

Multivitamins

Nothing but goodness?
Do you know what's in yours?

With increasing healthcare costs and widespread daily fatigue, more and more of us are taking food supplements to maximise our health, energy and wellness. The regrettable popularity of “energy” drinks (sugar and caffeine cocktails) also attests to the fact that many people experience a lack of energy, or difficulty concentrating. Ironically, excessive use of such “energy” drinks actually compounds the problem of fatigue, while also contributing to even worse health concerns (obesity, type-2 diabetes, coronary heart disease). Rushed meals, imbalanced food choices, dieting, and stress-related behaviours like excessive coffee, alcohol, or smoking—even excessive exercise—can all contribute to the risk of nutrient deficiencies, and resulting fatigue and illness.

The right advice, but its not so simple

Doctors often recommend that otherwise healthy people experiencing fatigue, low energy, or general lack of well-being, take a daily multivitamin for 6 weeks to obtain a noticeable effect on well being and energy. Unfortunately, like

“energy” drinks, many well known multivitamins contain poorly absorbed forms of nutrients and additional ingredients that not only provide no nutritional value, but also pose potential health risks. Health supplements are a huge global industry; many manufacturers focus on profit margins ahead of safety and

efficacy. Even supplements labelled “all natural” can contain the following potentially dangerous ingredients, so be sure to read labels carefully and know what to look for!

Risky ingredients you shouldn't add to your diet, not to mention pay for

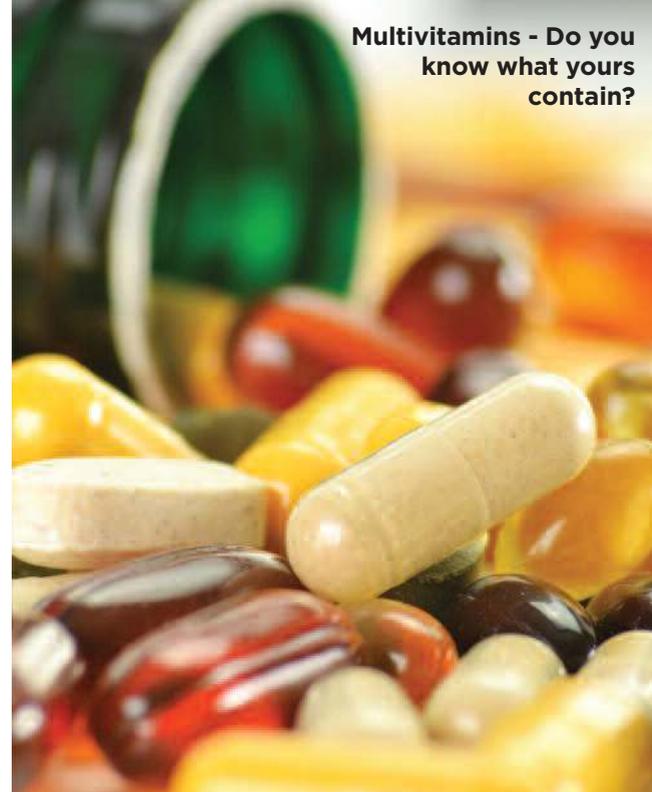
- 1. ARTIFICIAL SWEETENERS.** *Aspartame, Sorbitol, Sucralose, Saccharin, Acesulfame-k, Cyclamate, Alitame, Neotame,* have all been linked not only to weight gain, but also a wide variety of serious health hazards. Aspartame for example, can cause excitotoxicity, damaging brain cells.
- 2. FRUCTOSE (sugar).** Its consumption is currently at its highest level in history, and is linked to a long list of health issues affecting not just the waistline and blood sugar, but also the brain, heart, gastrointestinal system, inflammatory response, and free radical damage. Fructose is also a major immune system depressant—like all sugars—and competes with the absorption of vitamin C.
- 3. ARTIFICIAL COLOURS.** The European Union has enacted labelling regulations to inform consumers of the health risks associated with artificial colours. These chemical compounds – including *Red 40, Yellow 5 and Yellow 6* – were originally made from coal tar and are now derived from petroleum; they are linked to extensive health hazards, specifically cancer.
- 4. STABILIZERS, BINDERS, FILLERS, PRESERVATIVES.** *Polysorbate 60 and 80, Propylene glycol, Potassium sorbate, Calcium Sulfate,*

Sodium Benzoate; these synthetic agents are used to stabilize and preserve the shape, colour, and/or flavour of products. Excessive exposure to these chemicals has again been linked to health risks. Polysorbate 60 for example, has been reported to cause reproductive organ problems, can lead to other organ toxicity and, in high doses, may be carcinogenic.

5. CAFFEINE. Like alcohol, it's a diuretic, which causes us to urinate more frequently. This quickly depletes us of fluids and electrolytes, leaving us dehydrated. Drinking water is not enough to counteract dehydration; electrolytes are essential for normal function of our cells, muscles and our organs. If deficient, we can experience many symptoms including fatigue, headaches, cramps and muscle spasms (a hangover). Caffeine has also been found to raise blood pressure and disrupt sleep patterns.

The nutrients required for energy production and immune system support

Inside our cells, the biochemical processes of generating energy require a large number of vitamins and



and chromium—have been shown to be equally important. Studies show that even mild deficiencies of vitamins and minerals can result in general fatigue, reduced resistance to infections, and impaired mental processes (e.g. memory, concentration, attention, and mood).

So is there a multi-nutrient supplement, which contains all of the good, without the bad?

Oxylent is an award winning, 5-in-1 food supplement. It contains a complete range of *vitamins, minerals, electrolytes, amino acids and antioxidants,* all in the form of a delicious and refreshing drink. As an effervescent powder that's simply added to water, there's no need to

Multivitamins - Do you know what yours contain?

soy, artificial sweeteners, artificial colours, artificial anything! The absence of these commonly used ingredients makes Oxylent suitable for everyone, including diabetics, people with celiac disease or those that are lactose intolerant. Also, Oxylent only contains nutrients in the most absorbable form, such as Albion® chelated minerals. They are proven to be up to 20 times more absorbable than the commonly used carbonate, sulphate or oxide minerals, which are cheaper for manufacturers to use, but are often poorly absorbed in the body and can cause unpleasant discomfort (e.g. constipation, vomiting or diarrhoea, from the ferrous sulphate form of iron). Try it for 6 weeks and feel the difference it makes to your energy levels and well-being—for less than €1 a sachet, compare that to the cost of “energy” drinks.

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“What really sets **Oxylent** apart though, are the ingredients that it does NOT contain.”

minerals. The B vitamins in particular play essential roles, and it has been confirmed that a lack of just one of the B vitamins can compromise energy production in our cells. Minerals—such as adequate amounts of magnesium, zinc,

swallow and digest pills, which means faster absorption. What really sets Oxylent apart though, are the ingredients that it does NOT contain. Absolutely zero sugars, caffeine, calories, carbohydrates, dairy, gluten,

