



Premium **ALTERNI** Cordyceps capsule

ALTERNI Cordyceps capsule is made of *Cordyceps militaris* powder. It is developed and produced by the renowned **Yangtze Delta Region Institute of Tsinghua University**.

The Institute's **Micro Environment Control Technology Research Centre** complies with ISO9001-2000, the international quality control system standard, and is HACCP (hazard analysis and critical control point) certified.

ALTERNI Cordyceps capsule is the most premium Cordyceps because:

- It has been developed through patented Micro Environment Control Technology (MECT) by Tsinghua University.
- Its active compound exceeds the specification of the Chinese FDA.

In collaboration with:



Active Compound	ALTERNI Cordyceps	Wild Cordyceps	Difference
Cordycepin (3'-deoxyadenosine)	0.99%	0.40%	2.5 X
Cordyceps acid (Mannitol)	86 mg/g	44 mg/g	2 X

ALTERNI TIMES

September 2013 Issue

ASIAN ALTERNATIVES, ENRICHED BY SCIENCE



Rajen writes:

Oh! That taste again...

Special Story:

Our genes and our heart

Hypertension:

When drugs are not enough

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ALTERNI TIMES also available as a digital copy for Tablet users. Download the latest edition (in .PDF format) at www.alterni.com.

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Rajen Writes...

Oh! That Taste Again...

Higher Colloids™, the liquid colloidal mineral sourced from a 75-million year old mine at Utah, was one the top-selling products sold in Malaysian pharmacies, that is, until the Asian Financial crisis of 1998 took its toll. The rapidly rising US dollar coupled with increasing transportation costs made sales of the product at pharmacies untenable.

It was, and still is, a great product; it provides more than 70 minerals that your body needs to function optimally. Although you need very small amounts (sometimes in parts per trillion) you would still need them. They come from prehistoric deposits that were preserved over time. Basically, you are getting 'dinosaur food'. The soil was so rich in the prehistoric past that geologic evidence has shown that plants grew up to 3 feet a month – equivalent to an inch per day!

It was a great product with one problem: it has a taste that only Nature can put together and one that you will never forget. The taste is difficult to describe – with some calling it metallic, bitter, astringent, sour, or dry. But, rest assured, the strong taste is due to you absorbing all those minerals at your tongue!



Indeed, you could rub them on your skin and they would be absorbed into your body! That is why a leading cosmetic company adds them to their formula. Also, when these colloidal minerals are present in your gut they would help you absorb and utilize the vitamins and nutrients from food more effectively.

We finally discontinued the product in 2005 and I stopped taking the product thereafter.

Over the years I noticed that my hair had grayed a lot more (due to a lack of copper), my fasting blood sugar though good was slowly creeping upward (due to a lack of chromium, vanadium and lithium), my back ached more (due to a lack of boron

and molybdenum), my hair fall was accelerated (due to a lack of many trace minerals), and my scalp was scaly, oily and itchy (due to a lack of selenium).

Guess what? For the last 3 months, with **ALTERNI** re-introducing the product, I am taking it again. While it is still too early to tell, I did realize that I am sleeping better, I did much better in terms of endurance at the gym this past week, and I recovered faster afterwards too. Happily, my fasting blood sugar was below 5.0 mmol/L this morning, a level which I have not seen for a long time.

Yes, although **Higher Colloids™** does have an unpleasant taste, but you know what? It was completely worth it.

