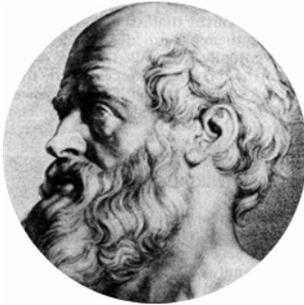


**“WE ARE WHAT WE EAT”
LET’S HAVE A CLOSER LOOK AT WHAT WE EAT THEN..**

**“LET YOUR FOOD BE YOUR MEDICINE, AND YOUR MEDICINE BE YOUR FOOD”
(Hippocrates)**



Hippocrates was an ancient Greek physician, considered one of the most outstanding figures in the history of medicine. He is referred to as the FATHER OF MEDICINE in recognition of his lasting contributions to the field. The medical oath taken by every modern conventional medical doctor is known as the Hippocratic Oath as an acknowledgement of his greatness.

Hippocrates used food and nutrition as his primary treatment method: **"Let your food be your medicine, and your medicine be your food"**. Another, often forgotten by modern-day doctors, Hippocratic quote is: **"Leave your drugs in the chemist's pot if you can cure your patient with food"**.

NUTRIENTS IN EVERY-DAY LIFE

Nutrients consist of various chemical substances in the food that makes up each person's diet. Many nutrients are essential for life, and an adequate amount of nutrients in the diet is necessary for providing energy, building and maintaining body organs, and for various metabolic processes. People depend on nutrients in their diet because the human body is not able to produce many of these nutrients - or it cannot produce them in adequate amounts.

Nutrients are essential to the human diet. Omitting the nutrient from the diet leads to a nutritional deficiency and a decline in some aspect of health. But, if the omitted nutrient is put back into the diet, the symptoms of nutritional deficiency will decline and the individual will return to normal, barring any permanent damage caused by its absence.

NUTRIENTS QUALITY CONCERNS



Since the birth of agriculture, farmers have typically measured their farming success by the size of their crops. Many methods can increase crop yields like irrigation, fertilization, chemical weed and pest control and cultivated breeding. Significantly increasing yields of wheat, rice and maize, resulted in the “Green Revolution” of the 1960-70th. Unfortunately, it was noticed that increased yields may reduce concentrations of some nutrients. This is known as the “dilution effect.” In the dilution effect, yield-enhancing methods like fertilization and irrigation may decrease nutrient concentrations as a result of environmental dilution. When plants are made to grow bigger and faster, they are not able to draw as many nutrients from the sun or soil. Essentially, crops that grow larger and faster are not able to absorb nutrients at that same rate from the soil or by photosynthesis.

**IS THERE ANY EVIDENCE THAT TODAY'S FOOD IS LESS NUTRITIOUS THAN THAT
EATEN BY PEOPLE SOME TIME AGO?**

In recent years a growing number of reports have appeared which concluded that some of today's foods are not as nutritious as those eaten in the past.

A report in the Journal of Complimentary Medicine in 2001 pointed out that US and UK Government statistics show a **decline in trace minerals of up to 76% in fruit and vegetables** over the period 1940 to 1991. [1]

In 2003 News Canada reported that today's fruit and vegetables contain far fewer nutrients than they did 50 years ago. They claimed that potatoes, tomatoes, bananas and apples were notably less nutritious. The study found, that **average potato has lost 100% of its vitamin A (which is important for good eyesight); 57% of its vitamin C and iron (a key component of healthy blood); and 28% of its calcium (essential for building healthy bones and teeth), 50% of its riboflavin and 18% of its thiamine.** Of the seven key nutrients measured, only niacin levels have increased.



