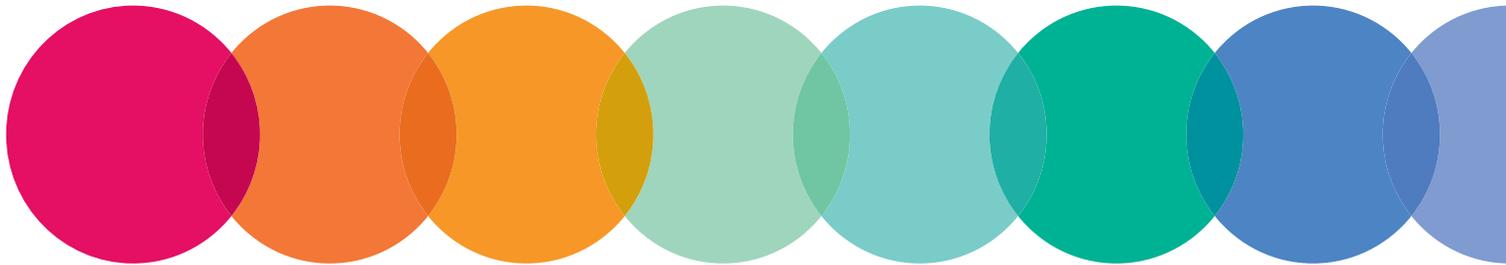
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“This is the definitive supplement programme - there is nothing like it in the UK - the effects on skin and overall health are absolutely cutting edge”

Patrick Holford



The cornerstone of health and ageless ageing is your nutrition. But what exactly is optimum nutrition? I founded the Institute for Optimum Nutrition in 1984, which is an independent educational trust, to explore just this question. The result of our research shows clearly that today's diet, even among those who consider their diet 'well-balanced' falls a long way short of what is now absolutely proven to be optimal.

If your aim is to be youthful and full of energy, it is essential to take supplements of the 50 or so vitamins, minerals, essential fats and other key nutrients from Coenzyme Q10 to alpha lipoic acid, or phosphatidyl choline to DHA. These last four are examples of semi-essential nutrients – the body can make them – but fails to make enough for optimising your health. Hence, you need a daily supply, in the same way as the other 50 essential nutrients, to be in the best of health.

The Advanced Nutrition Programme charged me with calculating the ideal supplement programme – in fact one that I would take myself. The resulting daily packs represent the 'Rolls Royce' of supplements. No more or less than perfection in terms of the likely ideal intake of all nutrients, from antioxidants to essential co-factors for energy production, supported by a good diet. The cornerstone is the Advanced Nutrition Programme's Pro-Vitality Formula. This is for everybody.

However, we are all unique and the amount of nutrients we need at any one point is also unique. If your body's biochemistry is out of

balance, with resulting symptoms and health problems, you'll need more to bring yourself back into balance.

For this reason Advanced Nutrition Programme has other 'add on' formulas for you to take to restore optimal health as quickly as possible.

These formulas and recommendations are based on my thirty years of research in this field, tried and tested on over a hundred thousand people, with two criteria in mind: optimising your health and minimising your risk. All the levels of nutrients in these formulas, even though quite rightly many times higher than the very basic EU RDAs (Recommended Daily Allowances), are well within any margins of safety. My suggestion to you is very simple. Whatever your views about nutrition and supplements, take Pro-Vitality Formula pack for one month and notice how you feel. You alone are the promoter of your health and a definition of insanity is to keep doing the same things and expect different results. Advanced Nutrition Programme offers you tomorrow's medicine today.

Wishing you the best of health

Patrick Holford
Founder of the Institute for Optimum Nutrition
Founder of Food for the Brain Foundation

Why take supplements?

Over recent years the nutritional profile of foods has changed and for many people whose lifestyles have become more pressured and fast-paced, it is not always possible to obtain optimal levels of nutrition from the diet. Supplements can have a role to play to help ensure the daily intake of important nutrients.

The methods of growing crops have changed dramatically in recent years. Modern intensive industrial farming methods have led to changes in the levels of minerals and nutrients in the soil. A United Nations report estimates that over 2 billion people worldwide suffer from "hidden hunger" – dietary deficiencies that undermine their physical and mental health.

Storage of fresh produce both in transit, supermarket shelf and domestic houses, followed by cooking and processing then diminishes nutrients further.

A report by the UK Ministry of Agriculture titled 'The Composition of Food' shows the changes in nutritional content of fruit, vegetables and meat, in the past 60 years:

Vegetables have lost on average 24% of their magnesium, 46% of their calcium, 27% of their iron, 76% of their copper.

Among seventeen varieties of fruit, the amounts of both magnesium and calcium were 16% lower, zinc was down by 27%, the iron content 24% and the copper content by 20%.

In a range of ten popular cuts of meat, the iron content fell by 54% and the copper content by 24%.

Selenium in fresh food is down by 50%. Selenium is a key anti-ageing mineral.



A National Diet and Nutrition Survey carried out in Great Britain in 2003 reports that a considerable percentage of women aged 19-64 are not getting the RDA of many vitamins and minerals from their diet.

59% don't even get the RDA of vitamin A

41% don't even get the RDA of vitamin C

42% don't even get the RDA of calcium

74% don't even get the RDA of magnesium

The Advanced Nutrition Programme supplement range is designed to provide the optimum daily amounts of key vitamins, minerals and other vital elements required for good skin and vibrant health.

We are committed to including ingredients that offer the best absorption and bioavailability.



