

The magazine for a regular

healthy you

ISSUE 2

*Bloating,
discomfort, wind,
irregularity...*

*Special Feature on
symptoms of IBS*

***Exercise and
Constipation***

*What are
prebiotics?*

***Feedback
& WIN!***



Welcome to the second issue of Healthy You.

We have received great feedback from you about PHLOE and Healthy You magazine that has been very useful. Thank you.

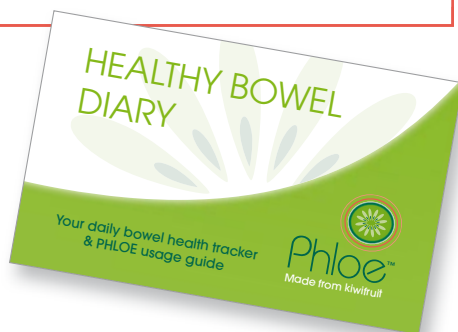
Our mail bag shows that many of you appear to suffer from bloating, wind, discomfort and irregularity. So in this issue we take a closer look at Irritable Bowel Syndrome, a common digestive condition in which bloating, wind, abdominal discomfort and either constipation and/or diarrhoea are classic symptoms.

We also look at the role exercise can play in helping to keep you regular.

As always we welcome your feedback so please feel free to go online at www.phloe.co.nz and share your experiences with us.

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Healthy Bowel Diary

The Healthy Bowel Diary is a simple and easy way to keep a record of triggers such as food, medicine or supplements and stressful days that may lead to poor bowel health. This may help you make dietary and lifestyle changes to help improve your bowel health.

Bloating, discomfort, wind, irregularity...

These are the classic cluster of symptoms that characterise Irritable Bowel Syndrome or IBS. This is one of the most common gastrointestinal conditions, second only to reflux¹.

IBS is more common in women but men are also affected. Studies have estimated that IBS affects approximately 10-20% of the population¹. Not all affected people seek medical assistance².

The exact cause of IBS is unknown. The most common theory is that IBS is a disorder of the interaction between the brain and the gastrointestinal tract, although there may also be abnormalities in the gut flora or the immune system.

What is known is that the nerves and muscles in the bowel appear to be extra sensitive in people with IBS. It would appear that in people with IBS, their intestines (guts) overreact to a variety of stimuli such as food, stress, medications and hormonal changes, leading to spasms or stretching of the intestine. This in turn leads to stimulation of the nerves of the intestine resulting in feelings of abdominal pain and discomfort, bloating as well as constipation and or diarrhoea.

IBS can be classified as either diarrhoea-predominant (IBS-D), constipation-predominant (IBS-C) or IBS with alternating stool pattern (IBS-A or pain-predominant).

In some individuals, IBS may have an acute onset and develop after an infectious illness characterised by two or more of the following: fever, vomiting, diarrhoea, or positive stool culture. This post-infective syndrome has consequently been termed "post-infectious IBS" (IBS-PI).

IBS BASICS

- Irritable Bowel Syndrome or IBS is a common problem of the intestines that may lead to bloating, wind, cramping pain and irregular bowel habits
- IBS causes a great deal of discomfort and distress but does not cause permanent harm to the intestines
- IBS does not lead to serious illnesses such as cancer
- Identifying what is triggering the symptoms of IBS and then making lifestyle and dietary changes to avoid or reduce exposure to these triggers can lessen symptoms



IBS can have a significant impact on a person's everyday life. People with IBS miss three times as many work days than those with good bowel health. In the USA for example, there are between 2.4 and 3.5 million doctor visits annually for IBS¹.

For more information see reference:

1. American Gastroenterology Association's Technical Review on IBS 2002 (www.gastro.org/user-assets/Documents/02_Clinical_Practice/medicine_positica_statements/ibs_tr.pdf);
2. Martin Schlup-NZFP 2007 (www.rnzcgp.org.nz/assets/Uploads/NZFP/Oct2007/Schlup_October_07.pdf).



Living with and managing the symptoms of IBS

There are daily challenges to be faced when you live with Irritable Bowel Syndrome. These can be embarrassing, sometimes painful and often have a negative effect on your quality of life.

Learn as much about IBS as you can.

One way to take control of your condition is to be better informed. Search out information on IBS in books and magazines, on the internet from respected sources and most importantly talk to your doctor.

Identify the factors that trigger your IBS.

This is a key step both in managing your condition and in helping you feel you have control of your life. Many people say that their IBS symptoms arise when they are under stress, or when they eat a meal or certain foods. Women often report a worsening of symptoms just prior to or during their menstrual cycle.

A digestive diary is a useful tool to help you keep a record of foods, medicines or supplements, stressful issues or other life events that trigger digestive events such as bloating, abdominal pain / discomfort, gas, constipation and diarrhoea.

With this issue of Healthy Bowel 2 you should have received a Phloe Healthy Bowel Diary in which you can keep a record of your bowel health over a month (4 weeks).

