

## Media Release

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# Real Food for Thought... What's Really Inside Our Vitamins & Supplements?

*Internationally renowned superfood expert, Jason Bennett says consumers need to look more closely at what they buy*

More than two thirds of Australians take vitamin supplements for improved health and we spend more than half a billion dollars on these products every year, yet few realise that the majority of these are synthetic.

Jason Bennett of New Zealand company Lifestream International says that many supplements on the market today are synthetic, or laboratory made, rather than produced using wholefood ingredients.

"The best form of nutrition by a long shot is wholefoods," says Bennett. "However in today's society, fast foods, skipped meals and unhealthy diets mean that most of us aren't getting all the essential nutrients our body needs. That's why quality supplements are important."

Natural supplements are carefully extracted from their source, without using extreme heat, pressure or toxic solvents and they contain the complex micro-nutrients that are found in nature. For example, natural Vitamin C from acerola berries is rich in bioflavonoids, anthocyanins and other essential co-factors.

And natural supplements don't contain the fillers, binders, artificial flavours, colours and sugar or artificial sweetener that can be found in most synthetic products.

Bennett encourages consumers to read product labels carefully and to look up ingredients they don't understand.

"Quality products are backed by good scientific research, so take the time to learn a little about the studies that support their claims," he says.

"If you want to get optimum benefit without taking a lot of different products, then go for spirulina, chlorella and barley grass. These are wholefoods, or concentrated, nutrient-rich 'superfoods'. They contain vital micro-nutrients that are so often missing in the processed foods we eat today and they're a great place to start."

Jason Bennett's advice to consumers is:

- Eat wholefoods as much as possible and cut back on refined, processed foods.
- Include a natural "superfood" supplement in your diet such as spirulina, chlorella, or barley grass. It's a great way of getting a rich spectrum of nutrients into your diet.
- Read the packaging carefully before you buy supplements to check what the product is made from and what the other ingredients are. If you don't understand the label, do your homework before buying. Your pharmacist or health food store attendant can help you.
- Store your wholefood supplements in a cool, dark place, keeping the lid tightly shut and use by the expiry date to get the full benefits. Heat and oxygen can destroy some of the nutrients.

Jason Bennett will be in Brisbane and the Gold and Sunshine Coasts from April 19<sup>th</sup> to 21<sup>st</sup> presenting seminars for the health food industry. He is available for media interviews.

Media only:

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