Advanced Nutrition Programme

Your premium quality supplement

Quality of Active Ingredients

Trusted for quality and quantity of dosage and using the finest ingredients, The Advanced Nutrition Programme range has been formulated by Patrick Holford who has more than 30 years experience in nutrition and research into the effects of nutrients on our health.

We are committed to including ingredients that offer the best absorption and bioavailability.

Advanced Nutrition Programme fish oil is scrupulously screened for PCBs and other pollutants to ensure maximum purity using PureMax , an advanced purification and concentration technology. Minerals provided in the supplements are in forms that are easy for the body to absorb. Vitamin E is in the natural form which is more effective than the synthetic formulation. This approach is extended to all products in the range to ensure supplements of the highest quality and purity.

No extras

Our binders and fillers are always inert or add some benefit. They are specially chosen to reduce the likelihood of allergic reactions.

We aim to use the most appropriate and natural components available. The use of artificial colours, flavours or sweeteners is avoided and animal derived agents are also minimised.

Many of the supplements are suitable for vegetarians and vegans.

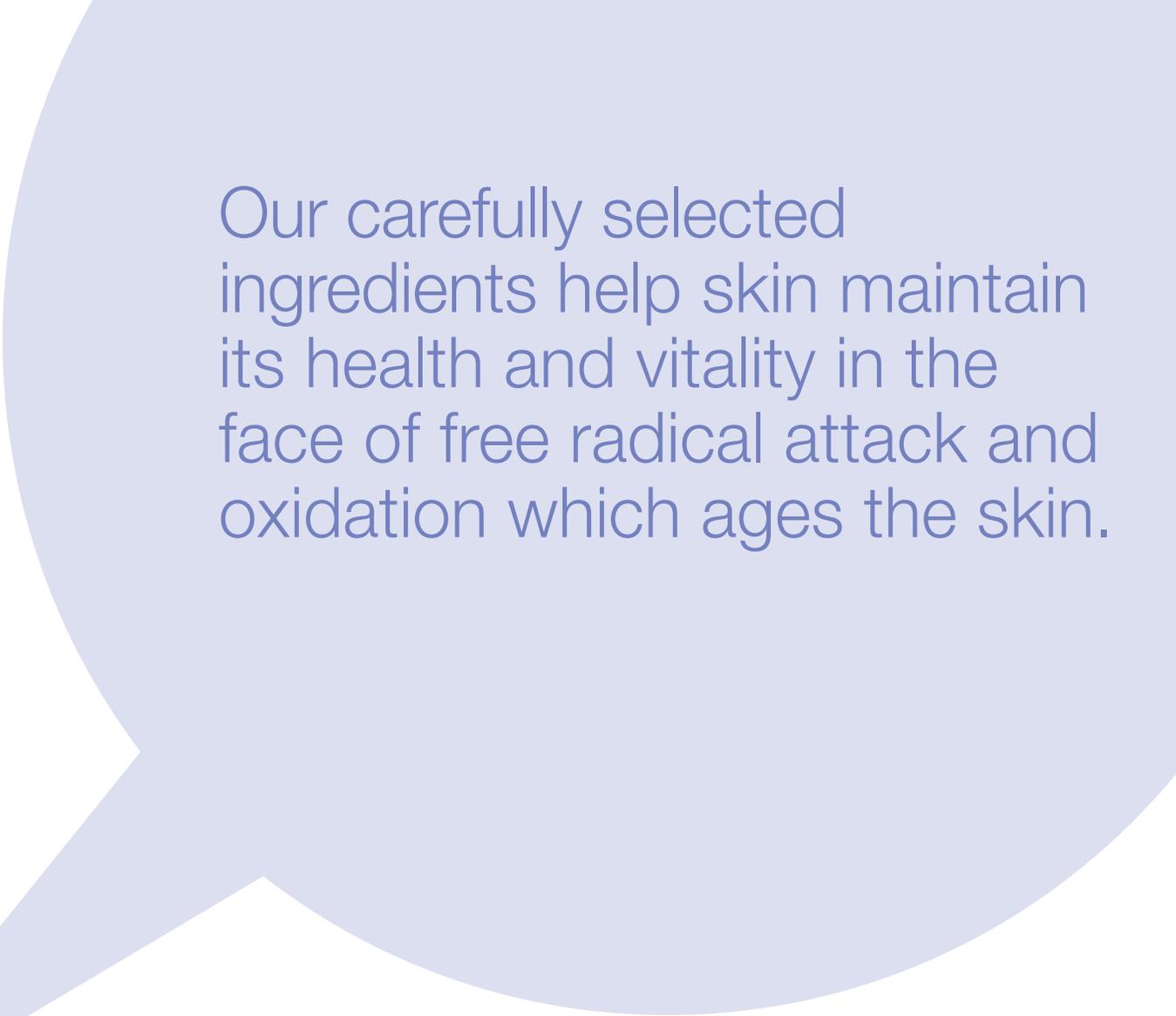
Skin Range

Skin Range

You need to feed your skin both externally and internally. Carefully selected ingredients help skin maintain its health and vitality in the face of free radical attack and oxidation which ages the skin. Problems like dryness, oily, problem skin and premature ageing may benefit from targeted supplements.

For an effective supplement programme, start with a multivitamin and then add to that products to meet your individual needs.





Our carefully selected ingredients help skin maintain its health and vitality in the face of free radical attack and oxidation which ages the skin.

