

Archive Newsletter : Originally published August 2003

Veganism – good for the animals, and good for you too!

We all know that the vegan lifestyle – with its strict policy of avoiding anything that has been made from animals, or their by-products – is ethically sound and it is becoming more and more popular amongst people with a strong conviction about being kinder to the planet. But did you know that the vegan diet can help you to live more healthily?

Recent research conducted by nutritionists at the University of Toronto in Canada has indicated that the vegan diet can be as effective at cutting cholesterol as the latest generation of expensive, fat-lowering pharmaceuticals.

The Canadian nutritionists, led by Professor David Jenkins, based their recipe for cardiac health on foods that traditionally form a large part of the vegan diet – soya, high-fibre cereals, fresh fruit and vegetables, etc. Using this diet, they found that low-density lipoprotein cholesterol – the harmful kind that clogs arteries and leads to 50,000 fatal cases of cardiac disease a year in England and Wales – can be reduced by nearly 29 per cent. This compares to a 30.9 per cent reduction from the current market-leading pharmaceutical remedy.

“This study shows people now have a dietary alternative to control cholesterol”, said Professor Jenkins, “These foods have an almost identical effect on lowering cholesterol as the original cholesterol-lowering drugs.”

Here at Health Plus, we’ve always been committed to offering our customers the best products that we can to help them achieve optimum health and we have always tried to make our products suitable for as many people as possible – as much as possible, our products are sugar free, gluten free, yeast free, wheat free, lactose free and suitable for vegetarians.

In late 2002, as an extension to this policy, we had 45 products registered with the Vegan Society as suitable for vegans. Since then, we are pleased to announce, we have registered another 44 products, bringing the total up to 89 and covering all areas of nutritional supplements, from Acidophilus, to help digestive health, through to Zinc, which helps support the body in many different ways, via Liquiforce Traditional Plant Tinctures, for people who don’t like to take tablets or capsules.



Vegan Society registration for 89 of our products is something that we are proud of, but we don’t like to say that these products are suitable for vegans – they are suitable for everyone! Whatever your dietary needs or preferences, our Vegan Society registered products are good for you; even committed carnivores can still benefit from the health-giving properties of all of these products.

Why not try it and see how right we are!