



Salvestrol

Salvestrols™

What are they?

Salvestrols™ are a group of recently discovered vitamin like plant derived compounds-phytonutrients-which are essential for wellbeing but cannot be made in the body and need to be supplied in the diet. They are a group of chemically unrelated substances which confer their benefits as a result of their action with a family of biological control systems called enzymes. The enzymes which use Salvestrols™ are present only in certain cells which are malfunctioning and when these enzymes encounter a Salvestrol™ they convert the Salvestrol™ into a form which is biologically active and it is these biologically active compounds which the body uses to control these cells. Because the enzyme is not present in healthy cells the Salvestrols™ exert no effect.

The team of UK scientists which discovered Salvestrols™ were developing synthetic pharmaceutical products which use this pathway in the body to combat disease when they realised that similarly structured products were in fact present at low concentrations in nature in foods substances. Indeed we now know Salvestrols™ have been used by mammals as natural protectors for millions of years.

However, on investigating further they found that the foods which they thought should be rich in these essential compounds were in fact low or devoid of them. They soon came to a realisation that this wasn't because the plants were no longer capable of producing these compounds but that modern food selection and production methods were removing them from the diet.

One reason for their disappearance is that as well as sharing a common activity in the body the other common feature is that they all have a bitter taste. And as a result of the modern trend for sweeter flavours the plant sources which would normally have been rich in Salvestrols™ are now being shunned as sweeter tasting varieties are bred or selected to suit modern tastes.

Furthermore, the trend towards producing foods which contain no added sugars or sweeteners is also surprisingly causing these substances to be removed from the diet. This is because the manufacturing processes used to produce these products actually use physical methods to remove the substances which taste bitter so that the finished product will indeed taste sweeter without the need to add any sweeteners.

But the most exciting find was the fact which led the scientists to unravel the true mysteries of Salvestrols™. Dedicated research by the team has now shown that

these important substances are produced in plants to help the plants protect themselves from pests and disease, in a similar way that mankind has evolved to use them. However, the use of many modern fungicides and crop protection chemicals and techniques means that plants which are not organically grown will never express Salvestrols™ because they are never exposed to the attacks which cause the plant to produce them!

So if a food source which naturally contains Salvestrols™ isn't produced organically it is likely they will be either absent in the diet or present at only a very low level because the plant never had the opportunity to produce them to protect itself. Around 100 years ago it is estimated that we would have consumed about 10 times the amount of Salvestrols™ in our diet as we do now.

The team of scientists involved in the project now believe there are around 50-60 different Salvestrols™ and they are now screening all organically grown food sources, some of which are old varieties that have not been grown commercially for many years to identify these substances and assess their biological activity. This work is being progressed in conjunction with Kew Gardens and the Eden Project.

What do Salvestrols™ do?

Cells in the body use Salvestrols™ to help correct themselves when things go wrong. They are like the cell's own police force helping to ensure the cell functions correctly. The sorts of situations where the body would normally use Salvestrols™ are those in which the body for some reason turns on itself and which generally cause inflammation. There seems to be some relationship between the increase in the incidence of these "modern day" conditions over the past 100 years and the gradual diminution in the presence of Salvestrols™ in the diet.

The scientists who discovered Salvestrols™ have surmised that the gene which expresses the enzyme that uses the Salvestrols™ first appeared around 150 million years ago. So the body has been using this protective mechanism since human life evolved, but we are now depriving it of these essential nutrients as a result of our eating habits and the modern methods of food production.

Indeed the body finds Salvestrols™ so important that they escape the first attempts of the liver to remove them from the body-a process known as first-pass metabolism. This need for the body to hold on to these compounds for as long as possible caused the scientists who discovered them to call them Salvestrols™ from the latin word-salve-to save.

How safe are Salvestrols™

Because Salvestrols™ were so prevalent in our diet historically they are very safe. But the scientists who discovered Salvestrols™ have performed many safety tests-not on animals, but in human cell lines. They have identified that the body needs a critical level of Salvestrols™ to enable it to perform correctly. Too little and the protection is inadequate. Too much and the protection mechanism turns itself off because it is too

swamped and the Salvestrols™ cannot be used by the body. Therefore the correct dose is critical.

