

HEALTH *word*

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Male Menopause – Yes, It’s Real

Do you remember what life was like when you were 20 years old? Vaguely, huh? Well, those were the days when you had the energy to shoot hoops for three hours for something to do. Those were the days of a 34-inch waistline and maybe some blonde highlights in the hair that grew on top of your head (not out your ears). And “ready for action” meant “*ready anytime*” not just for the next 36 hours like the Cialis commercial promises.

Then along came 40 years of age with some paunch around the waistline that’s now reached 40-something itself,

thinning hair and maybe some loss of libido, if you’re willing to admit to it. Or do you just pass off that lack of desire to being tired from the hours you spend at work?

These along with loss of muscle, diminished strength, lack of energy, low moods, depression, heart problems, erectile dysfunction, BPH, etc. are signs of male menopause or as it is more appropriately called, andropause. News flash: If you are over 30 you are probably already starting to feel the effects of andropause.

See MALE MENOPAUSE, pg. 4

Making Sense of High Performance Proteins *The Secret to a Healthy Metabolism*

The secret to an incredibly super charged metabolism can now be revealed in three simple words: **High Performance Protein**. High Performance Proteins are a new generation of whey protein isolates that deliver incredible health benefits to your body and the metabolism that runs it. The advantages of achieving a strong metabolism extend far beyond just your ability to control your weight. Just look at the benefits a healthy functioning metabolism gives you:

- Maintenance of lean body mass
- Faster burning of existing body fat
- Reduced food cravings
- Enhancement of mood
- Reducing the effects of stress on your body



- Enhanced immunity
- Better skin, hair and nails
- Deeper, more restorative sleep

See MAKING SENSE OF HIGH PERFORMANCE PROTEINS, pg. 2

RECIPE

Fat Loss Smoothie

- **1 serving:**
Vanilla Ultimate Protein
- **½ to 1 scoop:**
Tropical Punch FibreLean
- **1 tsp:**
Lemon, freshly squeezed

Directions: Mix FibreLean and lemon juice with 1 cup water in blender. Add Ultimate Protein and your

chosen fat source for an additional 10 seconds on low.



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Making Sense of High Performance Proteins

Continued from pg 2

So what is a High Performance Protein?

High Performance Protein is actually a group of proteins that are found naturally in milk, however they must be filtered out and processed very carefully in order to deliver performance-based health benefits. These proteins contain unique blends of amino acids (the building blocks of protein) – in high dosages – that have been documented through research to be able to positively impact various areas of your biochemistry.

How to pick a Protein

Whey protein isolates deliver incredible health benefits to your body. Studies comparing high-quality whey protein to other sources have found that whey always comes out in front. **Ultimate High-Alpha Whey Protein** and **ISO Energy Whey Protein** are made from 100% percent whey isolate (with no concentrates), free from all impurities and do not contain any BSE, BGH, MSG, wheat, artificial sweeteners or flavouring agents.

The **Ultimate High-Alpha Whey Protein** is the best choice for those who workout/train on a regular basis or require a high performance protein. It is specially designed to maximize anabolism – the body's ability to rebuild, repair and replace its worn or damaged cells.

The **Ultimate ISO Energy Whey Protein** is the best choice for those who are looking to increase their protein intake with a protein that is of high quality and quite affordable. Many people, especially strict vegetarians, the elderly, children, and people “on the go” do not consume enough high quality protein. Inadequate protein intake may appear as a loss of lean metabolically active muscle tissue, unwanted weight gain, bone loss, wrinkles, tiredness and a lowered immune system.

So, if you're in the market for a natural whey (pun intended!) to support your body's ability to turn over, repair and replace worn out cells (think great skin, hair, nails and all the other things you can't see) High Performance Proteins are your best bet for metabolic success.



Peruvian Maca, the Ultimate Nutritional

You won't believe what this "secret of the Inca's" can do for you!

Do you ever stop during the day and ask yourself why you feel so tense, so stressed? If you're like most North Americans, you probably feel stressed every day. Pulling your hair out (or at least feeling like it) seems to be part and parcel with today's "you snooze, you lose" lifestyle.

Between work, family, household tasks and the thousand other things you're responsible for, is "not tonight dear I've got a headache" becoming your motto (yes, I'm talking to you men as well)? Doesn't stress always seem to go hand in hand with a plummeting sex drive?