SKIN VITALITY¹

Description: A broad spectrum supplement to help maintain healthy skin, hair, nails and total body wellbeing. A one a day multivitamin comprising B vitamins key for energy production, minerals which are important constituents of muscles and collagen, antioxidants to fight free radicals, plus plant extracts bilberry and lutein which play a role in maintaining the strength of connective tissue. Suitable for adults and designed as a foundation supplement to be used in conjunction with Skin Vit C, Skin Omegas, Skin Collagen Support and Skin Defender.

Form: tablets

Contents: 60

Directions: Take 1 tablet daily with a meal.

Suitable for vegetarians and vegans
Contains soya protein.

This product should not be used as a substitute for a varied and balanced diet and healthy lifestyle. Do not exceed the stated daily recommended intake.

This product contains iron, which, if taken in excess, may be harmful to very young children. Keep out of sight and reach of children. Long term intake of amounts greater than 10mg vitamin B6 may lead to mild tingling and numbness. Long term intake of amounts greater than 4mg manganese daily may lead to muscle pain and fatigue.

Store in a cool, dry place out of reach of children.

Product Information: Daily Intake (1 tablet) typically provides:

Vitamin C	191.8mg
Niacin (vitamin B3)	100mg
Vitamin E 100iu (natural source)	67mg
Pantothenic Acid (vitamin B5)	60mg
Choline Bitartrate	60mg
Thiamin (vitamin B1)	32mg
Vitamin B6*	30mg
Calcium	30mg
Riboflavin (vitamin B2)	25mg
Inositol	25mg
PABA	25mg
Bilberry Extract 4:1 (Vaccinium myrtillus)	20mg
Magnesium	19mg
Zinc	15mg
Iron	7.5mg
Lutein	5mg
Manganese*	4.45mg
Beta Carotene (providing 333µg retinol equivalents)	2mg
Boron	1.2mg
Vitamin A 2667iu	800µg
Molybdenum	500µg
Folic Acid	400µg
Biotin	400µg
Selenium	200µg
Iodine	151µg
Chromium	100µg
Vitamin B12 (hydroxycobalamin)	100µg
Vitamin D2 400iu (ergocalciferol)	10µg



ADVANCED
nutrition programme

SKIN VITALITY 1

a broad spectrum supplement for healthy skin, hair, nails and total body wellbeing

60 tablets
FOOD SUPPLEMENT

The Professional Nutraceutical



SKIN VITALITY 2

Description: A broad spectrum supplement containing vitamins, antioxidants, minerals, fatty acids, herbal extracts, bioflavonoids and co-factors. It is recommended for all adults as a base line dietary support to ensure adequate levels of nutrients to support a healthy mind and body and promote vitality. This combination provides essential nutrients needed for healthy skin, hair and nails.

Form: 28 day supply blister packs

Contents: Each blister contains: A-Z multivitamin, vitamin C with zinc, bilberry and elderberry plant extracts, an advanced antioxidant nutrient complex and essential omegas 3 and 6.

Directions: Take the contents of one blister strip daily with a meal.

This product should not be used as a substitute for a varied and balanced diet and healthy lifestyle. Do not exceed the stated recommended daily intake.

Fish oil is made with PureMax™ advanced purification and concentration technology.

NO ADDED: salt, wheat, gluten, yeast, lactose, dairy products, artificial preservatives or flavourings.

Store in a cool, dry place out of reach of children.

Do not take if pregnant, planning a pregnancy or breastfeeding, unless on the advice of a doctor or antenatal clinic. If you are under medical supervision, please consult a doctor before use. Caution is advised with anticoagulant medications such as Heparin, Warfarin or Coumadin. Amounts greater than 1000mg of vitamin C may cause mild stomach upset in sensitive individuals. Long term intake of amounts greater than 10mg of vitamin B6 daily may lead to mild tingling and numbness. This product contains iron, which if taken in excess, may be harmful to very young children.

Product Information: Daily intake (4 tablets / capsules) typically provides:

Vitamin C	1000mg	Alpha Lipoic Acid	5mg
Fish Oil	726mg	Co-enzyme Q10	5mg
providing DHA 196mg		Beta Carotene	3.75mg
EPA 94mg DPA 43mg		Manganese	1.3mg
Calcium	199mg	Boron	0.5mg
Borage Oil	126mg	Vitamin A 2500 i.u.	750µg RE‡
providing GLA 26mg		Folic Acid	100µg
Vitamin E 131 i.u.	88mg a-TE†	Selenium	40µg
Magnesium	78mg	Biotin	25µg
Black Elderberry Extract		Copper	25µg
(4% total flavonoids)	50mg	Vitamin K	20µg
Pantothenic Acid		Iodine	15µg
(Vitamin B5)	25mg	Molybdenum	15µg
Niacin (Vitamin B3)	25mg NET††	Chromium	15µg
Glutathione	25mg	Vitamin D 300 i.u.	7.5µg
Ginger	20mg	Vitamin B12	5µg
Thiamine (Vitamin B1)	12.5mg		
Riboflavin (Vitamin B2)	12.5mg		
Bilberry Extract			
(2% anthocyanadins)	10mg		
Choline	10mg		
Vitamin B6	10mg		
Inositol	10mg		
Resveratrol	10mg		
Zinc	8mg		
Iron	5mg		

†a-TE = Alpha Tocopherol Equivalent

††NE = Niacin Equivalent

‡RE = Retinol Equivalent



ADVANCED[®]
nutrition programme

SKIN VITALITY 2

a broad spectrum supplement for healthy skin, hair, nails and total body wellbeing containing vitamins, antioxidants, minerals, fatty acids, bioflavonoids and co-factors

28 day supply blister packs
FOOD SUPPLEMENT

The Professional Nutraceutical



ADVANCED[®]
nutrition programme

SKIN VITALITY 2

FOOD SUPPLEMENT
28-day supply blister packs

The Professional Nutraceutical





SKIN VIT C

500mg vitamin C plus plant extracts to promote healthy skin

Description: This supplement combines 500mg of vitamin C per tablet with plant extracts to support healthy skin. Vitamin C, a key antioxidant that supports and protects collagen, is combined with calcium to make it gentler on the stomach. The citrus bioflavonoids, hesperidin and rutin play a role in maintaining the strength and integrity of capillaries and blood vessels.

