

StarSpecial

THE STAR, TUESDAY 22 NOVEMBER 2022

YOUR HEALTH



Taking greater care on what matters

Making positive lifestyle changes
is the first step towards a more fulfilling life.

A COMPLETE and balanced nutrition intake may help with healthy body function but it is also associated with the whole digestive process which involves food ingestion, food digestion, nutrient absorption and utilisation.

Even the most complete diet will not benefit our body if the nutrients are not properly broken down, which are readily absorbed and utilised. Poorly digested food may lead to occasional abdominal discomfort, bloating and other undesirable symptoms.

Supporting nutrient availability

Enzymes are specifically produced by the body to assist in breaking down food and “unlocking” the nutrients, allowing them to be effectively absorbed and used by the body.

However, ageing, an unhealthy lifestyle and poor eating habits can interfere with the body's ability to produce an adequate supply of enzymes for the above process. In addition, extreme cooking methods and processing technologies can also destroy enzymes that are naturally found in raw foods. For these reasons, an alternative source of enzymes is important and required to maintain optimum health.

A comprehensive enzyme blend

Biogrow Mixed Berries with Multi Enzymes contains 10 natural plants and microbial-derived enzymes imported from the United States that can work in a broad pH range, from pH3 to pH9, throughout the body. This enzyme combination includes Amylase, Protease, Lipase, Cellulase, Lactase, Maltase, Invertase, Bromelain and two proprietary enzymes: Peptizyme SP and HemiSeb, that possess a broad specificity for various types of food such as cereal grains, legumes, dairy products, meat and other foods.

Biogrow Mixed Berries with Multi Enzymes is specially formulated with a

Unlocking nutrients in food with multi enzymes

“Enzymes are specifically produced by the body to assist in breaking down food and ‘unlocking’ the nutrients, allowing them to be effectively absorbed and used by the body.”

delicious blend of mixed berries for enhanced flavour and a tooth-friendly sweetener, Xylitol. It is available in chewable tablet form, making it suitable for kids, adults and the elderly. Just chew one to two tablets after every meal to supply the body with an abundance of natural enzymes that complement your daily diet. Biogrow Mixed Berries with Multi Enzymes is available at all leading pharmacies nationwide.

This article is contributed by Legosan (Malaysia) Sdn Bhd.

■ For more information, call 03-7956 2220 (Mondays to Fridays 9am to 5pm), email info@biogrow.com.my or visit www.biogrow.com.my.



Mixed Berries with Multi Enzymes comes in bottles of 60 and 120 chewable tablets.

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Sugar & Colouring Free

Suitable for 2 Years Old and Above

1 Chewable Tablet Once Daily

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- Berries-Rich Formulation; Acerola Berries & Elderberries
- Added with Tiger Milk Mushroom
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Available at all leading pharmacies nationwide.

Break your sleep-stress cycle

YOU are tucked into bed but your mind races and keeps you awake. Sleep is a mandatory part of life – it rejuvenates you physically and mentally to prepare you well to tackle the day. However, in today's stress-filled world, sleep can be easily overridden by heightened stress. Excessive stress keeps your body awake and alert, making it harder to fall asleep.

When you do not get enough sleep, your stress levels will be amplified, causing you to feel groggy and grumpy the next day. This loop creates a sleep-stress cycle which can negatively impact your health, resulting in weight gain and poor immunity. You may feel impatient, moody or emotional, which may lead to anxiety or depression. Insufficient sleep can also cause slower reaction time and increase your risk for accidents and injuries too.

Break the sleep-stress cycle naturally

While it is impossible to remove stress completely, here are some tips for you to reduce stress during bedtime. You may try out yoga, meditation or herbal remedies to relax your body and improve your rest.

Ashwagandha (*Withania somnifera*), referred to as the king of Ayurvedic herbs, is an adaptogen which has long been prized for its stress-relieving effects. It helps lower your cortisol levels, a hormone produced by

your adrenal gland in response to stress. Remarkably, ashwagandha can calm you down while giving you an energy boost to fight fatigue and increase your resilience to stress.

