

## Media Release

October, 2009

### All Vitamins Are *Natural*.....Right?

More than two thirds of the Australian population takes vitamin supplements for improved health, yet few of us realise that the majority of these are synthetic.

Jason Bennett of New Zealand company Lifestream International says that the majority of 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 comes rich in bioflavonoids, anthocyanins and other essential co-factors.

It's important also to look at what natural supplements don't contain; the fillers, binders, artificial flavours, colours and sugar or artificial sweetener that can be found in most synthetic products.

Australians spend more than half a billion dollars on vitamins and supplements every year, but Bennett says that all-too-often we're not paying enough attention to what we are buying. "I encourage consumers to read product labels carefully," he says. "Check all the ingredients and if you don't understand them, look them up."

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

"Attitude is important. See self-education as an adventure and a commitment to your own health."

"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 vitamins and 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 is in Australia from October 12<sup>th</sup> to 21<sup>st</sup> presenting seminars for health food industry professionals hosted by Planet Health.

#### About Jason Bennett

Jason is the Sales and Marketing Manager of Lifestream International, manufacturer of high quality, natural and ethical supplements and vitamins. See them at: [www.lifestream.co.nz](http://www.lifestream.co.nz)

Before joining Lifestream, he was very sick with asthma, skin problems, digestive issues and fatigue and he would regularly become very ill with colds and flues. Through a friend, he learned about food and its relationship to health and started changing his life. He fasted and changed his diet and over time, he cured his illnesses the natural way.

"Green superfoods were a big part of that process and I live on them still as a major factor in my health," he says.

Jason joined Lifestream International in 1993. He has taken 20 Lifestream Spirulina tablets daily for the last 20 years and fasts regularly for 7-30 days, consuming only Lifestream Ultimate Greens and water during that time.

**Media only:**

For further information or to interview Jason Bennett please contact Margot Gorski at PR Matters on (03) 9533 6783 or 0412 393 394, or by email at [margot@pr matters.com.au](mailto:margot@pr matters.com.au)