Higher Colloids™

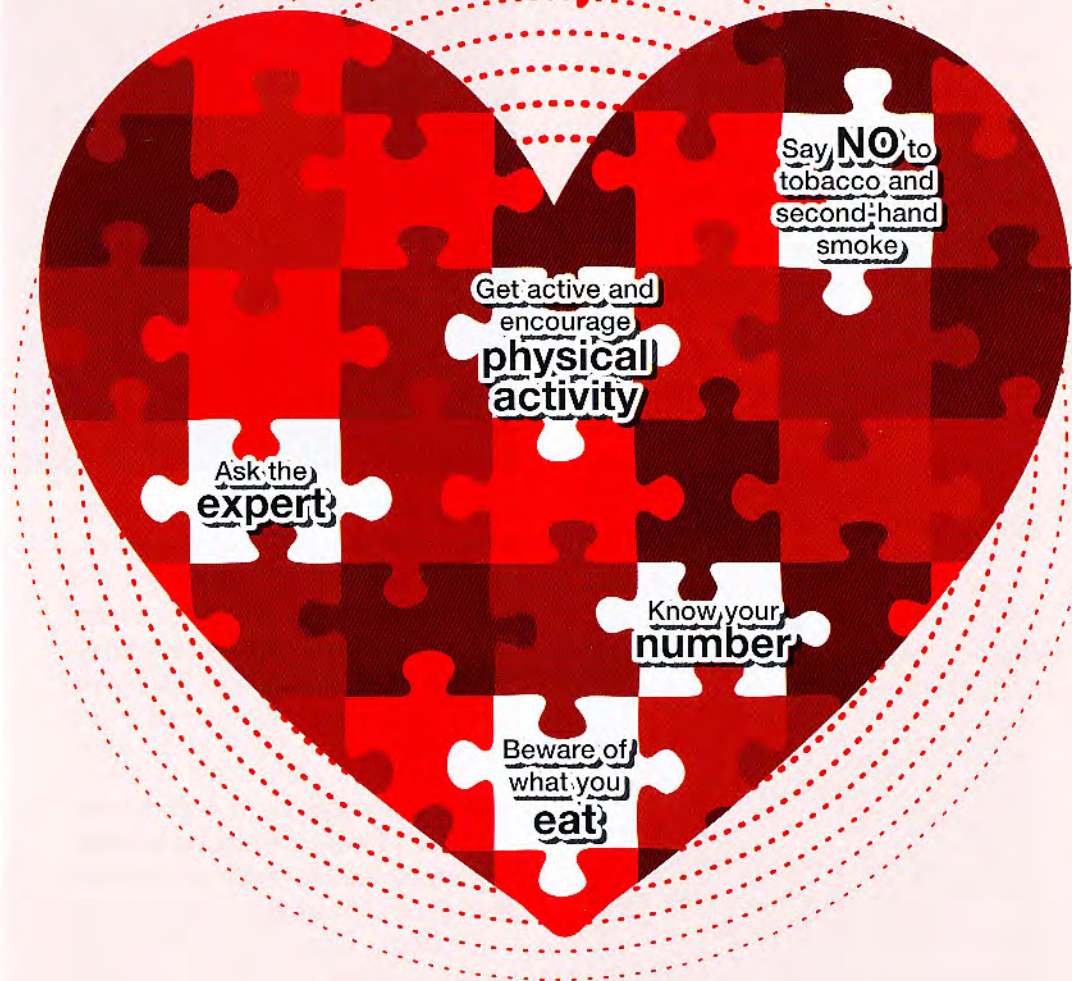
from the world's
most purest and oldest
colloidal mineral source...

- From a 75-million year old mine: the **LIVE EARTH MINES** at **Utah, USA**.
- **More than 70** Colloidal Minerals
- Full spectrum of all **minerals found in nature**



WORLD HEART DAY

Special



Heart-Healthy Lifestyle....
Tips to start your journey now!

Special Story

Our Genes and Our Heart

By Dr. Rajbans Singh

In Malaysia, Heart Disease is still the Leading cause of Death.

In fact every hour one Malaysian will die of a heart attack. With World Heart Day celebrated in September and with all our current knowledge and treatment options it is surprising that so many people still suffer from heart disease.

We all know the risk factors – Cigarette smoking, high cholesterol, hypertension, diabetes mellitus, obesity, physical inactivity, stress, and the male sex. However others like inflammation, free radical damage, high homocysteine values, vascular tone and blood coagulation are seldom looked at and assessed.

Then we hear of stories such as fitness guru Jim Fixx who drops dead at 52 while jogging and an autopsy showed that all his heart vessels were blocked; while Winston Churchill, the Prime Minister of England during the second World War, who once said "I am allergic to exercise", was a chain smoker, obese, and had a super stressful job, but managed to live well into his nineties until his death in 1965.

We all have heard of stories like this and we get more confused.

Today, we know that although lifestyle is still the key for a healthy heart, about



30% to 40% of it still depends on our genes. The science of DNA profiling, epigenetics, and nutrigenomics is the future of personalized medicine. Today we know we can down regulate or up regulate our DNA variants, or as we like to say, "switch off" or "switch on" our genes.

Both my parents have hypertension and heart disease. I was also doomed to have the same fate. As I did my DNA profile two years ago I realized that I had all the least beneficial variants for heart health. I had 'bad' variants in inflammation, oxidative stress, homocysteine, blood pressure, insulin resistance and vascular tone and coagulation. I know I cannot change



my genes but I could start on a lifestyle and supplement program that could work and support my genes and reduce my risk of heart disease. You cannot change your genes but you can change their expression.

Today I encourage all my patients to have their profile done and commence them on a lifestyle program to prevent disease and age well. The DNA test is only done once as it never changes but the lifestyle habits that are created will last forever.

I still believe *Prevention is better than Cure* and the motto *Live Long, Live Well*.



Dr. Rajbans Singh

Consultant Geriatrician
President, Malaysian Wellness Society

Dr. Rajbans Singh is a Consultant at Pantai Hospital, Bangsar and has started the Healthy Aging Centre in Pantai Group of Hospitals. This is the first in the country.

Dr. Rajbans currently heads the Malaysian Wellness Society as its President. He has developed a course on 'Wellness and Healthy Aging' in collaboration with Open University Malaysia where the focus is on educating the public on preventive health, wellness and longevity.

Dr. Rajbans has a regular radio appearance every Thursday on Lite FM where he speaks on diverse health issues.

Reader's Voice

Why I take **Higher Colloids™**

By Nora H. M., Subang Jaya

I first sought advice from Dr. Rajen on the 7th of March, 1999 when I saw a notice in the Star newspaper for a talk on Health and decided to listen to his lecture which was about the Zone Diet. Dr. Rajen quoted Hippocrates, the ancient Greek father of medicine who said "Let food be thy medicine and medicine be thy food." In other words, we are what we eat.

