

The magazine for a regular

healthy you



TELL YOUR STORY
& **WIN!**

SOLUBLE VS
INSOLUBLE FIBRE

PHLOE
family
expands...

ISSUE 3

Welcome to Healthy You



CONTENTS

Welcome	2
Soluble vs Insoluble fibre	3
New PHLOE product	4
Meet the Team	5
Focus on: your GP	6
PHLOE Users Feedback	7
Competition & Recipe	8

A big welcome to all the new readers of Healthy You magazine and hello to our regulars!

This is our third issue and we have been thrilled with the response from new members coming on board. We now have over 8000 people signed up to receive regular updates and we continue to receive positive feedback from readers about both PHLOE™ and the information covered in the magazine.

In this issue, we introduce Phloe's fresh new look and show you the newly launched Phloe Chewable Tablets. Thanks to all of you that took the time to test the new product for us.

We thought you might like to get to know us better, so we have included a feature on Vital Foods and one of our team members.

Read about your GP's thoughts on Phloe. A survey completed with New Zealand doctors revealed 91% would recommend our product.

As always, we love to hear from you so please drop us a line if there is anything you'd like to see in the magazine or if you have any other feedback for us. See the lucky two readers who were fortunate enough to win the Breville Juicers!

Submit your feedback on your experiences with Phloe for a chance to win a Breville Whizz stick.

Fibre is fibre is fibre

SOLUBLE vs INSOLUBLE fibre

Eating a high fibre diet has long been acknowledged as having many health benefits. What many are unaware of is that there are two distinct types of fibre that deliver different benefits.



Soluble fibre: This type of fibre dissolves in water to form a gel-like material. There is some evidence that soluble fibre may lessen heart disease risks by reducing the absorption of cholesterol into the bloodstream.

You can find a soluble fibre in whole oats, peas, beans, apples, citrus fruits, carrots, barley and psyllium.

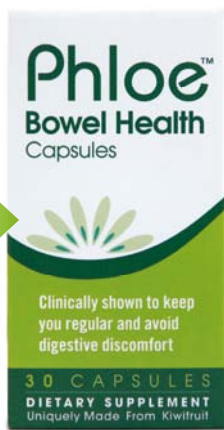
The fibre in PHLOE Healthy Bowel is soluble rather than insoluble making stools softer and easier to pass.

Insoluble fibre: This type of fibre does not absorb water and for the most part moves through your intestines undigested. It is recommended to many for increasing regularity – both reducing constipation and excessive diarrhoea. Whole-wheat flour, wheat bran, nuts and many vegetables are good sources of insoluble fibre.

A recent study looked at how effective dietary fibre is to treat IBS symptoms and soluble fibre was compared to insoluble fibre. The study concluded that "The addition of soluble fibre (fruit) but not insoluble fibre (bran) was effective in the clinical management of patients with IBS in primary care. Bran may worsen symptoms of IBS, especially at the beginning of treatment and should be advised only with caution."

For more information see: Source: Bijkerk, CJ, de Wit, NJ, Muris, JW, Whonwell, PJ, Knottnerus, JA, Hoes AW. Soluble or insoluble fibre in irritable bowel syndrome in primary care? Randomised placebo controlled trial. *BMJ* (2009) Aug 27;339:b3154

Phloe has a **fresh new look**



Behind the scenes we have been giving Phloe a makeover. The new look is designed to be clearer and easier to read, while still highlighting Phloe's natural kiwifruit origins, its digestive health benefits, and clinical support. We have also updated our pack insert to provide you with more information on digestive health, Phloe products, nutritional information as well as some inspiring success stories from our Healthy You members.

...and introducing **Phloe Chewable tablets**

Phloe chewable tablets are a tasty chewable format with the same digestive health benefits as Phloe capsules. Taken daily, Phloe chewable tablets help avoid episodes of bloating, flatulence, and digestive discomfort. Kiwi-tropical flavoured, the chewable tablets are delicious and perfect for busy people, travellers or kids. Conveniently, you don't need water – just pop one in your mouth and chew.

You can find the Phloe range in your local supermarket, pharmacy, and online at www.phloe.co.nz



Our Story

Here at Vital Foods, we have appreciated all the feedback and responses you have sent in and thought you might be interested in learning a little more about us. Vital Foods is committed to producing natural kiwifruit products that can improve people's daily lives. We are a small team based in South Auckland and many of us have worked here for almost ten years.

The team started with just a few of us, whose love for kiwifruit led to the discovery of an innovative way to extract and preserve the digestive qualities only found in NZ green kiwifruit. Now 13 years on we have 20 employees and an onsite manufacturing plant. We use only New Zealand grown kiwifruit, ensuring that we support the local community.