Form: Tablets

Contents: 60

Directions: Take one tablet daily with food or as your health professional advises. Best when combined with Skin Vitality 1, Skin Vitality 2 or Pro-Vitality.

Suitable for vegetarians and vegans.

Food supplements should not be used as a substitute for a varied and balanced diet and healthy lifestyle. Do not exceed the stated recommended daily intake.

Store in a cool dry place out of reach of children.

Product Information: One tablet typically provides:

Vitamin C	500mg
Calcium	22mg
Citrus Bioflavonoids	25mg
Rose Hip	25mg
Hesperidin	10mg
Rutin	10mg

SKIN OMEGAS

omega 3 and 6 combination to maintain healthy skin

Description: Combination of omega 3 and omega 6 fatty acids to support skin integrity and health. Borage oil is one of the richest sources of GLA. The fish oil provides EPA, DHA, DPA and is made with PureMax™ an advanced purification and concentration technology which also contains protective antioxidant tocopherols. DPA is a highly flexible essential fatty acid that can convert to either EPA or DHA.

Form: Capsules

Contents: 60 and 180

Directions: Take 2 capsules daily with a meal, or as your health professional advises. Best when combined with Skin Vitality 1, Skin Vitality 2 or ProVitality.

If you are under medical supervision, please consult a doctor before use. Caution is advised with anticoagulant medication such as Heparin, Warfarin or Coumadin.

Product contains fish oil.

This product should not be used as a substitute for a varied and balanced diet and healthy lifestyle. Do not exceed the stated recommended daily intake.

Store in a cool dry place out of reach of children.

Product Information: Two capsules typically provide:

Total fish oil	1452mg
Eicosapentaenoic acid (EPA)	188mg
Docosahexaenoic acid (DHA)	392mg
Docosapentaenoic acid (DPA)	86mg
Total borage oil	252mg
Gamma Linolenic Acid (GLA)	52mg





SKIN COLLAGEN SUPPORT

Vitamins and bioflavonoids for collagen production

Description: This is a synergistic complex of vitamins and plant extracts providing building blocks for collagen. Vitamins A, C, and D contribute to collagen synthesis. Vitamin C, plus hesperidin, rutin and grapeseed extract are powerful antioxidants which help protect collagen, so helping sustain the integrity of connective tissues. Best when combined with Skin Vitality 1, Skin Vitality 2, or Pro-Vitality.

Form: Capsules

Contents: 60

Directions: take 2 capsules daily with a meal or as your health professional advises.

Not suitable during pregnancy or if pregnancy is being planned.

Vitamin E from Soya.

Suitable for vegetarians and vegans.

This product should not be used as a substitute for a varied and balanced diet and healthy lifestyle.

Do not exceed the stated recommended daily intake.

Store in a cool dry place out of reach of children.

Product Information: Two capsules typically provide:

Vitamin C	400mg
Choline Bitartrate	200mg
Rutin	120mg
Hesperidin	100mg
Grapeseed Extract (Vitaflavan®)	50mg
Vitamin A 2000i.u. (vegetable source)	600µg
Vitamin D2 200i.u.	5µg

SKIN DEFENDER

Description: An antioxidant complex to support skin exposed to sunlight. In addition to key vitamins and minerals that make up antioxidant enzymes, this supplement contains a variety of herbs and plant extracts to help nurture healthy skin. The nutrients combine to help maintain healthy skin while encouraging skin cell renewal. Best when combined with Skin Vitality 1, Skin Vitality 2, or Pro-Vitality.

Form: Capsules

Contents: 60



Directions: Take one capsule daily with food or as your health professional advises.

Not suitable for individuals taking anti-blood clotting medication such as Warfarin, Heparin, Coumarin or Aspirin. This product should be avoided in pregnancy and breastfeeding unless advised by a medical practitioner.

Suitable for vegetarians and vegans.

This product should not be used as a substitute for a varied and balanced diet and healthy lifestyle. Do not exceed the stated recommended daily intake.

Vitamin E from Soya.

Store in a cool dry place out of reach of children.

Product Information: one capsule typically provide:

Vitamin C	250mg
Beta 1,3 Glucans	150mg
Vitamin E 87iu	60mg
Grapeseed Extract (Vitaflavan®)	50mg
Green Tea Extract 4:1 (Camellia sinensis)	25mg
Curcumin Extract (Curcuma longa)	25mg
Limonene	10mg
Zinc	7mg
Lycopene	5mg
Beta carotene 8333iu (providing 833µg retinol equivalents)	5mg
Selenium	200µg



Wellbeing Range

Free radicals also do the same damage inside your body as on the skin outside. Your organs, skeleton, gut, all need support to function at their optimum. Your weight, digestion, immunity and mood as well as your ability to remain healthy as you age may all be helped by effective nutrition and supplementation.