Don't forget, our modern lifestyles also leave us little time to prepare healthy meals. Instead, our industrialized diets are calorie dense and nutrient sparse, often taking more than they give - especially where our bodies and emotions are concerned. If your hormones are out of kilter, not only is your sex life affected but you are at a higher risk for diseases like diabetes. But don't get depressed - there's some great news ahead!

Mother Nature always provides a solution, if you know where to look - in this case South America. Amazingly, one natural plant, Peruvian maca (scientific name *Lepidium meyenii*), the ultimate nutritional, contains nutrients that can help with all these problems - low libido, the effects of stress and hormone imbalance!

The Peruvian maca plant grows only in certain areas of Peru where the mountains are over 13,000 feet high. This plant likes the cold climate and thrives on the thin mountain air and harsh environment. The edible roots look like a bunch of giant carrots and the people of Peru have been eating maca for centuries and now you can too.

Peruvian Maca as an Aphrodisiac

Peruvian maca has been scientifically documented to help support a healthy libido and increase sexual desire in both men and women. In one study, researchers from the University of Peru reported that men's sexual desire increased after only 8 to 12 weeks of a daily dose of maca. The amazing thing was that some of the participants only received 1,500 mg of maca, which is equivalent to just two (750 mg) capsules per day.

And there's more good news! So many couples these days are experiencing fertility problems. A study published in the *Asian Journal of Andrology* (the medical specialty that deals with male health) found that after four months of taking Peruvian maca, men produced not only more semen and sperm than before treatment but healthier sperm as well (think sperm with red capes).

Peruvian Maca as a Stress Reliever

When you feel stressed, your adrenal glands kick into high gear and begin to enlarge. But, enlarged adrenal glands are nothing to be proud of as they indicate too much stress.



Peruvian maca comes to the rescue to protect your body from all this daily stress! In 2003, Spanish scientists reported in the journal *Phytotherapy Research* that Peruvian maca can actually shrink overworked adrenal glands.

Now, you've probably heard a lot about antioxidants lately. You might not be too sure about what an antioxidant is but you know they're supposed to be good for you. If you don't get enough antioxidants, you have another kind of internal stress, called oxidative stress, which you can't feel. Oxidative stress is harmful - oh good grief, more bad news - and can lead to major diseases like cancer, heart disease, Alzheimer's, arthritis and premature aging.

You guessed it, Peruvian maca is also high in powerful antioxidants that protect your body against many forms of oxidative stress and help keep you young from the inside out.

With all the proven positive effects associated with adding Peruvian maca to your nutritional program, the question isn't so much "Will you add it", but "When will you?!"

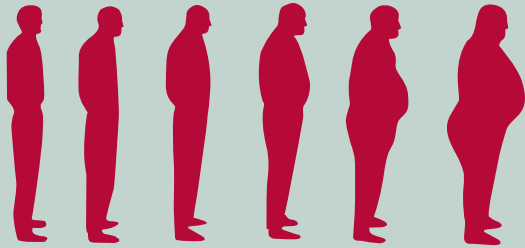
Maca Health Benefits

MEN

- Improves Potency
- Increases Sperm Count
- Enhances Testosterone Levels
- Assists in Building Muscle Mass

MEN AND WOMEN

- Improves Immune System
- Increases Energy
- Enhances Libido
- Better Fertility
- Boosts Stamina
- Strengthens Endurance
- Supports Balanced Hormones
- Helps fight acne
- Potent Anti-Aging Protection
- Antioxidant Free Radicals Scavenger



Male MenoPause

Continued from pg. 1

Testosterone and Estrogen

By now you already know that testosterone is the macho male hormone and estrogen helps give women those soft curves. But men naturally produce estrogen and the right balance between testosterone and estrogen is essential for the proper functioning of the male body. While the processes are complex and other hormones are involved, the end result is that you can end up with an excess of estrogen in a condition called estrogen dominance. In fact, most men produce more estrogen than women by retirement age. Yikes!

Reversing the Effects of Male Menopause

Thankfully nutritional researchers have discovered a group of nutrients (all of which are found in **Ultimate Male Energy**) that can help you to restore the proper balance between testosterone and estrogen:

- **Chrysin.** Chrysin is a flavonoid that is found in a variety of plants and is processed into pure form as a nutritional supplement. Its effects on hormone levels have been known since 1984. Chrysin is one of a variety of products favored by body builders who seek to increase testosterone levels. In one human study, chrysin – along with a black pepper extract (the same one found in **Ultimate Male Energy**) was able to raise testosterone by over 40 percent in male subjects. Now that's impressive.