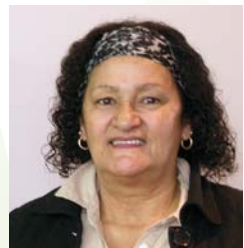


Helen

Logistics Co-ordinator

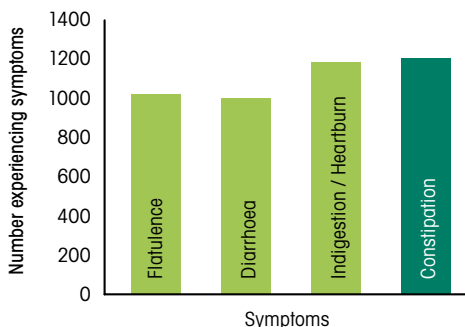
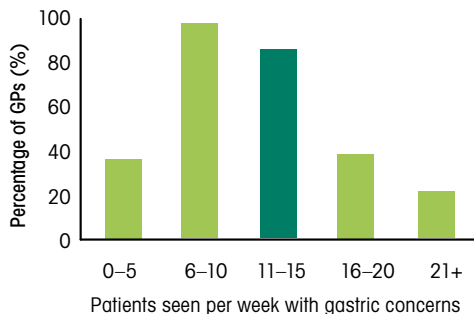
"I've worked for Vitalfoods for many years and have hardly missed a day. Vitalfoods is a company with family values who looks after its people, I know this firsthand. I love my job"

Meet the TEAM



Helen has been with the company for 11 years and keeps the place running like a well oiled machine. Helen has many roles at Vitalfoods, from packing, deliveries and purchasing supplies. She also hand packs every order of Phloe purchased through our new online checkout page, visit us at www.phloe.co.nz to place your order.

Focus on: your G.P.



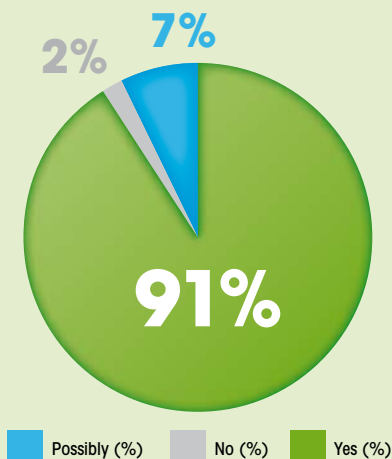
A survey conducted with GP's showed interesting results. 65% of GP's see between 6-15 patients per week with gastric concerns. This goes to show that you are not alone with experiences of gastrointestinal concerns.

So how do GP's respond to their patients with constipation concerns? As you can imagine there were a wide range of responses depending on the individual patient and their history. Almost all GP's would recommend that fibre is added to the diet.

Many would prescribe a product if there are severe symptoms and some would also recommend a product that their patient could buy from a chemist or supermarket.

A highlight from the GP survey was the number of GP's who would recommend PHLOE to their patients.

Would you recommend PHLOE to your patients?



Source – BGA GP Mailer 1 July 2010

91% would recommend PHLOE, and the 7% who would *possibly* recommend PHLOE, requested clinical papers so that they could learn even more about the product.

Source – BGA GP Mailer 1 July 2010

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.

Winner 1: "PHLOE has completely changed my quality of life. About 5 years ago I developed a condition that was not easily diagnosable by my doctor and would frequently leave me doubled over in agonizing pain many times a week. I would take pain killers but it wasn't addressing the issue. My condition was more than just physical pain as it affected my social life considerably. I never made plans to attend any social events as there was a good chance that I would be struck with a bout or episode of stomach pain. One day however my doctor advised me to start taking PHLOE. The results were unbelievable. I was so surprised that something so natural could work so well for me. I was able to regain my previous life again with the pain diminishing and in turn this offered me the ability to attend social events once again. I truly owe the PHLOE creators and their product a great deal of thanks."

Jason – Kelburn, Wellington

Winner 2: "My seven year old son has always suffered from constipation and encopresis. I have tried everything to help, but find that prescribed laxatives are often too strong, and still don't keep him 'regular'. I now give him 1 PHLOE capsule each morning, mixed in with a glass of orange juice and now he is regular, has no trouble passing motions and no longer soils his underwear. He is much happier and able to do all things a seven year old should without worrying about what is going on with his tummy. Thanks PHLOE!"

Brenda – Papakura, Auckland



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

Chicken with lemon-mint couscous



An easy to prepare quick salad that requires minimal cooking.

- 1 cup couscous
 - 1 cup cucumber, chopped
 - zest and juice of 1 lemon
 - 2 chicken breasts, cooked & cut into bite sized pieces
 - cherry tomatoes or sun-dried tomatoes, chopped
 - 2 tablespoons extra virgin olive oil
 - 1/2 cup chopped fresh mint
1. Put the couscous into a heatproof bowl. Add the lemon zest and juice then pour over boiling water, just enough to cover. Cover with a plate or plastic wrap to trap the steam inside, then set aside for 5 minutes.
 2. Add the chicken, tomatoes, olive oil and mint to the couscous mixture.
 3. Mix well and season to taste.

WIN A BREVILLE Whizz STICK

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 a Breville Whizz Stick.