Vitamins and minerals work together. For an effective supplement programme, start with a multivitamin and then add to that products to meet your specific needs.



Your weight, digestion, immunity and mood as well as your ability to remain healthy as you age, may all be helped by effective nutrition and supplementation.



PRO-VITALITY Formula

Description: A broad spectrum supplement containing vitamins, antioxidants, minerals, fatty acids, phospholipids, herbal extracts, amino acids, bioflavonoids and co-factors. It is recommended for all adults as a base line dietary support to ensure adequate levels of the nutrients required to support a healthy mind and body and promote vitality.

Form: 28 day supply blister packs

Contents: Each blister strip contains: multivitamin/mineral, advanced antioxidant complex, vitamin C with black elderberry and bilberry extracts, omega 3 and 6 fatty acids, brain-specific nutrients and n-acetyl L-carnitine and alpha lipoic acid.

Directions: Take the contents of one blister strip daily with a meal or as your health professional advises.

This product should not be used as a substitute for a varied and balanced diet and healthy lifestyle. Do not exceed the stated recommended daily intake.

Fish oil is made with PureMax™ advanced purification and concentration technology.

NO ADDED: salt, wheat, gluten, yeast, lactose, dairy products, artificial preservatives or flavourings.

Store below 30° in a dry place away from direct sunlight and heat.

Do not take if pregnant, planning a pregnancy or breastfeeding, unless on the advice of a doctor or antenatal clinic. If you are under medical supervision, please consult a doctor before use. Caution is advised with anticoagulant medication such as Heparin, Warfarin or Coumadin. Not to be taken in cases of manic depression or epilepsy. Amounts greater than 1000mg of vitamin C may cause mild stomach upset in sensitive individuals. Long term intake of amounts greater than 10mg of vitamin B6 daily may lead to mild tingling and numbness. This product contains iron, which if taken in excess, may be harmful to very young children. Keep out of sight and reach of children.

Product Information: per daily intake (6 tablets / capsules)

Vitamin C	1000mg
Fish Oil providing DHA 196mg EPA 94mg DPA 43mg	726mg
Calcium	199mg
N Acetyl L-Carnitine	250mg
Arginine Pyroglutamate	150mg
Borage Oil providing GLA 26mg	126mg
Alpha Lipoic Acid	110mg
Magnesium	78mg
Vitamin E 131 i.u.	88mg a-TE†
Pantothenic Acid (Vitamin B5)	75mg
DMAE	70mg
Black Elderberry Extract (4% total flavonoids)	50mg
Trimethylglycine (TMG)	50mg
Niacin (Vitamin B3)	30mg NE††
Glutathione	25mg
Phosphatidylcholine	30mg
Ginger	20mg
Phosphatidylserine	15mg
Thiamine (Vitamin B1)	12.5mg
Riboflavin (Vitamin B2)	12.5mg
Bilberry Extract (2% anthocyanadins)	10mg
Choline	10mg
Vitamin B6	10mg
Inositol	10mg
Resveratrol	10mg
Zinc	8mg
Iron	5mg
Co-enzyme Q10	5mg
Beta Carotene	3.75mg
Manganese	1.3mg
Boron	0.5mg
Vitamin A 2500 i.u.	750µg RE‡
Folic Acid	167µg
Selenium	40µg
Biotin	25µg
Copper	25µg
Vitamin K	20µg
Iodine	15µg
Molybdenum	15µg
Chromium	15µg
Vitamin B12	8.3µg
Vitamin D 300 i.u.	7.5µg

†a-TE = Alpha Tocopherol Equivalent
 ††NE = Niacin Equivalent
 ‡RE = Retinol Equivalent





A nutritional supplement with vitamins, minerals and lysine for healthy nails

Description: This innovative complex contains key ingredients including biotin, calcium and zinc which provide specific benefits to nails to support healthy, strong growth.

Form: Capsules

Contents: 60 and 180

Directions: take two capsules daily with food or as your health professional advises.

This product contains iron, which, if taken in excess, may be harmful to very young children. Keep out of sight and reach. Amounts greater than 20mg of iron daily may cause mild stomach upset in sensitive individuals.

This product contains vitamin A. Do not take if you are pregnant or if you are likely to become pregnant except on the advice of a doctor or ante-natal clinic.

This product should not be used as a substitute for a varied and balanced diet and healthy lifestyle.

Do not exceed the stated recommended daily intake.

Store below 30°C in a dry place away from direct sunlight and heat.

Product Information: per daily intake 2 capsules

		% EC RDA*
L-Lysine	200mg	
Horsetail Extract 4:1(Equisetum arvense)	150mg	
Vitamin A	600µg RE	75
Vitamin D2	5µg	100
Vitamin E (natural source)	100mg a-TE	833
Vitamin B6	6mg	429
Folic Acid	266µg	133
Vitamin B12	600µg	24000
Biotin	2000µg	4000
Pantothenic Acid (vitamin B5)	160mg	2666
Calcium	37.2mg	4.1
Iron	13.6mg	97
Zinc	14mg	140
Copper	280µg	28





METABOLIC Support

Chromium, Vitamins, 5HTP and Garcinia Cambogia Fruit

Description: Nutritional support for those following a weight loss plan. Metabolic Support combines important B vitamins including niacin with chromium, Garcinia Cambogia and 5 HTP. B vitamins are involved in the production of energy from food; niacin and chromium are two major components of the glucose tolerance factor which plays a role in the body's natural management of fats and carbohydrates. Metabolic Support can be chosen as a supplement to support a calorie controlled low GL diet and sensible exercise regime.