My normal weight had been 106lbs. From 1992 to 1994 my weight was 115lbs. After falling ill with cancer, I had embarked on a vegetarian diet which I mistakenly thought would be the best cure and from 1995 onwards my weight gradually increased to 155lbs.

I had got very out of shape and became very heavy. My pulse raced, my blood pressure soared, and cholesterol was high too. I had clockwork headaches daily at 11 am and 3 pm and bouts of low blood sugar. I suffered from gastric attacks every other day and regular bouts of tonsillitis and insomnia. Yet, I stocked up my pantry with carbonated soft drinks and pasta. I saw my doctor constantly. With my collection of prescription medicines I could have opened a small pharmacy!

Dr. Rajen's lecture that day changed the course of my life. After taking his advice to heart, I went on the Zone Diet. Within 3 days every symptom started to fade and then began to reverse. I was on a virtuous cycle. I understood the word holistic. After a year I lost 21 lbs. And in the second year I lost another 15 lbs.

After my recovery, I went back to my job as a tennis coach, spent a frequent amount of time playing under the sun and

getting lots of exercise and perspiring. So when I noticed brown sun marks on my jaw line and on exposed skin, especially on my arms and legs, I brought my concern to Dr. Rajen's attention.

The first question he asked was whether I was on the pill at any point in time or had natural freckles. I said no. So he said that I was short of minerals and introduced me to **Higher Colloids™**. Within three months of taking **Higher Colloids™** I found the sun marks on my jaw and on other parts of my body began to fade. As a bonus, my nails got very strong and grew fast too. My hair is also much healthier.

From listening to Dr. Rajen's talks and reading **ALTERNI TIMES** I know that we women are more prone to osteoporosis, brittle bones and fractures. As I intend to go on playing tennis and sightseeing the world I want to stay strong and fit. So I was a very early adopter of **HEAL PROTEIN™** and **BONEX®**. I regularly get my bone density tested to measure the calcium and other types of minerals in my bones and I can report that my test is always positive in the green and better than the average result for a woman of my age.

CORRECTION & APOLOGY

We refer to the August 2013 'Reader's Voice' contribution by Ms. Tung Siew Mei:

- The first line should be "It was more than ten years ago when I was introduced to **ALTERNI** when Dato' Dr. Rajen M. was invited to my school to give a health talk."
- The phrase "request to revise this to I am thankful to avoid religious associations" should instead be "I am thankful".

Product Feature

Fresh **GOAT'S MILK**

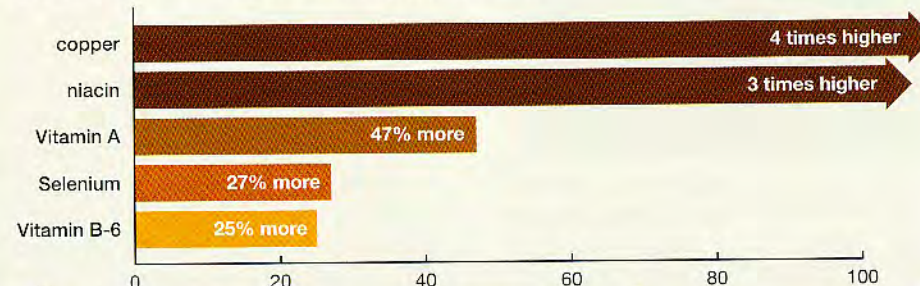
Goats have long produced the "milk of choice" for humankind, and they are easy to raise, breed, and milk. Many products are made from goat's milk, including cheeses like traditional feta and some hard cheeses. Goat's milk is white in colour, and so products made from goat's milk are also white, with a tendency to be smoother and creamier than cow's milk products.

Goat's milk has a long association with human history, especially in Asia and Africa where approximately 80% of the world's goat population resides. Goats are considered to be one of the oldest of domesticated farm animals. Their milk products have been used by man for up to 10,000 years, according to the Dairy Goat Co-operative. Goats were often taken aboard ships to give sailors the benefit of fresh milk, and it is reported that Captain Cook had, on board the HMS Endeavor, a goat that wore a collar saying "The globe twice encircled, this the Goat, the second to the nurse of Jove, is thus rewarded for her never-failing milk."



ALTERNI RECOMMENDS

Great Source for a Variety of Other Nutrients in Goat's milk compared to Cow's Milk



Know Your Body

6 Freaky Things Your Body Does

(Explained by Science)

The human body is a strange and mysterious place filled with gross guts and gurgling magic potions. There are all sorts of confusing or nonsensical processes our own bodies perform that we just shrugged off and accepted way back in childhood. Fortunately, good ol' science is finally here to explain things like...

6. WHY YOU GET SQUIGGLY LINES IN YOUR VISION

The Weirdness:

Your eyes are immensely intricate machines built through millions of years of evolution, so it's only reasonable that they should have developed a few glitches along the way. For instance, the dots or squiggly lines that are sometimes visible off to the sides of your visual field. They float around and then dart out of sight immediately if you try to get a good look at the particles.