What dose of Salvestrol™ should be taken to help maintain good health

The dose of mixed Salvestrols™ in BHM's Salvestrol™ capsules is 10mg and this should be sufficient for most people. The product also contains co-factors which the research team have found are essential for the body to use Salvestrols™ to maximum effect. These are biotin, niacin, vitamin C, selenium, iron and magnesium.

Is it possible to get more Salvestrols™ from the diet.

It is estimated that we consume today something like 10-20% of the Salvestrols™ which would have occurred in the diet 100 years ago. So even though we are being urged us to eat more fresh fruit and vegetables, it is unlikely that unless you eat an organic diet you will get sufficient Salvestrols™ in your diet.

The levels of Salvestrols™ in a typical "5 portion a day" basket of non-organic fruit and vegetables from a high street supermarket have been measured and found to contain only 10% of the estimated daily dietary requirement. So eating adequate amounts of commercially available fruit and vegetables will not provide the diet with the essential nutrients the body needs. And even an organic diet may be inadequate since the actual varieties of fruit and vegetable commercially available may be low in Salvestrols™ meaning that the diet will necessarily be deficient.

This is because different Salvestrols™ are found in different concentrations and with different levels of biological activity in fruits like strawberries, oranges, grapes and even cocoa. However, consider that there are over 550 varieties of oranges, over 200 varieties of strawberries and grapes respectively and 450 varieties of cocoa bean! All, with different levels of Salvestrols™, and each with different levels of biological activity.

So without the expertise now developed by our scientists it is virtually impossible to guarantee an adequate intake of Salvestrols™ from the diet which is why taking a supplement is so important.

The research team are currently working with farmers and agronomists to establish the growing conditions which will ensure that high levels of Salvestrols™ are naturally present in the crops.

It is then their intention to produce a directory of Salvestrol™ rich organic foods with a guide to what levels should be present, so that people can balance their intake of Salvestrols™ through a combination of diet and supplementation as they wish.

In the meantime one of the discoverers of Salvestrols™ - Professor Potter - has developed a "Red and Green" Diet which may be helpful in terms of those wishing to eat an organic diet naturally rich in Salvestrols™.

Red and green diet

Professor Potter recommends a mainly vegetarian diet that includes fruits, vegetables and herbs. It is important that the diet is as organic as possible due to the negative effect of some herbicides and pesticides on the body's healing mechanism.

(*indicates most important)

Vegetables:

All *Greens*

e.g. Broccoli*** & all Cabbage family greens***

Artichokes**** (globe), Red/yellow peppers*, Beansprouts, Celery, Salad rocket, Avocado**, Watercress*

Herbs:

Basil****, Parsley***, Sage***, Rosemary**, Thyme**, Mint* Less common medicinal herbs

(available as herbal teas):

Lemon verbena****, Rooibosh*** (Redbush tea), Scullcap**, Dandelion*, Chamomile*, Plantain**** (also known as Plantago)

Fruits:

All red fruits***

(Grapes, Blackcurrants, Redcurrants, Blackberries, Mulberries, Cranberries etc)

Apples*, Pears*

The Main Salvestrol™ Rich Plant Families:

Compositae Family

Includes Globe Artichoke, Thistle, Milk thistle, Dandelion, Burdock, Chamomile

Rosacea Family

Rosehips, Hawthorn

Brassica Family

Cabbage, Broccoli, Cauliflower, Spring Cabbage, Savoy Cabbage

***The dose of Salvestrol™ in each capsule is equivalent to the Salvestrol™ intake which would be obtained from consuming 25 portions of normal fresh fruit and vegetables each day.**

You should not replace the fresh fruit and vegetables you normally consume just because you are taking Salvestrols™ as a nutritional supplement. Fresh fruit and vegetables contain many beneficial ingredients such as fibre and vitamins which are not present in this formulation and are essential to your wellbeing. So take your Salvestrol™ supplement as well as eating fresh fruit and vegetables.

*Salvestrol is a registered trademark of NDI, Syston, Leicestershire

Exclusive world-wide distributor of *Salvestrol is BHM Health Group, Carnaby, Bridlington, East Yorkshire. YO15 3QY.

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For more information about Salvestrol™ call the Salvestrol™ hotline 0800 652 1267 or visit www.salvestrolwellbeing.com