The patented KSM-66 ashwagandha extract is the full-spectrum ashwagandha extract which is standardised to more than 5% withanolides, the highest concentration among other major root-only extracts. This provides a consistent dosage delivery and guaranteed potency. KSM-66 is extracted through the “green chemistry” principles, without the use of alcohol and any other chemical solvent.

Studies have shown that KSM-66 Ashwagandha extract can help improve stress tolerance, sleep quality, mental alertness and quality of life.

Lavender is also one of the most sought-after remedies for anxiety. It contains linalool and linalyl acetate, which have sedative and anti-anxiety effects to promote sleep and relaxation.

Taking KSM-66 ashwagandha extract and lavender extract together may produce a synergistic effect to relieve stress, promote relaxation and lessen anxiety attacks. These two herbal extracts may also help to reduce sleeplessness and allow you to get a well-deserved good night's sleep.

This informational article is brought to you by Herbs of Gold.

■ For more information, call 1800 183 288.

A SERIOUS conversation about nicotine addiction has always been difficult, especially when persuading a smoker to quit. The topic is rarely brought up despite nicotine being the most abused but legally addictive substance. Social normalisation would have certainly contributed to the relatively constant rate of nicotine product use despite abundant evidence of the negative consequences.

Understanding the history of nicotine product use helps us better understand why nicotine addiction is a continuous global challenge. Tobacco use has been documented for over 8,000 years, which led to its cultivation in 5,000 BC in Central Mexico.

Originally used in religious ceremonies and for medical purposes, it was regarded as a valuable item and was used as gifts.

In 1760, Pierre Lorillard established the first company in the US that processed tobacco to make cigars and snuff. Less than two centuries later, many tobacco companies were established, creating a powerful and profitable

Stubbing out an unhealthy habit

industry.

Over the past 20 years, tobacco products have changed in both content and presentation in an effort by the tobacco industry to increase the demand among new and diverse populations including children.

Claims have been made about the more medically disastrous nature of the newer generations of products due to the “fortification” of ingredients to modify the flavour or to change the nature of the tobacco from leaves to vape juices.

The benefits of quitting tobacco products

Here are some major reasons smokers should quit:

- 1. Break the cycle of addiction**
Leaving one unsatisfied is an anecdote portraying the addictive
- 2. Reduce the risk of getting cardiovascular diseases**
Smoking is a modifiable major risk factor of cardiovascular diseases, which are one of the main causes of death in Malaysia. This includes coronary heart disease and stroke. When a person stops smoking, the benefits start almost immediately with the risk of heart attacks and stroke returning to the level of non-smokers after 15 years. Smoking cessation also reduces blood pressure which is another important risk factor for cardiovascular disease.
- 3. Improve the functions of**

the lungs

Tobacco product use affects the lungs directly during inhalation and indirectly through toxins circulating in the blood. The use is well known to cause impairment of lung function and cancers. Quitting has been shown to improve the lungs’ function and reduce the risk of lung cancer at a rate similar to that of non-smokers after 10 years.

4. Improved immune system

Our immune system protects us from infections. It is activated when our body is invaded by a virus, bacteria, or any other foreign body. This activation is impaired by toxins in cigarette products, making us susceptible to infection. An optimum immune system also plays a significant role in protecting us against cancers.

5. Reduce the ageing process

Ageing is a natural process. However, using tobacco products speeds up the ageing process due to the cells’ inability to regenerate healthily in the presence of toxins. Thus, quitting smoking would allow our bodies to recover better and improve in vitality.