And then you have the bright spots that appear in front of your eyes ("seeing stars") when your body suddenly strains really hard. Maybe you sneezed, or pulled an intense, full-body Valsalva maneuver while straining during a

bowel movement, or you just rubbed your eyeball.

Both phenomena are completely normal, yet the explanations are weirder than you think.

It Happens Because...

First of all, "eye floaters" are not a) just lint and dust that fell into your eye or b) unusually upstart sperm that got really lost.

Your eyes are mostly made up of a jelly called *vitreous fluid*, and this gel undergoes many changes as you age. As it slowly shrinks, it loses its smoothness and starts to look stringy. The vitreous can also become more liquid, and this allows for tiny fibers in your eye to come together and form (relatively) large clumps. These get big enough to become visible and freak us out, but they eventually sink down and settle at the bottom of your eyes where you can't see them. So technically, they're your little buddies for life.

As for the bright dots that flash and move in front of your eyes, they're called *phosphenes*, and they're caused when cells in your retina are messed with (by rubbing your eyes or having a large person slap you in the dark), causing them to misfire. Strangely, scientists have found that they can also stimulate phosphenes by running electricity across the visual cortex part of your brain. Try it on a friend!

5. WHY COLD FOODS CAUSE "BRAIN FREEZE"

The Weirdness:

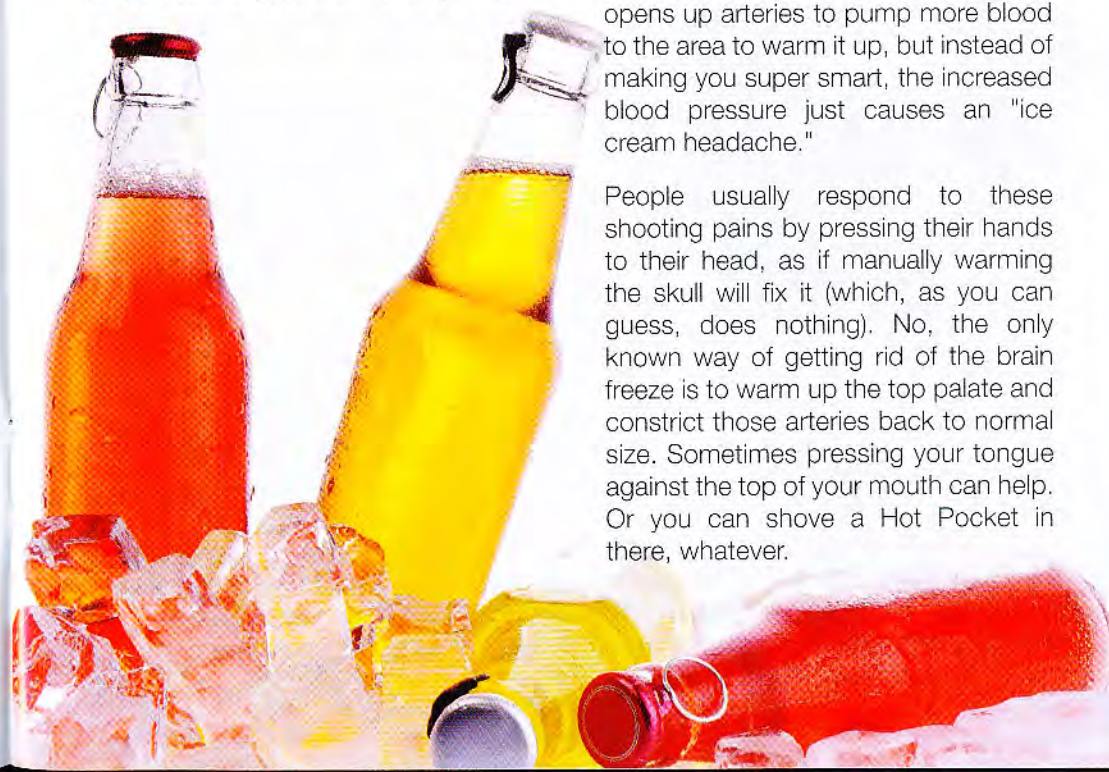
Anyone who has enjoyed frozen treats ranging from ice cream to Slurpees has had, at least once in their life, a brain freeze. The name sums it up pretty well - you're halfway through a tasty dessert when suddenly your head hurts like Ben and Jerry simultaneously drop-kicked your face in some twisted Mortal Kombat finisher. But why would it happen? It's not like a mouthful of frozen treats can actually lower the temperature of your brain or anything.

It Happens Because...

Researchers at Harvard, the University of Ireland, and the U.S. Department of Veterans' Affairs teamed up to realize that they could trigger the headaches just by placing an ice cube in the subject's mouth and pushing it to the top of the palate, which messes with the brain's thermostat.

The brain wants to keep a constant temperature, so when you're stuffing your head with ice cream, your palate gets chilled and your brain freaks out, thinking you're trapped somewhere near the peak of Mount Everest. It opens up arteries to pump more blood to the area to warm it up, but instead of making you super smart, the increased blood pressure just causes an "ice cream headache."