- **Stinging nettle root.** Ouch, this plant sounds terrible! But when taken as a supplement, the root of the stinging nettle helps balance hormone levels, raise free testosterone (the most important kind) and is often used as a treatment for an enlarged prostate.

- **Indole 3 carbinol (I3C).** I3C is found in vegetables that you love to hate like broccoli, cauliflower, Brussels sprouts, kale, and cabbage. I3C helps reduce the level of estrogen in the body – one result you want in male menopause.



Enhancing a Lagging Libido Naturally

As the abundance of advertising for prescription drugs like Viagra and Cialis implies, sexual health problems like erectile dysfunction (ED) frequently affect men. In fact, according to the National Institutes of Health, many men over age 40 experience ED, while by age 65 the numbers increase to more than a quarter of the male population. If you think prescription drugs are the answer, think again! Aside from the numerous side-effects associated with their use, their “so-called” positive effects wear off in a matter of hours. It’s like stomping on the accelerator of your car. Although there is a burst of speed and energy – the performance then falls flat (no pun intended).

Wouldn’t a natural product – that doesn’t come with a whole slew of side effects – be a better alternative? More importantly, does such a thing exist? You bet it does, it’s called tongkat ali and it’s believed to be one of the most powerful libido-enhancing plants on earth!

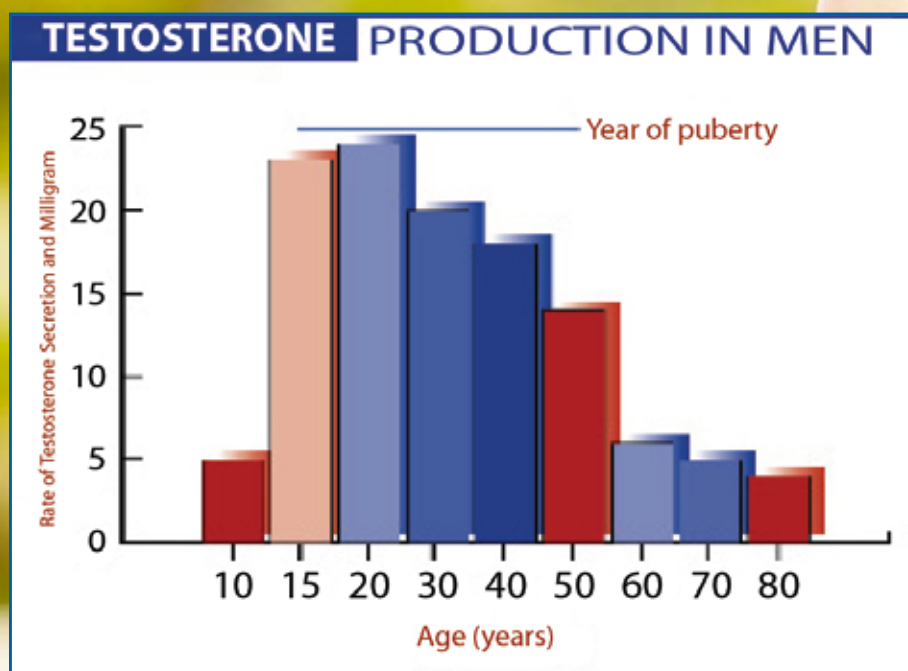
Tongkat ali is not a drug or a magical potion. In fact, Tongkat ali (scientific name *Eurycoma longifolia*) is a relatively small tree that grows in the rainforest of Malaysia and its root has a long history of local use as a remedy for sexual problems. Tongkat ali seems to work by positively affecting levels of the hormone, testosterone. As men and women age, their bodies produce less testosterone which can result in a loss of libido and sexual arousal.

Tongkat ali is a natural product that can be used to restore healthy sexual functioning for both men and women. In fact, the Asian Congress of Sexology (yes there is such an organization) published a paper in 2002 touting the incredible aphrodisiac and testosterone boosting powers of this amazing herb.

The highest quality Tongkat ali is found in **Ultimate Libido**. It can take a few weeks to a month before results can be expected but with regular use over time it can increase the body’s production of testosterone which in turn can restore libido and sexual health.



“Research shows that at least 52 percent of men between the ages of 40 and 70 suffer from some degree of erectile dysfunction. The 100% natural ingredients within Ultimate Libido work to restore a healthy testosterone status while helping to enhance libido in a natural and highly effective manner.”