Form: Tablets

Contents: 90

Directions: This is best taken on an empty stomach.

Take three tablets daily: one first thing in the morning and two more between meals or as professionally directed.

Store below 30C in a dry place away from direct sunlight and heat.

This product should not be used as a substitute for a varied and balanced diet and healthy lifestyle. Do not exceed the stated recommended daily intake. Keep out of reach of children. Do not purchase if the seal is broken.

Suitable for Vegetarians and Vegans.

Warnings: Do not take if pregnant, planning a pregnancy or breastfeeding. If you are under medical supervision, please consult a doctor before use. Not to be used in conjunction with mood modifying drugs. Long term intakes of amounts greater than 10mg of vitamin B6 daily may lead to mild tingling and numbness.

Product Information: per Daily Intake (3 Tablets)

	Amount	% EC RDA*
Garcinia Cambogia Fruit	2250mg	-
5-HTP	99mg	-
Thiamine (Vitamin B1)	37.5mg	2679
Riboflavin (Vitamin B2)	37.5mg	2344
Niacin (Vitamin B3)	50mg †NE	278
Vitamin B6	50mg	2500
Folic Acid	400µg	200
Vitamin B12	15µg	1500
Chromium	225µg	-

††NE = Niacin Equivalent

VITAMIN C PLUS

Vitamin C complex

Description: This Vitamin C complex provides 1000mg of Vitamin C plus 500mg of citrus bioflavonoids, known to assist the function of Vitamin C in the body.

Form: Tablets

Contents: 80

Directions: Take 1-2 tablets a day, with meals, or as your health professional advises. Do not exceed recommended daily intake.

More than 1000mg of vitamin C may cause mild stomach upset in sensitive individuals.

Food supplements should not be used as a substitute for a varied diet.

Store in a cool, dry place out of reach of children.

Product Information: One tablet typically provides:

Vitamin C	1000mg
Citrus Bioflavonoid Complex	500mg





OMEGA 3 FISH OIL

rich in EPA & DHA

Description: A fish oil blend that is rich in EPA and DHA, the two key omega 3 essential fatty acids important for the maintenance of a healthy heart and arteries, brain function and supple joints. This oil is scrupulously screened for PCBs and other pollutants to ensure maximum purity – unlike cheaper products available. Omega 3 is suitable for both children and adults.

Form: Capsules

Contents: 60

Directions: Take 1-3 capsules (children over 8 years, 1 capsule) a day, with meals, or as your health professional advises. Do not exceed recommended daily intake. A daily multivitamin is also recommended.

Food supplements should not be used as a substitute for a varied diet.

This product contains pure OMEGA 3 FISH OIL. Every batch is independent-laboratory screened and tested for PCBs and other pollutants to ensure the highest standard possible. You will not find a purer fish oil.

Store in a cool, dry place out of reach of children.

Product Information: One softgel capsule typically provides:

Eicosapentaenoic acid (EPA)	165mg
Docosahexaenoic acid (DHA)	110mg
Total fish oil	1000mg

JOINT SUPPORT

GLUCOSAMINE/MSM with herbs and nutrients to help maintain healthy joints

Description: Designed for people who consider maintenance of supple and flexible joints and muscles important (particularly the elderly and heavy exercisers). Contains a blend of MSM (methyl sulphonyl methane – also known as organic sulphur), Glucosamine – a major building block of complex proteins called Glycosaminoglycans, that form an important part of the structure of healthy cartilage, tendons and ligaments, plus additional muscle and bone nutrients like vitamin C and zinc.

Form: Tablets

Contents: 90

Directions: Take 1 – 4 tablets a day, with meals, building gradually, or as your health professional advises. Do not exceed recommended daily intake.

MSM has a beneficial detoxifying effect on the body, drink plenty of water. Reduce intake if detox symptoms are uncomfortable. A daily multivitamin and vitamin C are also recommended.

Food supplements should not be used as a substitute for a varied diet.

Not advisable if pregnant or taking Warfarin.

May not be suitable for people with a fish or crustacean allergy.

Store in a cool, dry place out of reach of children.

Product Information: One tablet typically provides:

Vitamin C	30mg
Zinc	5mg
Copper	250µg
Boron	250µg
Methyl sulphonyl methane	450mg
Glucosamine HCL	180mg
Ginger root	75mg
Nettle leaf	75mg
Celery seed	75mg
Panax ginseng	15mg
Kelp	5mg





GLUTAMINE POWDER

health and immune support

Description: The amino acid glutamine is the primary fuel of the digestive system and of the immune system, making this an ideal supplement for anyone at demanding times or during convalescence. Glutamine can also be used as a fuel by brain cells and is stored in muscles. The body can make glutamine from food, but a supplement can be a valuable addition particularly when the body has increased demand for it. It may also be helpful taken between meals as an aid to appetite management. This slightly sweet powder can be stirred into drinks or sprinkled on food.

Form: Powder

Contents: 80g

Directions: Take between 1/4 teaspoon (900mg) and 1 1/4 level teaspoons (children over 8 years, 1/4 teaspoon; over 10 years, as adults) 1-3 times a day, between or before meals, or as your health professional advises. Do not exceed recommended daily intake. Stir into cold water or juice and drink immediately, or for children can be sprinkled onto cold food.

Food supplements should not be used as a substitute for a varied diet.

Suggested uses:

After alcohol • After painkillers • Before mental exertion •
During convalescence • During recovery from food intolerance
Store in a cool, dry place away from children.