People usually respond to these shooting pains by pressing their hands to their head, as if manually warming the skull will fix it (which, as you can guess, does nothing). No, the only known way of getting rid of the brain freeze is to warm up the top palate and constrict those arteries back to normal size. Sometimes pressing your tongue against the top of your mouth can help. Or you can shove a Hot Pocket in there, whatever.



4. WHY ORANGE JUICE (AND OTHER THINGS) TASTE WEIRD AFTER YOU BRUSH YOUR TEETH



The Weirdness:

If you've never tried it, go do it now. Brush your teeth (with toothpaste) and then run to the fridge and take a drink of orange juice. Your sweet, sweet juice has turned into some kind of horrible chemical-tasting cleaning solution.

It Happens Because...

Actually, this bizarre reaction was, for some of us, our first childhood introduction to chemistry. The weird horribilization that occurs with orange juice and lots of other foods after brushing is due to a chemical called *sodium lauryl sulfate* (SLS). The white coats making your hygiene products know just how much you like it when your cleaning products foam up, so they have to add totally useless enfoamers (may not be the actual name). The aforementioned SLS is one such animal, and gives you that great frothy mouth-feel you need to make it seem like your toothpaste is doing something.

But one side effect of SLS is that it wreaks havoc on your tongue's taste receptors - it numbs the little guys in your mouth that detect sweetness and erodes the fatty shield that blunts the taste of bitterness. For a while, anyway.

So your mouth is getting double-teamed into a gustatory lethargy, which has the effect of significantly changing the way certain foods or drinks taste to you. Obviously it's more noticeable on substances that are normally super sweet yet acidic (other foods may just taste a little lifeless). If this bothers you, there are actually toothpaste brands that don't have SLS or its sweet foaming action.

3. WHY MEN GET "BLUE BALLS"

The Weirdness:

Oh, the good of blue balls. The bane of the boner, the painful reminder of a man's failed romancing. Blue balls, for those of you who don't know (congratulations!), is when a man gets really close to orgasm but doesn't follow through. Say a man is on a date with a prospective mate and invites the person on a trip to the city of pound town, but right when things start getting heavy, he does something that makes the partner leave.

It Happens Because...

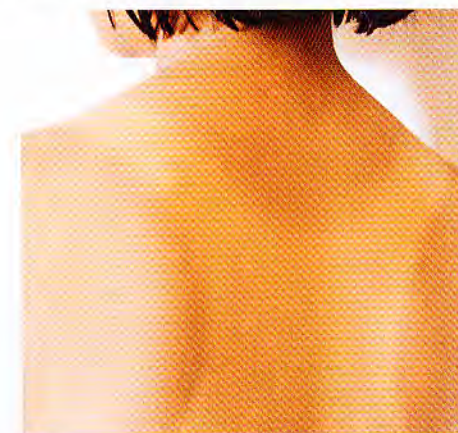
Once again we can blame blood vessels. When the man is fully aroused and ready to unleash a payload of DNA, the arteries open, allowing blood to flow into the genitals, but then restricting the blood flow going away -- one result of this is what scientists call a "boner." When an orgasm occurs, the arteries almost immediately open, allowing the blood to leave because the deed is done.

But when sexual activity stops all of a sudden, the body gets all confused and can't figure out how you didn't seal the deal. This means that the blood lingers, and since it isn't oxygenated, it is "blue" -- and thus the term "blue balls" came into the vocabulary. The pressure of that blood is what makes the experience painful and causes tension in the man's balls -- that's right, it's basically getting an ice cream headache to the junk.

2. WHY SUNBURNS HURT (AND TURN YOU RED)

The Weirdness:

A sunburn is the point at which something desirable progresses into something painful and annoying. It's a suntan that's gotten too buff and now has to use a claw attached to a bent plastic handle just to wipe its own ass. A modest amount of sunlight to your skin yields a light roast and therefore a nice golden sheen that is absolutely painless (along with scoring you some free vitamin D). A little too much exposure, however, and you're in a world of hurt where suddenly your skin is hypersensitive to even the gentlest of caresses.



So why would something that isn't painful while you're experiencing it be excruciating when you're recovering afterward? And why would it change the color of your skin in the process?

It Happens Because...

First of all, what you're seeing is a radiation burn. Blast yourself with radiation from a leaking nuclear reactor or certain medical procedures and your skin will look the same angry red. In this case, it's UV radiation, but it's still directly damaging your DNA and your body still responds with inflammation, increasing blood flow to the site and bringing with it all of your body's tiny repair crews. The angry red color is your body's attempt to heal it before tumors and mutations start sprouting everywhere.

All right, so why is your skin suddenly hypersensitive to touch? If you roll your eyes and say, "Duh, because it's a sunburn," not so fast - it's actually always been a mystery to scientists. Recent research says it might all be due to one obscure protein that helps manage the immune response, which happens to have the side effect of aggravating nerve receptors. Figuring out how to counteract that protein could one day actually fix the pain of sunburns (and other types of inflammation) instead of the current lotions and sprays that work for about the amount of time it takes to apply them.