Testosterone and Your Prostate

Do you look in the mirror and wonder what happened to that handsome stud with the slender waist and a full head of hair? Do you have more opportunities to look in the mirror because you spend more time in the bathroom these days? Or do you skip turning on the light for those nighttime trips to the bathroom because of their frequency? All these trips to the bathroom can be due to an enlarged prostate gland!

Prostate problems – more often than not – come from changes in hormone levels through age. One of the most drastic of these changes is experienced as men start to lose their primary “male hormone” testosterone. But amazingly enough, you also have estrogen in that macho body and dozens of other hormones, like DHT that is related to testosterone. In fact, your body makes estrogen and DHT from testosterone and you can imagine that there’s a juggler inside your body that keeps testosterone, estrogen and DHT properly balanced, or at least tries to.

It’s not pretty when a juggler drops something; there can be quite a thud! What do think happens when one part of your body slows down – in this case the testes – and stops producing youthful levels of testosterone (after all, this is what happens as men age)? At the same time your testosterone levels are dipping, the parts that make estrogen and DHT are still working properly so the mix of testosterone, estrogen and DHT goes out of balance and prostate health suffers.

These prostate problems show themselves as benign prostatic hyperplasia (BPH), which is an enlargement of

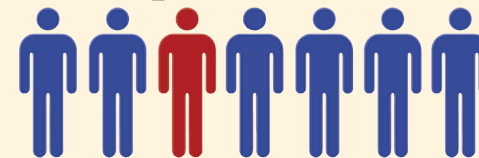
the prostate. This increase in size of the prostate is the cause of urinary and bladder symptoms that become so annoying and can change your life as you become seemingly tied to the bathroom day and night.

Thankfully once again Mother Nature provides aging men with natural plant compounds that are proven through scientific studies to help restore the natural hormone balance in your body and restore healthy prostate function. Following are just a couple of the ingredients found in the revolutionary **Ultimate Prostate**:

- **Indole 3 carbinol (I3C)**. I3C is found in vegetables that you love to hate like broccoli, cauliflower, Brussels sprouts, kale, and cabbage. I3C helps reduce the levels of harmful estrogens that are often implicated in prostate enlargement and prostate cancer. Needless to say, extracts of I3C are highly protective of the prostate.
- **Beta sitosterol** – your prostate’s best friend (seriously). Beta sitosterol is the active ingredient in herbs like saw palmetto (however most saw palmetto products sold throughout North America are seriously lacking in this active ingredient) and pygeum. In Europe, most natural prostate medications (prescriptions) are standardized for their beta-sitosterol content. This incredible natural compound has been shown to alleviate prostate problems like BPH by improving urine flow and emptying the bladder. Many controlled studies show that beta sitosterol is effective at treating almost all the problems that come with BPH.

Urgent Update on Prostate Statistics

Did you know?



- Prostate Cancer strikes **1 in 7** Canadian men
- Prostate Cancer is the **number one cancer** threat to Canadian men
- Prostate cancer is now being diagnosed in Canadian men at **the same rate as breast cancer** in Canadian women
- Prostate cancer is **diagnosed every 2 1/4 minutes** in North America
- Over **30 million men** in North America suffer from enlargement or swelling (BPH) of the prostate
- BPH affects more than **50 percent of men past the age of 50, and almost 100% by age 80**
- Many men start to notice the negative effects of enlarged prostate **as early as age 40**



Enlarged Prostate (BPH) Symptoms

- frequent nighttime urination
- sudden and strong urge to urinate (sometimes every 2 hours or less)
- straining to begin urination
- weak urination
- feeling the bladder is never emptied
- sometimes pain or burning while urinating
- difficulty getting and/or maintaining an erection (ED)



Stress, the Great Robber of Metabolism

“Fight or flight” – how many times have you heard that phrase on talk shows or seen it in articles? Do you remember what it means? Early humans, cave-men, were supposedly more like animals (and some still are) when faced with danger. When something dangerous like a man-eating tiger approached, cave-men could stay and fight or run away (flight). In either case, there was real danger breathing down their necks and literally their lives were at stake (or they could end up as steak!).

Well, that caveman was indeed your ancestor and you inherited this “fight or flight” instinct. “Fight or flight” was and still is so important to survival that it is a basic part of being human; you can’t change it.

There’s no question that a life-threatening event is stressful. Except instead of being chased by that tiger, your life-threatening event might be a close-call on the highway during rush hour with no place to go. Your body – actually your adrenal glands – manufactures loads of stress hormones (adrenalin and cortisol) when your body is under stress, even if that stress is all in your head – help!

