

The magazine for a regular

healthy you

ISSUE 1

*Digestive
Basics*

*Coping with
Constipation*

*IBS Lifestyle
Changes*

*Feedback
& **WIN!***





Welcome to our first magazine

Good bowel health is so important for overall health and well being, but many people go through their life dealing with unpleasant and embarrassing issues that could be resolved with the appropriate treatment or lifestyle changes.

Healthy You magazine will provide information on understanding and managing your bowel health and maximising the enjoyment you get from your life. There will be articles from health professionals as well as special offers, recipes and useful and inspiring stories from regular people.

We welcome your feedback so please feel free to go online at www.phloe.co.nz and share your experiences with us, and if you haven't already signed up, join up to the Healthy Bowel Programme.

Enjoy!

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Your Digestive System

The function of the digestive system is important for general health and well being. An effective digestive tract will ensure that your body extracts all the nutrients you need for good bodily function from the food you eat.

The digestive system is divided up into:

THE UPPER GASTROINTESTINAL TRACT

which includes the mouth, oesophagus (the tube that goes from the back of our throat to our stomach), and the stomach. This part of the digestive system is mostly involved with breaking food down both physically through chewing and chemically through the acid in the stomach.

THE LOWER GASTROINTESTINAL TRACT

also known as the bowel, includes the small intestine as well as the large intestine or colon. This part of the digestive system is where the nutrients within our food are absorbed by the body. The bowel is also where useful bacteria are found that help further breakdown nutrients so that our bodies can absorb them. The large intestine is where water and sodium are absorbed from the digested materials.

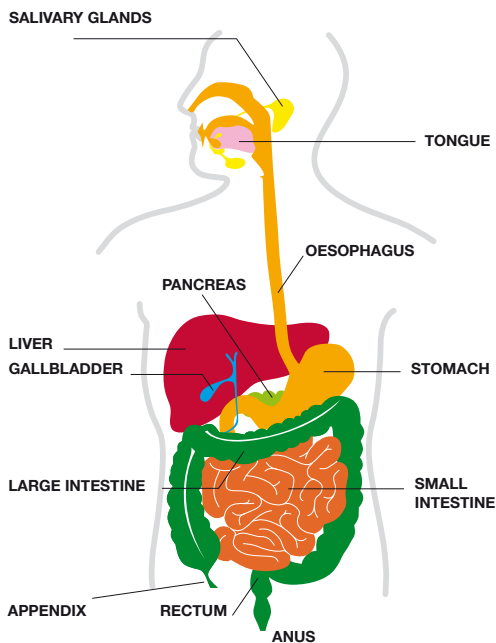


Diagram of the upper & lower human gastrointestinal tract

Did you know?

When your digestive system and bowel are not working properly you can suffer from a number of problems.



COPING WITH CONSTIPATION

At some time or other we have all had that uncomfortable, swollen or bloated feeling and been unable to have a bowel movement.

Everyone's regular or transit time is different. Anywhere from 3 times a day to 3 times a week can be normal. The important thing is to notice when there is a change in the frequency and comfort of your bowel movements – this may indicate that you are suffering from constipation.

Constipation is most commonly caused by a poor diet and an inactive lifestyle. The following dietary factors are often associated with constipation:

- A lack or low intake of fruit and vegetables
- A high intake of fat and sugar
- A low intake of water or other fluids
- Alcohol or caffeine
- A high intake of dairy products
- A lack or low intake of whole grains



Constipation can also be caused by some medicines. Some common medicines that can cause constipation include antacids (with aluminium and calcium), diuretics (water tablets), some blood pressure treatments and opioid medicines.

Constipation is also often associated with other health conditions or problems such as diabetes, Parkinson's disease and irritable bowel syndrome (IBS). Pregnancy and aging can also trigger constipation episodes. Continually ignoring your body's signals to you about needing to go to the toilet can also lead to discomfort with bowel motions.

There are however some simple things you can do to help avoid or reduce episodes of constipation:

1. Try to increase your vegetable and fruit intake for the fibre content. Five servings a day is the recommendation. You can also increase the fibre in your diet by eating more whole grain products such as wholegrain bread and wholegrain pasta.
2. Drink plenty of fluids, especially water. It helps the whole digestive process and avoids hard stools.
3. Avoid as much as you can high-fat, high-sugar foods. Fast foods are often high in fat and sugar.
4. Stay active, exercise helps keep the whole digestive process moving along.
5. Investigate the use of a dietary supplement.