The Phloe Healthy Bowel Diary will also be a useful tool if you need to discuss your bowel health with your doctor.



Common foods & drinks that make IBS symptoms worse

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

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

Exercise and Constipation

Along with dietary changes like eating more fruit and vegetables, regular exercise can also help your digestive system stay active and healthy.

Exercise can help keep you regular in two ways. It helps improve the natural contraction of the muscles of the intestines so the content of the bowel moves through more quickly. This reduces the time it takes food to move through the bowel, so there is less water removed and stools remain soft and easier to pass. Of course it helps greatly if you drink plenty of water throughout the day.

Exercising at least an hour or two after a big meal is best. Exercise too soon after a big

meal leads to slower digestion and passage of food through the intestines. This is due to increased blood flow towards the heart and muscles when exercising.

Exercises to help keep your bowel moving can be as simple as getting up and moving around. Walking for just 10 to 15 minutes several times a day can help your digestive and general health. Some yoga positions or stretching exercises can also help keep you regular.





Focus on Phloe: What are prebiotics?

One of the key benefits of Phloe Healthy Bowel is the prebiotic effect that it has on the bacteria which live in your digestive system.

But what are prebiotics and how do they differ from probiotics and why is this so important to your bowel health?

We all have both good and bad bacteria living in our digestive tract. The good or so called 'friendly bacteria' help prevent bad bacteria and yeast from growing and causing problems.

Normally you have an abundance of friendly bacteria, however antibiotic therapy, stress, poor dietary choices, alcohol and gastrointestinal disorders may all cause a bacterial imbalance that can result in an

overgrowth of bad bacteria and yeast.

As a result of this imbalance you may suffer from poor bowel health including constipation, diarrhoea, bloating, wind and discomfort.

Prebiotics and probiotics can help restore the balance of bacteria in your digestive tract. Probiotics are live beneficial bacteria that can be found in various foods including yoghurts and some dietary supplements. When you consume probiotics, you are adding these healthy bacteria to your own digestive tract supplementing your own friendly bacteria that already exist.

Prebiotics are non-digestible foods that make their way through our digestive system and help good bacteria grow and flourish from within. Put in simple terms prebiotics can be thought of as 'food for the good bacteria' that already exist in your digestive system.

So the main difference is that probiotics (from yoghurts, etc.) supplement your system with live bacteria, whereas prebiotics (as in Phloe) work from within helping the good bacteria that already exist in your system to flourish and grow.

Phloe Healthy Bowel prebiotics have been shown in studies to both increase the good bacteria as well as decrease the bad bacteria levels within the digestive tract ensuring a better balance overall.

http://nutrition.about.com/od/therapeuticnutrition1/p/pro_prebiotics.htm



Phloe Users' Feedback

We love to hear how our products are improving the lives of our customers. Here are some examples of how Phloe has changed people's lives for the better.

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

SHIRLEY

I began taking Phloe about 6 months ago. I had been seeing the doctor with IBS and diverticuli for about 8 years. Mine was so bad that a few years back the doctor suggested an operation maybe required. As I was only 40 at the time I did not want this.

I had been on many pills and potions for this and in a great deal of pain all the time.

Since taking Phloe my health and well being has improved dramatically.

Thank you Phloe for a new lease on life without pain.

Yours Shirley

ANDREW

I started using Phloe when it first came out as I have had poor digestion for years.

Despite trying everything, including Dr's visits, nothing ever worked.

Phloe is the first product that has helped my bad digestion. Taking Phloe has helped me maintain a healthy weight, feel fitter and have good digestion.

Andrew



Got a Phloe story?

We love to hear our customers' Phloe success stories. If you have one to share, please visit www.phloe.co.nz



Greek-style fish fillets*



The classic (Greek) combination of feta and tomatoes lends substantial flavour to this simple fish dish.

Makes 4 servings

TIME: 30 minutes

- 400g can chopped tomatoes
 - 1 lemon, juice and rind, finely grated
 - 1/4 cup roughly chopped fresh mint
 - 4 x 200g thick fish fillets
 - 100g feta cheese, crumbled
 - 4 medium potatoes, cooked
 - 2 medium courgettes, cooked, sliced
1. Preheat oven to 200°C. In a bowl, combine tomatoes, lemon rind, 1 tablespoon lemon juice and mint.
 2. Place fish fillets in an ovenproof dish. Spoon tomato mixture over fish fillets. Sprinkle with feta and freshly ground black pepper. Bake for 10-15 minutes or until fish is cooked through. At 10 minutes, preheat grill.
 3. Place fish under grill for 1-2 minutes until cheese is golden. Serve immediately with potatoes and courgettes.

NUTRITIONAL INFORMATION: Per serving: 318 calories; 11g fat (6g sat); 25g carbohydrate (5g sugars); 30g protein; 3g dietary fibre; 390mg sodium; 210mg calcium; 2.5mg iron.

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Photography by André Martin.

WIN

one of two
BREVILLE
JUICERS



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 two Breville Juicers.