The only difference between you and that caveman is that the caveman’s stress hormones went away once the threat (tiger) disappeared. You on the other hand have another hour to go on the freeway, which means

the threat (you stuck in rush hour) is not about to disappear anytime soon.

If you’re like the average person today, you feel stressed all the time. Add in stress at work, stress at home and so many other things clamoring for your attention, your poor adrenal glands get worn out from overwork. There’s even a medical term for this, simply called adrenal fatigue or hypoadrenia (low adrenal function).

In order for your body to work right, you need just the right supply of stress hormones. So what happens if you start to overproduce these hormones, as so many people these days do? It changes your basic metabolism, how you process food calories into energy. Do you have an idea where this is going?

You guessed it! Your fat cells can’t release any of their fatty acids and instead fat begins to accumulate more and more in your middle, making that ring of belly fat that you can’t seem to get rid of. Diet and exercise are useless if you don’t lower your stress hormones and change the signals from fat storage to fat release.

Unfortunately some people turn to drugs and alcohol in a misguided attempt at finding relaxation. There are real dangers of addiction and long-term problems of substance abuse with drugs and alcohol. Are you running out of options here?

Not at all! There are natural proven nutrients that have been used for centuries to treat physical disorders including anxiety, excess stress and insomnia. These supplements have been studied in controlled trials and have been proven to be effective in reducing not only the feelings of stress but also the harmful effects of stress within the body.

“If you’re like the average person today, you feel stressed all the time. Add in stress at work, stress at home and so many other things clamoring for your attention, your poor adrenal glands get worn out from overwork. There’s even a medical term for this, simply called adrenal fatigue or hypoadrenia (low adrenal function).”

Keeping the Tiger at Bay

The continuous “fight or flight” response that you experience in every day stress takes its toll on the hormone balance within your body. The following natural ingredients are research proven and have been used for stress relief and have positive effects in balancing hormones. All of them and more can be found in the number one stress-reducing product available today: **Ultimate Anti-Stress**.

- **Ashwagandha.** You might not be able to pronounce it, but this natural plant from India has been used for centuries as a general tonic to increase energy and promote health.

- **Rhodiola.** Rhodiola is a plant found in the arctic and alpine regions of Europe, Asia and North America and its root is used as a supplement. It has been shown to reduce fatigue with no side effects.

- **Valerian.** Valerian is a plant found in Europe and Asia and its roots are used as a dietary supplement to reduce the effects of stress plus it is an effective treatment for insomnia without any risk of dependence.



Live Longer?

The Key to Ultimate Longevity

You've probably already heard of free radicals, those unstable molecules lurking within your system that snatch an electron from any substance within their reach in order to find some stability in their composition. But the end result of their quest for stability is, for the human body, the ultimate slow destruction of your cells, tissues and organs.

Free radicals are responsible for the host of degenerative diseases from cancer to arthritis and just about everything in between. The bottom line: Your body is barraged with free radicals daily – up to 10 thousand for each of your 100 trillion cells – HELP! Unfortunately, it's difficult to escape them – and the aging-related effects on your body. Yes, free radicals cause your body to age, sometimes drastically! This is where antioxidants enter the picture.

Antioxidants work by actually neutralizing the free radicals. But not all antioxidants are created equal. Not by a long shot! Research is now showing that a little known antioxidant called L-carnosine may be one of the most powerful antioxidants produced in the body. In fact, the largest amounts of carnosine are found in our brain and studies confirm that its levels may correlate to brain health. In addition to helping to protect your brain and increase your longevity, it also helps to rejuvenate aging skin and re-build muscles.



It even helps, according to some studies, to reduce your risk of cardiovascular disease. Unfortunately, its production declines by over 60 percent by age sixty. But don't worry, this "super antioxidant" is now available as a supplement.

Could carnosine actually help you live longer?

Every time our cells divide, little caps on the ends of our chromosomes – called telomeres – get a little shorter until cellular division comes to a halt. Once a cell has run its full potential of cellular divisions, it is referred to as a senescent cell (an old cell).

Researchers from the Chinese Academy of Sciences showed that when carnosine was added to a human cell culture, the cells showed much slower telomere shortening and a greatly extended lifespan. Other research indicates that carnosine may be one of the greatest longevity nutrients ever discovered.