6. Join the “new norm”

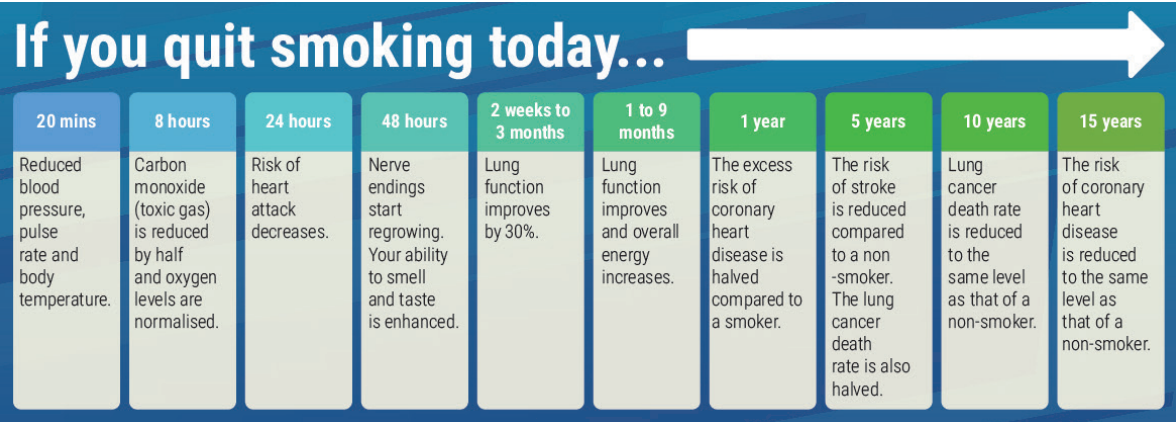
Community studies have shown an increasing trend of smokers wanting to quit with health concerns being the most popular reason, followed by the health of loved ones and other sociodemographic factors. Hence, quitting tobacco product use is a norm smokers should be comfortable with.



Dr Faridah Mohd Zin.

Family medicine and wellness consultant at MSU Medical Centre, Dr Faridah Mohd Zin explains the cold turkey method remains the most popular method chosen by smokers to quit using tobacco products. However, this method has been shown to have the highest failure rate in the short and long term, primarily due to the resulting unpleasant withdrawal symptoms, as opposed to gradual reduction over time or by using replacement medication.

Scientifically proven replacement medications are safe and effective if used under supervision by certified professionals. Although the decision to continue smoking depends entirely on smokers, the right to clean air remains the right of everyone.



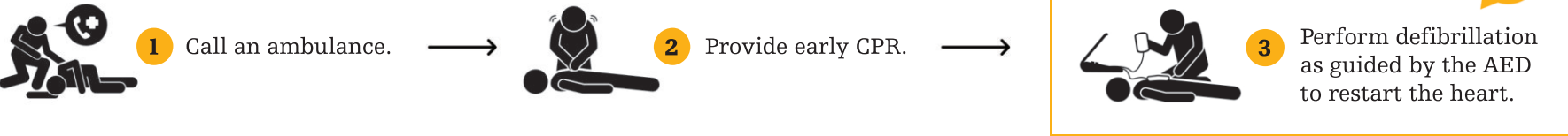
Quitting smoking improves your health to that of non-smokers in 15 years.

Do more than wait.

Prepare your business for sudden cardiac arrest.

Equip your premises with an automated external defibrillator (AED) from Stryker.

In the event of a sudden cardiac arrest, there are three important steps to increase the patient’s chances of survival.



Without an AED on your premises, you can't do step 3.
That means wasting precious minutes waiting for help to arrive, when that time could've been used to help the patient.



So, do more than wait.

Let's work together to better protect your employees and visitors from sudden cardiac arrest.

Are diet fads suitable for me?

THERE are times in our lives when we feel unhappy with our body image. As a result, we start to lead a healthy lifestyle by incorporating certain diets and workout routines. Popular sources of inspiration? Social media of course, with posts from social media influencers on what they do to achieve their fitness goals. However, is this a wise move?

According to a study by the University of Glasgow, social media influencers in UK give bad advice on diet and fitness eight out of nine times. Lead author of the study Christina Sabbagh says the majority of these blogs presented opinion as facts and cannot be considered as credible sources of weight management information. This is harmful as these influencers have such a wide audience.

Businesswoman and reality star Kim Kardashian in an article for *Harper's Bazaar* said she took up the Atkins diet and worked out six days a week to maintain her figure. The Atkins diet requires carbohydrates to be completely cut out and replaced with healthy fats and an abundance of protein. While this routine works well for her, it is simply not a one size fits all method for everyone to try.

