



BEAT BUGS WITH BETA-GLUCANS

New natural immune support supplement

With the threat of super bugs - such as MRSA and Bird flu - and the continual reduction in the efficacy of antibiotics, maintaining a healthy immune system has never been more important. And with threats such as unhealthy eating, stress and over-sanitisation all contributing to the gradual deterioration of our immune systems, experts believe we should now be working on 'prevention' rather than 'cure' and supporting our immune systems as part of our general health regime.

"The overuse of antibiotics has led to increasing problems with resistance, to the point where leading experts believe that the end of the age of antibiotics is likely by 2010. This could have disastrous implications for our personal and public health and highlights the need to look after our immune systems," confirms Dr Paul Clayton¹.

The immune system is designed to cope with constant and recurring threats, but over the years our increasingly clinical, hygienic environment has ensured we rarely come into contact with the pathogens required to ensure our immune systems remain stimulated. As a result of this and our over-reliance on antibiotics, our immune systems have become compromised.

As an athlete must adhere to a strict training regime to maintain optimum performance, so our innate² immune system reacts more quickly and effectively to viruses and other disease-causing pathogens when it is constantly stimulated. Glucasan®+ effectively provides this stimulation, safely supplementing the diet with macronutrients required to keep our immune systems in top condition. In fact, leading sports people take Glucasan®+, including a Premiere League Football Club in the UK.

Glucasan®+ contains 1-3, 1-6 Beta-Glucans. Obtained from refined and purified yeast, these large molecules (complex carbohydrates) 're-boot' the innate immune

¹ Dr Paul Clayton is a Fellow of the Royal Society of Medicine and a former senior Scientific Advisor to the Government

² Refer to question 3 in Frequently Asked Questions

system and put it on full alert by mimicking potential threats to the body in a harmless way (**references**). Designed to combat the rigours of modern life Glucasan®+ boosts the innate immune system against a variety of old and new health threats in a safe, effective and entirely natural way.

Glucasan®+ has been developed in conjunction with the BioTech Institute of the Technical University of Berlin and has been shown in independent tests to outscore all other Beta-Glucan based products.

Glucasan®+ should be taken once a day and increased to two per day when additional support is needed. Glucasan®+ costs £32.50 for 60 capsules (enough for 60 days or 30 days intensive) and £13.99 for 30 capsules (new tub – months supply) can be purchased online at www.vitalizehealth.com or via mail order on 0870 042 8423. Look at the science behind Glucasan at www.beta-glucan.co.uk

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Notes to Editor - Background information from Dr Paul Clayton:

- Changes in our environment and lifestyle have left our immune systems considerably compromised. The reasons for this are two-fold:
 1. One is the widespread phenomenon of dysnutrition (Type B malnutrition) caused in turn by dietary shift, which has left us depleted in most, if not all the micro and phyto-nutrients our immune systems require.
 2. The other is our overly-sanitised environment - the 'pathogenic hygiene' hypothesis. This describes a situation where the level of pathogenic micro-organisms in our foods has been so reduced (by fungicides, sterilisation, storage techniques and sell-by dates), that the normal level of threat / immune response has been attenuated and thrown off-balance.
- These two factors have left our innate immune systems below par and off balance, which explains our increased susceptibility to infection and dramatic rises in asthma and allergy.

- The combination of the above two factors (increasing antibiotic resistance, and poor immune function), perfectly explains why our hospitals have become breeding grounds for super-bug infections. The situation is almost reminiscent of the dark days, before Semmelweis suggested that doctors should wash their hands between patients.
- People's immune functions need to be improved. It would not be ethically possible to simply expose people to more pathogens - the kill-or-cure strategy still used in some of the poorer and more remote parts of the world. However, the 1-3, 1-6 Beta-Glucans molecules which occur in the cell walls of fungi, moulds and yeasts, mimic infection without causing illness. In this way they stimulate, up-regulate and optimise the function of the innate immune system and at the same time reduce the risk of developing asthma and allergy.

For further information or to speak with Dr Paul Clayton please contact Wendy Campling/Nicola Boniface or Hayley Lee on 020 8686 8441/3141/4885.