1. WHY ASPARAGUS MAKES YOUR PEE SMELL WEIRD

The Weirdness:

If you've heard somebody joke about "asparagus pee" and had no idea what they were talking about, either a) you don't eat asparagus or b) you're one of the people who are genetically unable to perceive the scent. As for the rest of us, it seems to be one of the only substances on earth that makes your urine smell like the sulfuric piss of Satan himself.

Does asparagus change our body chemistry so fundamentally that our own fluids start to smell like the discharge from a chemical plant? Then why do they allow us to eat it?

It Happens Because...

The odor is the result of an organosulfur (an organic compound containing sulfur) called *asparagusic acid*. And yes, that's the real name, we're not joking -- we're told that at least one person in the world calls it that. You might be asking yourself why asparagus doesn't smell like that, then, and the answer is that asparagusic acid itself isn't so potent -- the smell mainly comes from the compounds it breaks down into, which can manifest themselves in urine in as little as 15 minutes. Sulfur, of course, is the same stuff that makes your farts (and skunks) smell bad.



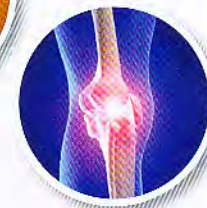
Product Feature Bonex Gold

Give your
joints and bones the
100% natural
advantage of
BONEX™ GOLD



Malaysia's **FIRST** full bone formula with a unique combination of collagen hydrolysate from bovine hide skin and real calcium from milk extracts.

- ✓ Enhances joint development
- ✓ Reduces osteoarthritic pain
- ✓ Strengthen bones
- ✓ Increase mobility
- ✓ Clinically tested & proven
- ✓ Patented German technology to enhance absorption
- ✓ Completely safe
- ✓ Natural weight loss



Available in 3 flavours: Vanilla, Green Tea & Hazelnut



Editorial

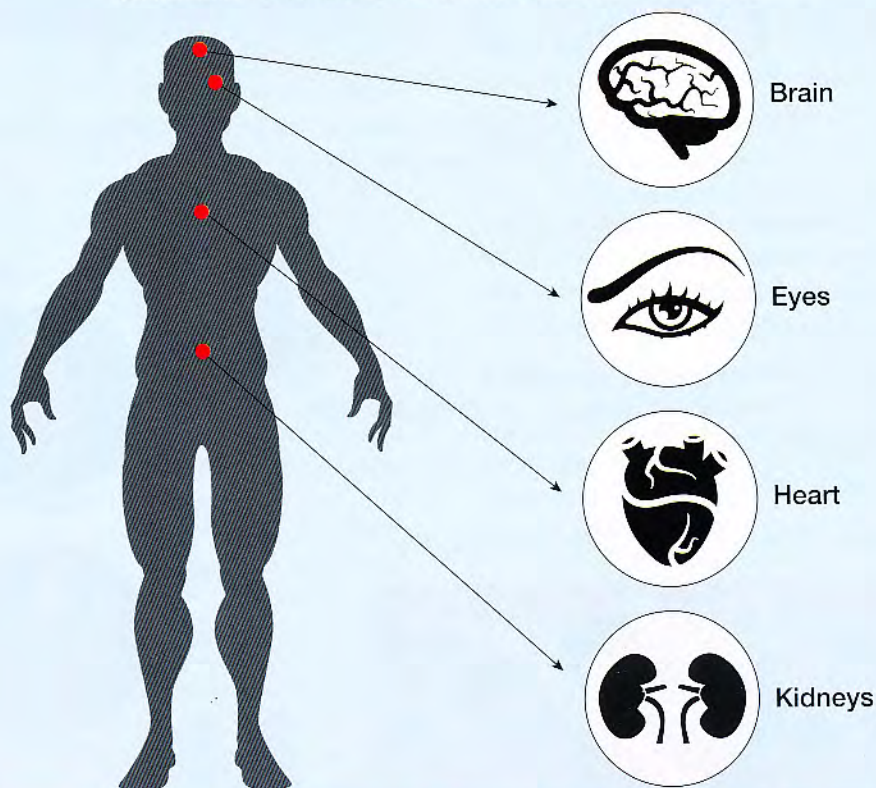
Hypertension: When Drugs Are Not Enough

Contributed by Melvyn Lau

QUICK FACTS:

- ✓ Your blood pressure naturally rises and falls throughout the day.
- ✓ When it remains high for long periods of time, this health condition is known as high blood pressure;
- ✓ High blood pressure forces your heart to work unnecessarily hard;
- ✓ High blood pressure can lead to your organs to be damaged by the high force of blood flowing in your body.

DAMAGE CAUSED BY HIGH BLOOD PRESSURE



People with high blood pressure tend not to show any warning signs or symptoms. Therefore, it is important that you make regular visits to your doctor to get your blood pressure checked.

Blood Pressure Chart for Adults

Category	Systolic ¹ (mmHg)	and	Diastolic ² (mmHg)	Result
Normal	Less than 120	and	Less than 80	Good for you!
Pre-hypertension ³	120 - 139	or	80 - 89	Your blood pressure could be a problem. Make changes in what you eat and drink, be physically active, and lose extra weight. If you also have diabetes, see your doctor.
Hypertension ³	140 or higher	or	90 or higher	You have high blood pressure. Ask your doctor or nurse how to control it.