There are many diets endorsed by celebrities and social media influencers out there. Here are the two such diets Hollywood celebrities have sworn by that you must be cautioned to.

The Ketogenic diet

This diet has taken Hollywood by storm with celebrities like Gwyneth Paltrow and Vanessa Hudgens consuming this diet for months and have seen the results themselves. The Keto diet is a very low or no carbohydrate food plan that pushes the body into a ketosis state in which your body burns fat for energy instead of carbohydrates.



Dieting is the first thing people think of when trying to lose weight. However, it is important to know the long-term effects on the body.

According to a 2014 research published by the *International Journal of Environmental Research and Public Health*, it shows that the ketogenic diet can be an advantageous mechanism to treat obesity with a physician supervising the whole process to avoid potential problems.

Max Bridger, a personal trainer and co-founder of the online fitness platform LDNM suggests that this could be “a worrying catalyst for the development of unhealthy associations with the food group (a form of disordered eating known as orthorexia).” Bridger says that while this diet can work, it can also trigger the desire to binge eat because of the cravings it will induce.

Meal replacement shakes

Shakes are low-calorie drinks that are portable, easy to consume and often used to replace meals, with the promise of a ‘flatter stomach’.

While meal replacement shakes are easy to consume and faster than cooking a meal, this diet also has its cons. Rob Hobson, a registered nutritionist based in London, says this type of diet lacks fibre.

According to Hobson, you will lose weight on meals equivalent to just over 300 calories, but the process is neither enjoyable nor sustainable and the likelihood of keeping the weight off once you start eating normally again is slim.

“While such diets may work for celebrities, it does not mean that it will work the same for you. There are a lot of aspects that need to be considered before starting a new diet and workout routine. If you want to start on your journey to a healthy lifestyle, it is best to consult a doctor first as they would know what your body needs.”

This approach also doesn’t teach you about the basic principles of healthy eating, the psychology of eating or your metabolism.

While such diets may work for celebrities, it does not mean that it will work the same for you. There are a lot of aspects that need to be considered before starting a new diet and workout routine. If you want to start on your journey to a healthy lifestyle, it is best to consult a doctor first as they would know what your body needs.

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Multi-functional turmeric

TURMERIC is probably best known for its culinary uses. Revered for its natural healing abilities, this golden spice has also been extensively used in both traditional Ayurvedic and Chinese medicine.

In recent years, turmeric has become one of the most noteworthy superfoods in the world, thanks to its potent anti-inflammatory and antioxidant properties. Curcuminoid, the active compound that gives its distinctive yellow colour, is responsible for the far-reaching, science-backed healing properties of this renowned spice.

Turmeric provides a safe, natural approach to calm inflammatory responses in a host of chronic diseases like arthritis, Alzheimer's, diabetes, and cardiovascular diseases. Curcuminoids have been shown to suppress inflammation by inhibiting NF-kB, a transcription factor which triggers a cascade of undesirable inflammatory responses in the body. As a powerful antioxidant, it has been scientifically proven to effectively protect the cells from lipid peroxidation and oxidative stress caused by free radicals.

Supplementing with turmeric

Curcumin C3 Complex, the gold standard

for turmeric extracts, is the foremost clinically studied natural anti-inflammatory and antioxidant with a multitude of health benefits. Standardised to 95% curcuminoids, it contains not only curcumin but also demethoxycurcumin (DMC) and bisdemethoxycurcumin (BDMC). These three major curcuminoids are in naturally occurring free form, which confers greater bio-efficacy compared to its conjugates. It is far more readily absorbed and available for use by the body for enhanced health benefits.

The addition of BioPerine, a black pepper extract containing no less than 95% piperine, significantly enhances the absorption of curcumin by up to 2,000%. With this natural bioenhancer, Curcumin C3 Complex can reach, enter and remain within their target cells for longer periods for optimal health support.

As an assurance of safety, both Curcumin C3 Complex and BioPerine have been granted Generally Recognized as Safe (GRAS) status by the U.S. Food and Drug Administration (FDA).

This informational article is brought to you by VitaHealth.