The report went on to examine data from the US Department of Agriculture involving vegetable quality, which showed that over the entire 20th century the **average mineral content of such vegetables as cabbage, lettuce, spinach and tomatoes declined from 400mg to less than 50mg (87.5% decline!)**. [2]

In 2004 a report in the Journal of the American College of Nutrition examined food composition changes from 1950 to 1999 recorded in the USDA food composition tables. The study was led by University of Texas at Austin. 43 crops were examined – mostly vegetables. The conclusion was, that there were statistically reliable declines for 6 nutrients. The declines were observed in protein, calcium, phosphorous, iron, riboflavin and ascorbic acid. The declines were significant – from 6% in the case of protein to 38% for the B vitamin riboflavin. [3]



The UK publication Food Magazine published an analysis of food quality changes in the UK over the period 1940-2002. The analysis was based on the well-known food composition tables published on a regular basis by McCance and Widdowson. [4]

In an **analysis of milk it was concluded that the iron content had fallen 62%, magnesium (another commonly deficient element) was down 21% and the copper content had disappeared completely.** In the context of magnesium it is interesting to note that its levels fell in almost all foods examined – a mere 4% in turkey meat but dramatically lower quantities in many cheeses. Parmesan cheese was the worst affected recording a 70% fall in value. The calcium and iron content of all the foods examined was reduced dramatically in every instance e.g. the iron content of a beef rump steak fell 55%.

Many studies worldwide have concluded that **a large percentage of people examined, are lacking in many nutrients.** Perhaps the largest such analysis is presented in the US National and State Statistics. [5]

It is clear that a large percentage of the US population is deficient in a wide variety of nutrients. For example, over the **entire US population 68% failed to meet the recommendation for magnesium, 91.4% for fibre consumption, 85.9% for vitamin E intake, and 48.3% for the vitamin C requirement.**



Nutritional advisors base their recommendations on officially established quantities of nutrients in commonly eaten foods. But just HOW RELEVANT ARE THESE DATABASE VALUES TO THE REAL WORLD? A recently published study in the United States casts serious doubts about their value. [6]

The research measured the selenium content of common foods grown in the US upper Midwest. It reported remarkable variations in selenium content for many foods. For example, the selenium content for wheat flakes varied 72-fold in their samples, 57-fold for wheat itself and 11-fold for beef. In particular, the study found that the values they recorded bore little resemblance to the figures provided by the USDA National Nutrient Database for Standard Reference. It was concluded that the differences were so great the reference base was of little value. One can only surmise that the same could be true for the nutrient content of many other foods in many other countries.

To further investigate nutritional decline, ten common fruits and vegetables were examined for their calcium, magnesium and potassium content:

Mineral Content, 1963 vs. 1999 - (mg/100g sample)						
	Ca		Mg		K	
	1963	1999	1963	1999	1963	1999
Apples, raw, with skin	7	7	8	5	110	115
Beans, snap, green, raw	56	37	32	25	243	209
Broccoli, raw	103	48	24	25	382	325
Carrots, raw	37	27	23	15	341	323
Lettuce, iceberg, raw	20	19	11	9	175	158
Oranges, raw	41	40	11	10	200	181
Peaches, raw	9	5	10	7	202	197
Peas, green, raw	26	25	35	33	316	244
Strawberries, raw	21	14	12	10	164	166
Tomatoes, red	13	5	14	11	244	222

Today's food produces 10-25% less iron, zinc, protein, calcium, vitamin C, and other nutrients, the studies show. Researchers from Washington State University who analyzed 63 spring wheat cultivars grown between 1842 and 2003 found an 11% decline in iron content, a 16% decline in copper, a 25% decline in zinc, and a 50% decline in selenium.

In fact, the **2006 revised USDA food pyramid nearly triples the daily servings of fruits and vegetables**. Why? Because what we are eating now is not as nutritious as it once was. Chief scientist Charles Benbrook of The Organic Center (Boulder, Colorado) says the food pyramid revision is directly related to the decline in the nutritional content of fresh food.

