

*Archive Newsletter : Originally published June 1999*

## **Why you need Health Plus...**

Thanks to companies such as Health Plus, the very latest nutritional supplements and advances in food technology are available to us all. However, despite all the evidence and information that shouts at us on a daily basis from the sheets of our daily newspapers and the speakers of our television sets, we still remain convinced that a 'balanced daily diet' is all that we need to survive and thrive.

It is all too easy to become a member of the 'Fast Food Fraternity', led by the adverts and promises of a meal in five minutes. Even business lunches have been sacrificed for the greater monetary prospects offered by mid-day meetings. So can we still rely on the 'balanced diet' to supply our nutritional needs? Well, not if you stop to consider these facts:

- Fresh cooked foods actually lose 30% of their nutrients in the scalding process, 25% in sterilisation, 27% in liquor diffusion and 12% if you chose to re-heat them.
- Frozen foods lose 25% of their nutrients in the scalding process, 19% in freezing, 15% in thawing and 24% in cooking.
- Freshly squeezed orange juice can lose 2% of its vitamin C each day if it is stored in your refrigerator.
- Spinach can lose half of its vitamin C content when stored at room temperature for three days. Just where this leaves Popeye's 'Power Principle' is anyone's guess!
- Instant potatoes may be convenient, however they have virtually no vitamin C content and have been stripped of their valuable dietary fibre.

Looking at the above information should give you cause for concern. Just how can a person obtain an adequate supply of nutrients from their daily diet? It would seem that, in today's society, the only true definition of a 'balanced diet' comes from the stories told to us by our grandparents!

Thankfully, there is a solution to the problem of 'under-nutrition' caused by today's fast food and 'convenience' diets, a solution provided by companies such as Health Plus.

We provide only the highest quality products, derived from natural sources and delivered to you, the consumer, in their most easily absorbable format. Our catalogue of supplements is continually being updated to keep up with all the latest advances in nutritional science and our product formulations are constantly being reviewed for improvement where possible.

Our reputation for customer service is known throughout the industry, as one of the best and our commitment to the consumer is total. So why not contact us to find out more about our extensive range of products and services.

Remember, today is the first day of the rest of your life and, with the help of Health Plus the quality of that life can only get better!