■ For more information, call 1800 183 288.

In recent years, turmeric has become one of the most noteworthy superfoods in the world, thanks to its potent anti-inflammatory and antioxidant properties.

A DIABETIC diet is a healthy eating plan that is high in nutrients while being low in fat and calories. In reality, a diabetic diet is the optimal eating plan for the majority of people. If you were recently diagnosed with diabetes or were previously diagnosed but are now ready to undertake dietary changes, the idea of giving up foods you enjoy may be daunting. However, a proper diabetic diet is not as difficult as you think – and you can still enjoy food while managing this condition. A nutritious diet is an important component of a successful diabetes control plan. Here are five dietary habits for diabetic people.

● **Eat healthy carbohydrates**
Carbohydrates are broken down into blood glucose during digestion. You should focus on healthy carbohydrates such as fruits, vegetables, whole grains, legumes such as beans and peas, and low-fat dairy products. Avoid less healthy carbohydrates like food and drinks with extra fats, sweets, and salt.

● **Choose healthier fats**
The body requires fats in the diet because it provides energy. However, different types of fat have distinct effects on our health. Unsalted nuts, seeds, avocados, oily salmon, olive oil, rapeseed oil and sunflower oil contain healthy fats. Some saturated fats can raise your blood cholesterol levels, increasing the risk of heart disease. These are mostly found in animal products and prepared foods such as cookies, pastries made from red and processed meat, lard and more. It is good to limit your use of oils in general, so try grilling, steaming or baking instead.

● **Eat more vegetables and fruits**
Despite the presumption that sugar in fruits should be avoided by diabetics, whole fruit is excellent for people with diabetes. Fruits do contain sugar; however, it is natural sugar. This is different from added sugar, also known as free sugars which are found in foods such as chocolate, cookies, and cakes. Fruit drinks, on the

Eating right for diabetics



Eating right does not necessarily mean living off bland food.

other hand, have additional sugar, so eat whole fruits instead. This can be either fresh, frozen, dried, or canned in juice. It is also advisable to spread your consumption throughout the day rather than eating a large piece of fruit all at once.

● **Cut down on sugar**
When trying to cut back on sugar, small practical adjustments are an excellent place to start. Swapping sugary beverages, energy

drinks, and fruit juices for water, plain milk, or sugar-free tea and coffee is a good place to start. Eliminating these additional sugars will help you regulate your blood glucose levels and lose weight. However, if you are experiencing frequent hypoglycaemia (low blood sugar), you should consult your doctor.

When you have diabetes, nutrition is an important aspect of living a healthy

lifestyle. Following a nutritious food plan and being active can help you keep your blood glucose level within your target range. To control your blood glucose levels, you must balance what you eat and drink with physical exercise and, if necessary, diabetic medication. What, when and how much you eat are all important factors in keeping your blood glucose level within the range recommended by your healthcare provider.




Feeling uncomfortably full after meal?




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Advertorial

Be emergency ready with a workplace AED

WHEN a person is experiencing a sudden cardiac arrest (SCA), the next two to three minutes are crucial. Not only does the heart stop beating, but the blood ceases flowing to the brain and other vital organs in the body. The condition, sometimes caused by cardiovascular disease as well as other factors, can happen to anyone, anywhere and at any time.

A common reaction among individuals who witness a SCA is to call emergency responders, which is correct. However, waiting for paramedics to arrive may take longer than expected, which may be too late for the patient.

This is why having an automated external defibrillator (AED) on hand can potentially save a life. An AED is a battery-operated device that delivers an electric shock to a person's heart to restore a normal, rhythmic heartbeat if required.

Recently, the government announced for public facilities to increase safety precautions by installing AEDs.

Unfortunately, many people do not know where and how to access an AED, nor do they know how to use it on a person who is experiencing SCA. Not only does this reflect the low level of emergency preparedness and minimal knowledge of SCA, it also means the chances of survival for SCA victims are regrettably low.

Stryker, a medical technology company, has launched the "Do More Than Wait" campaign, aiming to increase the awareness of creating a safer work environment by encouraging businesses to be equipped with AEDs on site. Through this campaign, Stryker seeks to have employers train their staff to be emergency ready rather than only wait for the arrival of emergency services.