Product Information: 1/4 level teaspoon typically provides:

L-glutamine

900mg

PROBIOTICS

Lactobacillus acidophilus & Bifidus probiotic powder

Description: A probiotic powder of beneficial bacteria to aid digestion and help support the immune function of the gut. Can be sprinkled on food. Ideal for children or adults who don't like swallowing capsules. Useful after infection or antibiotic usage (which deplete the body's store of probiotic bacteria), or as a daily supplement to support health.

Form: Powder

Contents: 75g

Directions: Adults and children take 1/4 level teaspoon or more a day, with water, juice or sprinkled on cereals, or as your health professional advises. Children under 2 years: 1/8 level teaspoon.

Do not exceed recommended daily intake.

Food supplements should not be used as a substitute for a varied diet.

Do not refrigerate.

Store in a cool, dry place out of reach of children.

Product Information: 1/4 level teaspoon typically provides: Lactobacillus acidophilus, Bifidus infantis, longum and brevis 16mg (in the order of millions of viable organisms at the time of manufacture)





DIGEST-PRO

digestive enzyme and herbal formula

Description: A blend of (vegetarian) digestive enzymes and herbal extracts to help maintain healthy digestive function. Includes the key enzymes protease (breaks down protein), amylase (breaks down carbohydrate) and lipase (breaks down fats), plus lactase, the enzyme that digests lactose, the primary sugar in milk, to which some people can be intolerant. Can be helpful during times of everyday stress or convalescence, and for those experiencing poor appetite and digestive problems, as well as for older people (as levels of digestive enzymes reduce with age).

Form: Capsules

Contents: 120

Directions: 1 capsule with meals, or as your health professional advises. Do not exceed recommended daily intake. Food supplements should not be used as a substitute for a varied diet. May not be suitable for people with gluten sensitivity. Store in a cool, dry place out of reach of children.

Product Information: One capsule typically provides:

Protease 4.5 (15000HUT)	30mg
Amylase (2500DU)	25mg
Fenugreek seed	25mg
Ginger rhizome	25mg
Fennel seed	25mg
Invertase (150SU)	15mg
Protease 3.0 (15SAPU)	14mg
Protease 6.0 (6000HUT)	12mg
Glucoamylase (5AGU)	11mg
Lipase (200FCCLU)	10mg
Peptidase (2000HUT)	8mg
Malt diastase(200DP°)	7.5mg
Xylanase (250XU)	5mg
Cellulase (300CU)	3.5mg
Lactase (100ALU)	1mg
Tannase	1mg

FOOD INTOLERANCE TEST

The quick answer to a food sensitivity question

Description: Food intolerances can underlie many health problems including:

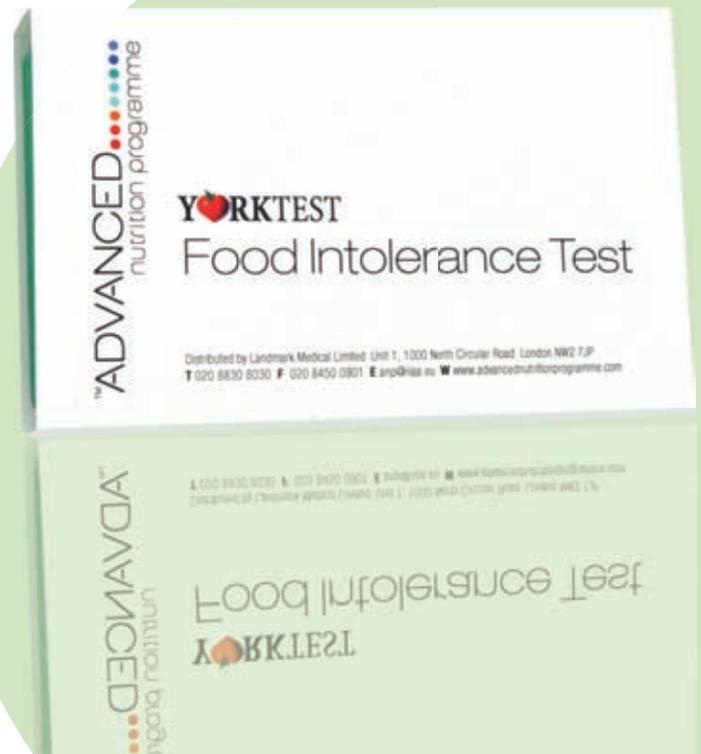
Acne, Eczema, Rosacea, Bloating, Tiredness, Anxiety, Constipation, Diarrhoea, Headaches, Migraine, Water retention, Haemorrhoids, Depression, Weight problem, IBS.

This unique YES/NO food intolerance test is the quick way to determine whether or not your symptoms could be food related.

Contents: Home kit to obtain a small blood sample with instructions.

Directions: Included inside the kit.

Product Information: This test does not provide a list of different foods, but gives you a positive or negative result. If negative, you can rule out food as the problem. If positive you will be contacted by YorkTest who will offer you the option of analysing your same blood sample to identify which specific foods you are reacting to.





Pregnancy Pack

Description: This supplement trio has been formulated for women to take during and after pregnancy, as well as for those who are planning to start a family. The pack contains a wide range of vitamins and minerals to help give your child the best start in life.

Form: Capsules

Contents: 2 months supply

Skin Vitality 1: Multivitamin containing an array of nutrients including the government recommended dosage of 400 mgs of folic acid for all women who are pregnant or planning a pregnancy. Take one a day with a meal.