“We’ve developed farming systems that grow a lot of plant matter and creates a lot of mass, whether that’s starch or fiber or pulp. However, we haven’t developed equally effective technology methods to enhance the fertility of the soil. So all the essential micronutrients in the soil that are needed for the plant to manufacture the vitamins and antioxidants that make food really good for you, that capacity has not kept up. That’s why we are now seeing these declines in the protein content of food, protein quality and in the vitamin, mineral and antioxidant levels. Less nutrient-dense foods, coupled with poor food choices, go a long way toward **explaining today’s epidemics of obesity and diabetes**.” Benbrook said. [7]

Besides being severely deficient in almost all trace elements - as detailed above - it now turns out that our **daily food has also become severely nutrient-deficient**, and today's vegetables have lost most of their vitamins. What is left then - just empty carbohydrates and calories? And if we add to it the contamination of our food with agricultural poisons, **we end up with something we should be avoiding at all costs!**

DIETARY FOOD SUPPLEMENTS



Every chronic illness, from cancer to heart disease, has one or more **nutritional deficiencies as its root cause**.

The use of nutritional supplements is a crucial issue for our health. There are two broad categories of supplements: essential nutrients (essential fatty- and amino-acids, vitamins, dietary minerals), and other natural substances, which have certain therapeutic properties and can positively influence health.

Essential nutrients are a category of nutrients which are essential for life and either cannot be synthesized by the body at all, or cannot be synthesized in amounts adequate for good health. If we don't get enough of an essential nutrient we will get sick and eventually die.

In the past, we were able to get all the essential nutrients we needed for optimal health from the food we ate. IN MODERN LIFE THAT IS NO LONGER TRUE.

The deficiency of minerals and vitamins in the soil leads to **deficiencies of minerals and vitamins in any plants** that grow in the soil. Whether we eat the plants directly, or eat other animals that eat the plants, our food and subsequently our bodies are **deficient in essential nutrients**. Adding extra essential nutrients to our daily intake of food is **absolutely necessary for optimal health**. The older you get, and the longer you have been without any supplement program, the more important it is for your health and healing to start. In general you will need to take essential nutrients for the rest of your life, or at least until mankind is able to re-mineralize all the farm soils and completely remove all artificial chemicals from the food supply.



The source of other supplements, possessing therapeutic properties - are medicinal herbs. Medicinal herbs are nature's healing gift to human kind. Herbs have been used medicinally throughout history by almost all the cultures of our world. With the growth of conventional medicine over the last 100 years, we have lost our deep connection with herbal remedies and we have lost the healthful balance that is the natural result of being in harmony with nature.

What is the main difference between conventional and herbal medicines? Conventional medicine has an **illness-based** approach to health issues; we only attend the doctors when we have symptoms of some kind. Conventional medicine, undoubtedly, has highly complex technologic tools for diagnosing the health problems, and a multitude of synthetic chemical compounds to battle with disease symptoms, it nevertheless, **not health-centered and approaches each part of the body in isolation**.

The approach of herbal medicine does not focus on illness alone; rather the goal is to create optimum health and well-being, and **to prevent disease from developing**. **Illness is the result of an imbalance in the whole person, not in isolated part of the body.**

About authors

COMPLETE-PHARMA is FINNISH-THAI factory of food supplements. We are involved in research, development and production of modern nutraceuticals which provide health and medical benefits. We carefully study the latest achievements in related fields and apply up-to-date knowledge to all our formulations.

Each and every ingredient we use is clinically approved for its efficacy and safety. Receiving high-quality standardized ingredients from reliable suppliers in US, Germany, India, Malaysia, Thailand, China and other parts of the world, enables us to produce high-potency products with maximum health effect.

By combining together knowledge of ancient European, Thai, Chinese and Indian medicines with modern knowledge of nutrients, we position COMPLETE-PHARMA among the most unique producers in the world.

Here, in COMPLETE-PHARMA, we believe that word "health" is a part of our life, not just a word of self-promotion. We do our business with honesty and believe in responsibility towards our customers who need our assistance and help. We do not over-state our products and rely on modern scientific approach, remembering the words of Hippocrates "Let your food be your medicine, and your medicine be your food".

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