Many people fail to understand SCA

victims require instant treatment of cardiopulmonary resuscitation, also known as CPR, and defibrillation within three minutes after collapse for the best chance of survival. The availability of AEDs at the workplace in first aid kits placed in highly visible and accessible areas increases the possibility for coworkers to provide emergency care in this crucial time frame.

Among the AEDs under Stryker's brand is the HeartSine samaritan 500P which is lightweight, portable and easy to use.

The compact device comes with easy-to-understand visuals, voice prompts and integrated real-time feedback to help guide the rescuer through the entire resuscitation process, including defibrillation and CPR – two key links in the chain of survival. Also included are the one- and two-button interfaces, enabling a simple and straightforward operation.

The device provides a technology that can measure the force and rate of CPR that is being applied through the defibrillator electrodes, without the need for accelerometers. This further helps the rescuer perform more effective CPR on the SCA victim.

HeartSine AEDs are intuitive and require minimal maintenance, guaranteeing easy use.

Weighing at just 1.1kg, the HeartSine samaritan 500P is small and has a rugged construction with an IP56 rating that offers a high level of protection against harmful dust and water.

With over 60% of deaths from cardiovascular diseases caused by out-of-hospital sudden cardiac death, it is crucial for businesses to be SCA-ready and to not just have trained personnel but the necessary equipment as well.⁽³⁾



Do more than wait.

Protect your community with more publicly accessible AEDs for an increased chance of survival against SCA.

■ For more information, visit <https://bit.ly/3u44UA2> or email aedasia@stryker.com.

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Food for the skin

YOU are what you eat. It's clichéd but true. The food you eat determines whether you glow or stink. Your skin, body and health need intensive, daily care. Nature offers all the solutions. Here is a look at some food for natural, glowing goodness.

Tomatoes – These plump red rubies hold a beauty secret, they are full of natural sunscreen properties. Although they can't be used as a total replacement for sunscreen, eating a tomato or two a day, or having a glass of tomato juice will help to protect your skin from sunburn by improving the natural sun protection ability of your skin.

Fish – Get yourself a fresh dose of omega-3 from sardines or salmon. These fatty fish are rich in beneficial fat, which has anti-inflammatory properties. With inflammation being the root cause of acne and spot breakouts, including these fish in your diet will help keep your skin clear.

Kiwi – Did you know that eating a single kiwi provides you with almost 120% of your daily vitamin C requirement? Vitamin C stimulates the body's production of collagen, a substance that keeps skin smooth and supple. So eating kiwi is especially great for those with dry skin and wrinkles, as it

reduces both these skin conditions.

Yoghurt – Make your complexion smoother and wrinkle-resistant by eating a single serving of yoghurt a day. Go for the Greek variety, as it has twice the amount of protein than regular yoghurt.

Avocadoes – The fruit has a high fatty acid content that works to maintain the skin's moisture, keeping it soft and supple. It also contains omega-9 fat which regenerates damaged skin cells while reducing redness and irritation.

Avocado is another good source of vitamin C, which maintains the skin's firmness and structure. Vitamin E is also present, which assists in preventing damage and signs of aging.

Get the best out of this fruit by adding it to your daily meals. You can eat it as it is, mash it up as a spread for your morning toast, or make some guacamole.

Our skin makes the list as one of the body's most vulnerable organs. It withstands sun, rain, cosmetics and sweat. Protect and heal your skin from within by eating these natural foods. They can be prepared in many delicious ways to satisfy your personal tastes. Enjoy a healthy new glow today.

Food that are rich in vitamins and nutrients such as avocadoes can do wonders for your skin.