Irritable Bowel Syndrome (IBS)

Many people will occasionally experience the symptoms associated with IBS which include abdominal pain or discomfort often reported as cramping, bloating, gas, plus diarrhoea and or constipation. You are more likely to have IBS if you are under 35 years of age, female and have a family history of IBS.



The exact cause of IBS is not known and there has been no cure as yet, but there are things that can be done to relieve symptoms. Identifying triggers that either worsen or improve IBS symptoms is important in helping you manage the disorder.

Food & drinks that often make symptoms WORSE include:

- Fatty foods
- Milk products such as cheese and ice cream
- Chocolate
- Alcohol
- Coffee and caffeinated drinks
- Carbonated drinks

Foods that often make symptoms BETTER include:

- Apples and peaches
- Broccoli (raw), cabbage, carrots (raw), peas
- Kidney beans, lima beans
- Wholegrain bread and cereals

Other triggers for IBS include stress, hormones and sometimes another illness such as an acute episode of gastroenteritis.

Important points to remember about IBS are:

- IBS means your bowel doesn't work the right way
- IBS can cause cramping, bloating, gas, diarrhoea and constipation
- IBS does not necessarily damage the bowel
- IBS diagnosis is based upon symptoms
- IBS is not caused by stress, but stress can make symptoms worse
- IBS symptoms can be triggered by fatty foods, milk products, chocolate, alcohol, caffeinated and carbonated drinks
- IBS treatments may include medicines, dietary supplements, stress relief and changes in eating habits

For more information on IBS or to join a support network go to www.ibsgroup.org



The way to more regular and settled bowel health

Phloe Healthy Bowel is a 100% natural supplement*, derived from kiwifruit, that supports a regular and efficient bowel function.

KEY BENEFITS OF PHLOE HEALTHY BOWEL:

- Clinically shown to keep you regular
- Helps avoid episodes of bloating, flatulence, and the 'feeling of fullness'
- Helps get rid of toxins quickly

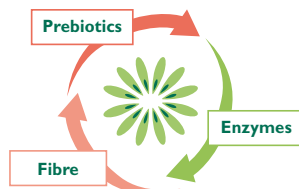
UNIQUE TRIPLE ACTION

The three active components of Phloe are the enzymes, prebiotics and fibre that have been isolated from New Zealand green kiwifruit. This unique triple action works naturally with the body and helps maintain a regular and efficient bowel function. For best results, long-term use is recommended.

ENZYMES: Support movement in the bowel allowing waste and toxins to move through the bowel quickly. Works naturally and gently with the body without any nasty side effects such as diarrhoea, cramping or spasms.

FIBRE: The fibre in Phloe works by bulking the stool with moisture and aiding transit time through the bowel.

PREBIOTICS: Increase the good bacteria as well as inhibit the bad bacteria levels in your digestive system. Having the right balance of these bacteria is one of the keys to maintaining good bowel and overall health. If it is out of balance then you may experience poor bowel health including constipation, diarrhoea, bloating, flatulence and general tiredness.



DOSAGE

Most people require 2 capsules a day. However, being a natural product, this may vary between individuals. It is recommended that people take 4 capsules a day (2 in the morning and 2 in the evening) for the first 3 to 5 days until they are sure that it is working properly. They can adjust back to 1 or 2 capsules a day once they are receiving the desired result.

Phloe can be found in the constipation section of both pharmacy and grocery stores nationwide (usually next to Metamucil). Phloe is available in 30's, 50's and 100 capsule packs (100's specific to pharmacy only).

*The active ingredient in Phloe, Zyaactinase (from Kiwifruit) is 100% natural. Each capsule also contains small amounts of commonly used encapsulation aids. Read the label and use as directed.

Phloe Questions & Answers

IS PHLOE A LAXATIVE?

No. Phloe is not strictly a laxative. It has a very gentle mode of action which keeps you regular without the nasty side effects such as cramping, spasms or diarrhoea associated with laxatives. Phloe is safe to take long term and works naturally with the body to achieve its results.