Omega 3: Fish oil supplement providing DHA. Research shows the benefits of DHA on foetal and child development and women have higher requirements for this during pregnancy and breastfeeding. This product is scrupulously screened for pollutants to ensure maximum purity. Take one a day with a meal.

Probiotics: 3 strains of beneficial bacteria which support a healthy gut during pregnancy and breastfeeding. Take ¼ teaspoon in water, juice or sprinkled on cereals.

Sun Pack

Description: A trio of supplements designed to protect the skin against sun exposure. Strong UV radiation breaks down collagen, generates free radicals and damages DNA, all of which result in premature ageing, so it's important to protect skin from the inside as well as topically.

Form: Capsules

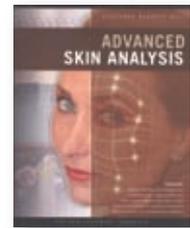
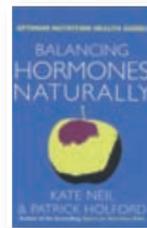
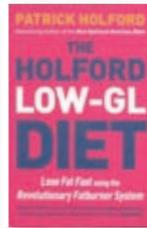
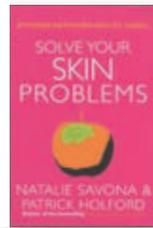
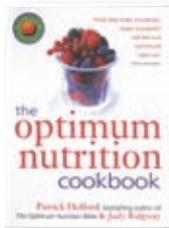
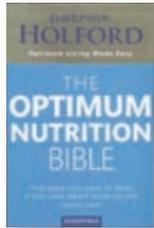
Contents: 2 months supply

Skin Defender: An antioxidant complex to support skin exposed to sunlight, consisting of vitamins, minerals that make up antioxidant enzymes and a variety of herb and plant extracts to help nurture healthy skin. Take one a day with a meal.

Skin Vitality 1: A broad spectrum supplement to help maintain healthy skin, comprising B vitamins, minerals and plant extracts which play a role in maintaining the strength of the skin's connective tissue. Take one a day with a meal.

Omega 3: A fish oil blend rich in EPA and DHA, the two key omega 3 essential fatty acids to support skin integrity and health. This product is scrupulously screened for pollutants to ensure maximum purity. Take one a day with a meal.





Find out more

A selection of books written by Patrick Holford and other carefully selected authors gives in-depth knowledge of nutritional implications on health and well being. Each title approaches different aspects of life and health with specific areas of concern like heart disease, cancer, arthritis and stress being covered. Ask at your local Advanced Nutrition Programme stockist to obtain these titles.

The Optimum Nutrition Bible

P Holford

The H Factor

P Holford & Dr J Braly

Solve Your Skin Problems

P Holford & Natalie Savona

Advanced Skin Analysis

Florence Barrett-Hill

The Holford Low GL Diet

P Holford

The Holford Low GL Diet Cookbook

P Holford & F McDonald-Joyce

Alzheimer's Prevention Plan

P Holford

The Hormone Solution

Thierry Hertoghe

The Optimum Nutrition Cookbook

P Holford & J Ridgway

Optimum Nutrition for the Mind

P Holford

Say No to Arthritis

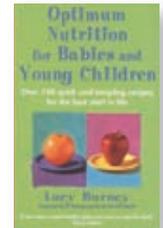
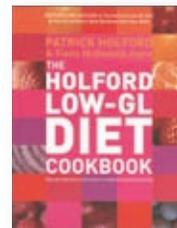
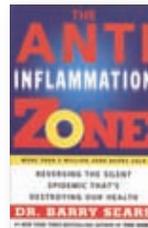
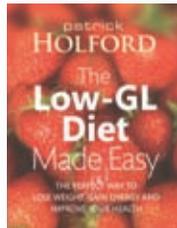
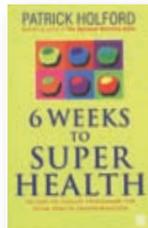
P Holford

Say No to Cancer

P Holford

The Low GL Diet Made Easy

P Holford



Say No to Heart Disease

Optimum Nutrition Before, During & After Pregnancy

500 Health & Nutrition Questions Answered

The Anti-Inflammation Zone

We Want Real Food

Optimum Nutrition for your Child's Mind

Optimum Nutrition for Babies & Young Children

Food is Better Medicine

Smart Food for Smart Kids

Beat Stress and Fatigue

Improve your Digestion

Balancing Hormones Naturally

Boost your Immune System

Hidden Food Allergies

6 Weeks to Super Health

The Holford 9 Day Liver Detox

GL Diet Made Easy

Optimum Nutrition Made Easy

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Barry Sears

Graham Harvey

P Holford & D Colson

L Burney

P Holford & J Byrne

P Holford & F McDonald-Joyce

P Holford

P Holford

P Holford & Kate Neil

P Holford & J Meek

P Holford & J Braly

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Did you know



Supplements are better absorbed when you take them with food. Always take supplements with a substantial meal unless directed otherwise.



Blueberries contain a nutrient called resveratrol which turns on the 'survival gene' shown to extend lifespan. It also positively affects over a hundred genes that help programme you for longevity.



When you take supplements you may notice that your urine turns bright yellow, this is harmless and is due to vitamin B2 which is yellow. Vitamin B2 is important for healthy skin, hair, nails and eyes.



You may find it easier to swallow supplements if you take them with a smoothie rather than water.



Salmon, sardines, mackerel, almonds and sunflower seeds are all rich in essential fatty acids which combat dry skin. Include some of these foods in your diet every day.



ADVANCED NUTRITION PROGRAMME

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