Extracted from National Heart, Lung, and Blood Institute, 2006.

1. Systolic pressure is your blood pressure when the heart beats.
2. Diastolic pressure is your blood pressure when the heart relaxes between beats.
3. Hypertension is another term for high blood pressure.

STATS:



43%

of Malaysians aged 30 and above have some form of hypertension.



4.8 Million

Estimated number of individuals with hypertension in Malaysia.



2/3

Nearly **two-thirds** of Malaysians diagnosed with hypertension were **unaware** that they have hypertension.



74%

Even after being prescribed with blood pressure medication, about **74%** of Malaysian hypertension patients are **struggling** to achieve the target blood pressure.



THE DASH DIET

The National Heart, Lung, and Blood Institute (NHLBI) in the United States have formulated a special eating plan, called the Dietary Approach to Stop Hypertension (DASH) diet to help people cope with high blood pressure. The DASH diet chart is presented on the following pages.

If your blood pressure is not too high, you may be able to control it by simply adjusting your lifestyle and diet. Complement the DASH diet with maintaining a healthy weight by regular exercise. Also, if you consume alcoholic beverages, remember to do so in moderation.

A WINNING COMBO!

Studies have shown that taking the DASH diet together with lowering your salt intake is even more effective in lowering blood pressure than just relying on the DASH diet alone.

Following The DASH Eating Plan

The DASH eating plan shown below is based on 2,000 calories a day. The number of daily servings in a food group may vary from those listed depending on your caloric needs. Use this chart to help you plan your menus or take it with you when you go to the store.



GRAINS*

Daily Serving : 6 - 8

Serving Sizes : 1 slice bread, 1 oz dry cereal†, ½ cup cooked rice, pasta, or cereal

Functions : Major sources of energy and fibre

Example : Whole wheat bread and rolls, cereals, oatmeal, brown rice and popcorn



LEAN MEATS, POULTRY, AND FISH

Daily Serving : 6 or less

Serving Sizes : 1 oz cooked meats, poultry, or fish
1 egg‡

Functions : Rich sources of protein and magnesium

Example : Select only lean; trim away visible fats; broil, roast, or poach; remove skin from poultry

* Whole grains are recommended for most grain servings as a good source of fibre and nutrients.

† Serving sizes vary between 1/2 cup and 1 1/4 cups, depending on cereal type. Check the product's Nutrition Facts label.

‡ Since eggs are high in cholesterol, limit egg yolk intake to no more than four per week; two egg whites have the same protein content as 1 oz of meat.



FRUITS

Daily Serving : 4 - 5

Serving Sizes : 1 medium fruit, ¼ cup dried fruit, ½ cup fresh, frozen, or canned fruit, ½ cup fruit juice

Functions : Important sources of potassium, magnesium, and fibre

Example : Apples, apricots, bananas, dates, grapes, oranges, grapefruit, mangoes, melons, peaches, pineapples, raisins & strawberries



VEGETABLES

Daily Serving : 4 - 5

Serving Sizes : 1 cup raw leafy vegetable, ½ cup cut-up raw or cooked vegetable, ½ cup vegetable juice

Functions : Rich sources of potassium, magnesium, and fibre

Example : Broccoli, carrots, green beans, green peas, potatoes, spinach, sweet potatoes, tomatoes



FATS AND OILS§

Daily Serving : 2 - 3

Serving Sizes : 1 Tsp soft margarine, 1 Tsp vegetable oil
1 Tbsp mayonnaise, 2 Tbsp salad dressing

Functions : The DASH study had 27 percent of calories as fat, including fat in or added to foods

Example : Soft margarine, vegetable oil (such as canola, corn, olive, or safflower), low-fat mayonnaise, light salad dressing

§ Fat content changes serving amount for fats and oils. For example, 1 Tbsp of regular salad dressing equals one serving; 1 Tbsp of a low-fat dressing equals one-half serving; 1 Tbsp of a fat-free dressing equals zero servings.



FAT-FREE OR LOW-FAT MILK AND MILK PRODUCTS

Daily Serving : 2 - 3

Serving Sizes : 1 cup milk or yogurt, 1½ oz cheese

Functions : Major sources of calcium and protein

Example : Fat-free (skim) or low-fat (1%) milk or buttermilk, fat-free, low-fat, or reduced-fat cheese, fat-free or low-fat regular or frozen yogurt



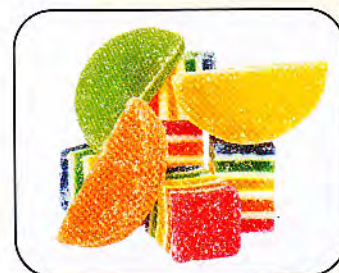
NUTS, SEEDS, AND LEGUMES

Daily Serving : 4 - 5 per week

Serving Sizes : 1/3 cup or 1½ oz nuts, 2 Tbsp peanut butter, 2 Tbsp or ½ oz seeds, ½ cup cooked legumes (dry beans and peas)

Functions : Rich sources of energy, magnesium, protein, and fibre

Example : Almonds, hazelnuts, mixed nuts, peanuts, walnuts, sunflower seeds, peanut butter & kidney beans



SWEETS AND ADDED SUGARS

Daily Serving : 5 or less per week

Serving Sizes : 1 Tbsp sugar, 1 Tbsp jelly or jam, ½ cup sorbet, gelatine, 1 cup lemonade dressing

Functions : Sweets should be low in fat

Example : Fruit-flavoured gelatine, fruit punch, hard candy, jelly, maple syrup, sorbet and ices, sugar

Healthy Eating

Grilled Mackerel



Relatively inexpensive, Mackerel is an excellent source of omega-3 fats and is also rich in minerals and vitamin E.