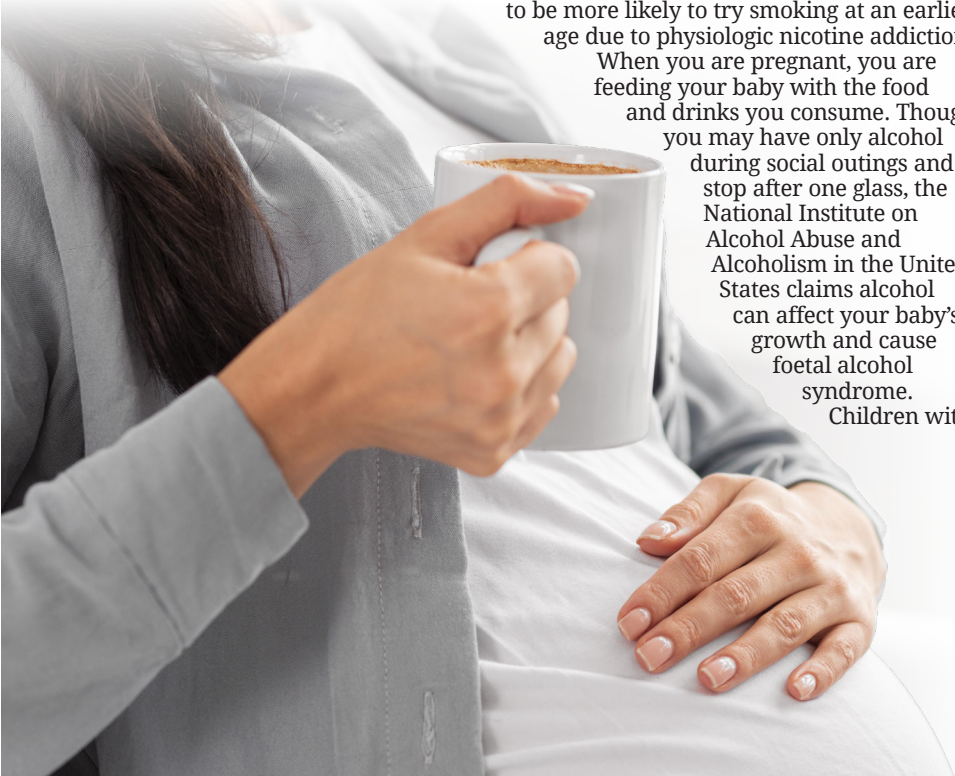
FOR a woman trying to conceive or one who is already pregnant, she will likely be exposed to information on a wide range of pregnancy-related issues such as methods to encourage fertility, the dos and don'ts during pregnancy as well as the things to consume during confinement.

In addition to advice from an obstetrician, the woman is likely handed a large number of materials on how to lead her life for the next nine months, as well as countless tips from doting family members.

However, have you ever thought about the reasons for some of these pregnancy habits and practices? Here are reasons for some of the things that you should be aware of when you are pregnant.

Avoid smoking and alcohol

One of many things you learn as a hopeful



mother is not to smoke or consume alcohol during your pregnancy. In a 2010 article published in *Preventive Medicine*, the study concluded maternal smoking during pregnancy was associated with decreased birth weight, low scholastic achievement and attention deficit hyperactivity disorder. Furthermore, children born from women who smoked during pregnancy were found to be more likely to try smoking at an earlier age due to physiologic nicotine addiction. When you are pregnant, you are feeding your baby with the food and drinks you consume. Though you may have only alcohol during social outings and stop after one glass, the National Institute on Alcohol Abuse and Alcoholism in the United States claims alcohol can affect your baby's growth and cause foetal alcohol syndrome. Children with

this disorder may be born small, and have problems seeing or hearing, learning disabilities and behavioural problems.

Avoid raw food

As with alcohol, you must be careful with the food you consume. Raw and undercooked meat and eggs can carry food-borne illnesses such as listeriosis and toxoplasmosis. The greater danger is when such illnesses lead to severe birth defects or even miscarriages.

Seafood can also carry harmful bacteria and viruses, so these dishes must be cooked properly. Pregnant women must also avoid fish with high levels of mercury such as sharks, swordfish and king mackerel.

Avoid excess caffeine

Do you enjoy a strong cup of coffee to start the day? Or perhaps your social circle frequently meets up at a convenient coffee chain outlet? While pregnant, it may be wise to cut down on your coffee intake.