Daily suggested dosage for carnosine is 50-250mg per day. The one-a-day natural antioxidant, **Ultimate Longevity with Carnosine**, contains 125mg per capsule. Aside from containing effective dosages of carnosine, **Ultimate Longevity with Carnosine** also contains extracts of the most powerful food antioxidants like: pomegranate, apple, elderberry, blueberry, black currant, raspberry, rosemary and white tea.



Childhood Obesity

Delicious can be Nutritious...

It can be difficult to target exactly why a child has difficulty losing excess body fat, however, when it comes to effective fat loss strategies, proper nutrition and exercise should always be the first course of action.

As many children can be picky eaters, it can sometimes be difficult to ensure they receive proper nutrition throughout the day. Having your child consume five smaller meals per day is a great way to ensure they maintain their blood sugar level which will help them avoid wanting to snack on the unhealthy high sugar foods they are accustomed to. Maintaining healthy blood sugar levels also lead to enhanced brain function, which is imperative to the learning process.

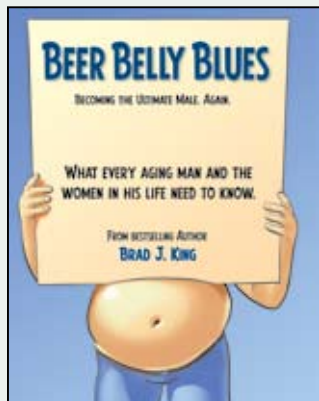
Protein and fibre are essential to every child's healthy eating plan and a great way to start the day would be to incorporate a protein shake. Placing mixed berries in a blender with water and a scoop of **Ultimate ISO Energy** whey protein and a scoop of **Ultimate FibreLean** is a delicious and nutritious way to kick start your child's metabolism as well as guarantee that your child produces energy naturally to help them stay energized throughout the morning rather than feeling sluggish and hungry, which a typical breakfast of sugary cereal often creates. Great tasting **Ultimate FibreLean** provides kids with an ideal source of organic fibre to "keep them moving" and helps to maintain a healthy blood sugar level.



How much **FIBRE** do your kids get?

*Get them moving with
great tasting FibreLean!*





Beer Belly Blues

ISBN: 978-0-9810642-0-8

Price: \$22.95



In *Beer Belly Blues*, nutritional researcher and bestselling author Brad King uses humorous anecdotes as well as concise layman's prose to explain the complex underlying cause of age-related changes in men, and shows us how, when armed with knowledge and an enlightened strategy, we can safely recapture the energy and even the body of our youth.

Save \$3.00 off Brad King's **NEW BOOK**
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MANUFACTURER COUPON

TO THE RETAILER: Preferred Nutrition will reimburse the full value of this coupon providing you accept it from your customer on the purchase of the product specified. Applications for reimbursement received after 6 months from expiry date, as indicated below, will not be accepted. Failure to send in, on request, evidence that sufficient stock was purchased in the previous 90 days to cover the coupons presented will void coupons. A reduction in any applicable taxes payable is included in the coupon face value. For redemption, mail to: Preferred Nutrition, 153 Perth Street, Acton, ON L7J 1C9

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03-872



Other books by Brad:

Fat Wars Action Planner:

ISBN: 0-470-83250-9

Price: \$24.99 CDN

Fat Wars: 45 Days to Transform Your Body

ISBN: 1-55335-017-0

Price: \$21.99

Awaken Your Metabolism

ISBN: 0-9734297-4-7

Price: \$19.95 CDN



Brad J. King, M.S., MFS, is one of Canada's most sought after authorities on nutrition, obesity and longevity. He is a well-respected nutritional researcher, performance nutritionist and fitness expert who holds a master's in nutritional science, and is certified by the *International Sports Sciences Association* as a master of fitness science. Brad is the author of ten books, including the international best-seller *Fat Wars*, and his newest release, *Beer Belly Blues*.

Often a keynote speaker in the areas of health and nutrition, Brad has spent over ten years researching and developing leading-edge dietary supplements and exercise protocols designed to improve health, slow biological aging, boost athletic performance and aid in fat loss. He has been highlighted in numerous national magazines, newspapers and television programs in both Canada and the U.S., including; *The Today Show*, *Canada AM*, *Maclean's*, *Chatelaine*, *alive*, *Total Health*, and *Oxygen*. Brad also appears regularly on hundreds of radio talk shows throughout North America.

To sign up for your **FREE** monthly e-letter from Brad please visit: www.awakenyourbody.com