CAN I TAKE PHLOE IF I SUFFER FROM IBS?

Yes. There is good evidence to show that Phloe is very helpful for those suffering from constipation dominant IBS, as well as those suffering from the IBS related symptoms of bloating, flatulence and the feeling of fullness. There is also plenty of anecdotal evidence from long time Phloe users that Phloe is helpful in diarrhoea dominant IBS.

EVEN IF I DO NOT HAVE BOWEL HEALTH ISSUES CAN I TAKE PHLOE?

Yes. Phloe is very good for overall bowel and digestive health. Even if you do not have any issues with regularity or other associated symptoms you can still benefit from the digestive properties of the enzymes and the long term microflora balancing benefits from the prebiotics.



WHO CAN USE PHLOE?

Anyone who is suffering from bowel health issues including constipation. Older people who find their systems 'slowing down' find Phloe very beneficial. It is suitable for use during pregnancy and breastfeeding, with many midwives recommending the product. It is recommended for children over 3 years old.

CAN PHLOE BE USED LONG TERM?

Yes, best results are achieved by using Phloe long term. Bowel health issues can come and go without notice. Using Phloe long term will help avoid these episodes. There are no concerns with using Phloe long term such as cramping, spasms or diarrhoea.

WHAT SCIENTIFIC EVIDENCE IS THERE TO SUPPORT PHLOE?

A series of clinical trials and studies have been conducted on Phloe which show its benefits in managing bowel health including constipation and IBS symptoms of bloating, flatulence and the feeling of fullness.

For more information visit www.phloe.co.nz

Note: Do not take Phloe if you have a known allergy to kiwifruit.

WIN

one of four
Annabel Langbein
Cookbooks



We would love to hear about your experiences using Phloe. Please go to www.phloe.co.nz, complete the feedback form and go in the draw to win one of 4 Annabel Langbein Eat Fresh cookbooks.

Lamb & Eggplant Ragout



Lamb & eggplant deliver a complex, hearty, earthy flavour that's truly satisfying. In this dish, toasted pine nuts & tangy feta cheese are excellent accents.

Makes 2 servings

TIME: 25 minutes

EASE OF PREPARATION: Easy

- 4 ounces whole-wheat rigatoni, rotini or penne
- 4 ounces ground lamb or lean ground beef
- 2 cloves garlic, chopped
- 1/4 tsp fennel seed
- 1 1/2 cups diced eggplant
- 1 tsp extra-virgin olive oil
- 1 8-ounce can no-salt-added tomato sauce
- 1/2 cup red wine
- 1 1/2 tpsps chopped fresh oregano or 1/2 tsp dried
- 1/4 tsp salt
- 1/4 tsp freshly ground pepper
- 1 tsp pine nuts, toasted
- 1/4 cup crumbled feta (optional)

1. Bring a large pot of water to the boil. Cook pasta 8-10 mins or according to package directions.

2. Meanwhile, cook lamb (or beef), garlic & fennel seed in a large nonstick skillet over medium heat, breaking up the meat with the back of a spoon, until the lamb (or beef) is browned, 3-4 mins. Add eggplant & oil; cook, stirring occasionally, until the eggplant browns, about 4 mins. Add tomato sauce & wine; cook, stirring occasionally, until the sauce thickens, about 3 mins. Stir in oregano, salt & pepper.

3. Drain the pasta; serve topped with the sauce & sprinkled with pine nuts & feta, if using.

NUTRITIONAL INFORMATION: Per serving: 422 calories; 10g fat (3g sat, 4g mono); 37mg cholesterol; 57g carbohydrate; 20g protein; 10g fibre; 343mg sodium; 795mg potassium.

TESTIMONIAL:

Kate

"I have tried just about every method possible to combat my constant constipation and bloated stomach. From tablets to colonic irrigation – everything I've tried has only ever given me a short term benefit until I discovered Phloe and thought I'd give it a try. Within two days of using Phloe my bloating had gone down and I was able to go to the toilet not once a week but everyday! Something I've never had before.

In general I feel so much better to have a flat stomach, not to feel bloated, sluggish and fatigued all day long and actually be able to go to the toilet everyday. Phloe is without a doubt the best discovery I have ever made and I would recommend it to anyone with similar problems."

Kate