Though more research is required to determine the full effects of caffeine on a baby, some reports suggest caffeine can travel through the placenta and increase your baby's heart rate. To be safe, you should always seek advice from an obstetrician on your daily food and beverage consumption.

Take more naps

In a 1998 poll called Women and Sleep conducted by the National Sleep Foundation in the US, 78% of women reported disturbed

“Seafood can also carry harmful bacteria and viruses, so these dishes must be cooked properly. Pregnant women must also avoid fish with high levels of mercury such as sharks, swordfish and king mackerel.”

sleep during their pregnancy compared to other times.

Among the reasons for fatigue and sleeping problems for expecting mothers is because of changing hormone levels, such as the rise of progesterone levels that can cause daytime sleepiness. Many women may also experience insomnia due to emotions and anxiety as they enter the last trimester. These feelings plus common pregnancy-related discomforts such as nausea will no doubt deprive the mother of much-needed sleep.

While there are many responsibilities for an expecting mother, she must follow these important steps to increase her chances of giving birth to a healthy baby.

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Boosting your child's immunity

CONTROLLING the triggers is always the key to managing children's immune systems, especially those with allergic rhinitis, sinusitis and asthma. Food plays a vital role in shaping children's antibodies. However, when it comes to food, not all children are big eaters.

Hence, consuming superfoods might help in boosting their immune systems.

Tiger milk mushroom (TMM) has been used since ancient times for ailments such as the common cold, fever, cough, inflammation, asthma and other respiratory disorders.⁽¹⁾

A clinical study also found that participants consuming TMM supplementation for three months showed improvement in three main areas: a decreased level of interleukin (IL-1B and IL-8) for an improved respiratory system, an increase in immunoglobulin A (IgA), the dominant antibody for immunity and reduced inflammation as antioxidant capacity increased.⁽²⁾

Acerola is one of the richest superfruits when it comes to natural sources of vitamin C, with about 50 to 100 times more vitamin C than an orange or lemon.⁽³⁾

Elderberry is another superfruit that is beneficial to immunity and respiratory health. It may also be a safer alternative to prescription drugs for upper respiratory

symptoms caused by viral infections and a potentially safer alternative to antibiotics for routine cases of the common cold and influenza.⁽⁴⁾

Remember, you are prepared for success if you take good care of your children's immune systems from an early age. Preserving their respiratory systems gives them the best chance to grow up healthy and explore the world.

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Maintaining well-being with black elderberries

OUR immune system is the body's natural defence against potentially harmful bacteria, viruses, and microbes. Numerous factors can weaken the immune system; however, the most important factors that are frequently overlooked are poor nutrition and a well-balanced diet.

It is of the utmost importance to not only build but also strengthen our immune system because it plays such an essential role in our lives. Black elderberry, a native plant in Europe, Northern Africa, Western Asia, and Central Asia, is prized for its culinary and medicinal properties.

Anthocyanins and flavonoids are two types of antioxidants found in these berries and are what gives the berries their deep purple hue. Black elderberries are also high in vitamins A, C and E.

"Sambucol is made from entire black elderberries and is extracted using a unique procedure that preserves and optimises the berries' beneficial benefits."



The rich goodness of the Haschberg European elderberries

In *Research on antioxidant health benefit of elderberry (sambucus nigra) in food – a review* published in *Journal of Functional Foods*, the plant is a good source of protein, free and conjugated forms of amino acids, unsaturated fatty

acids, fibre fractions, vitamins, antioxidants, and minerals.

Sambucol is made from entire black elderberries and is extracted using a unique procedure that preserves and optimises the berries' beneficial benefits.

The Haschberg European elderberry is a premium variety of black elderberry used in the product. This type is notable for its dense clusters of huge, flavourful, and juicy bluish blackberries. Haschberg elderberries are sweeter in taste and contain twice as many antioxidants as wild elderberries. The medicinal qualities of the variant have also been described in the *Journal of Functional Foods* in a research titled *Bioactive properties of Sambucus nigra L. as a functional ingredient for the food and pharmaceutical industries*.

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