SERVES 4

4 mackerel
2 tbsp olive oil
2 tbsp lemon juice
Sea salt and pepper
Lemon wedges and cooked French beans, to serve

METHOD

1. Clean the fish and remove the heads. Make diagonal slashes on each side of the flesh. Rub all over with oil, lemon juice, salt and pepper, pushing the salt and pepper well into the slashes.
2. Preheat the grill. Cook under the preheated grill for 5-6 minutes on each side.
3. Transfer to 4 warmed serving plates and serve with lemon wedges and cooked French beans.

MAJOR NUTRIENTS

per 100 G / 3½ oz Mackerel

Calories	207
Total fat	14g
EPA	0.71g
DHA	1.1g
Niacin	9.1mg
Vitamin B6	0.4mg
Vitamin B12	8.8mcg
Vitamin	363mcg
Vitamin E	1.5mg
Potassium	317mg
Selenium	44.5 mcg
Magnesium	77mg
Iron	1.6mg
Zinc	0.6mg

Editorial

Fish Oil, Prostate Cancer, and the POWER OF HYPE

ICE CREAM CAUSES POLIO?

Picture yourself living in America during the late 1940s. This was a period when you would have bona fide reasons to fear the muscle-paralysing disease known as Polio. As researchers scrambled to find a vaccine, others were searching for the cause of the malady. A curious link was observed by experts: The number of Polio cases appeared to peak during summer and diminish during colder weather. Polio, somehow, was assumed to do with certain behaviours people took during the hot summer months, specifically among children who were consuming large quantities of ice cream and soft drinks to beat the heat. News spread, to the extent that the positive association between ice cream consumption and Polio was sufficient to mobilise panicking parents to obligate an "Anti-Polio" diet on their kids' food intake by omitting all soft drinks, cookies, and of course, ice cream - which ranks among the types of food known to cause Polio as deciphered by experts. Not unpredictably, sales of cold confectionaries plummeted the year the announcement was made.

Fast-forward to today in the post-Polio vaccine era and we find ourselves amused at this brief moment of weakness in human

history. It was later found that the escalating cases of Polio had nothing to do with the number of Popsicles you consumed, but due to frequent contact with more people - infected and uninfected - during the summer season. The Polio-ice cream incident demonstrates an extreme case of how correlation isn't causation and serves as a sober warning to all that determining of cause-and-effect ought to be performed with some very careful statistical analysis in place. However, lest we be over-confident in thinking such an oversight was eradicated (as with Polio) with the advancements of the 21st century, as that familiar adage goes: history has a tendency to repeat itself. Over the years, many studies have emerged claiming the seemingly un-claimable by basing on observed correlation demonstrated between two entities.

FISH OIL AND PROSTATE CANCER

Such an event occurred in July 2013 when a journal paper was published online; specifically a paper published, rather surprisingly, under the Journal of the Cancer Research Institute (JNCI; doi: 10.1093/jnci/djt174) that purportedly "confirms" the increasing risk of prostate cancer among men who consume Omega-3 polyunsaturated fatty acids. The following days witnessed a media frenzy surrounding the supposedly

dangerous effects of consuming fish oil supplements which are rich in Omega-3 polyunsaturated fatty acids, and while they were at it, tossed in a good measure of other related studies on the dangers of fish oil with little regard to good fact-checking practices.

In a certainly uncommon move, experts from both academia and industry were quick on their heels in jointly slamming the outcome of the study; to summarise some of their arguments:

1. The JNCI study was not designed to investigate whether consumption of omega-3 polyunsaturated fatty acids has a direct impact on the incidence of prostate cancer. In fact, the data on which the study was drawn was set up to investigate whether selenium and vitamin E would affect the risk of prostate cancer.
2. The JNCI study did not sufficiently take into account other risk factors of prostate cancer; and upon closer scrutiny of the data, the paper implies that non-smokers and non-alcoholic beverage drinkers also have higher risk of prostate cancer.
3. The JNCI study based its findings on very small changes - it was noted that just a mere 0.2% increase (compared to the control group) in omega-3 levels is enough to cause the purported increase in prostate cancer risk - however, these increases can occur when

eating foods rich in Omega-3 fatty acids (such as a fish sandwich).

4. Many other studies (with appropriate experimental designs and analyses) have shown the benefits of consuming omega-3 polyunsaturated fatty acids in lowering the risk of many cancers and also in the reduction of inflammation.
5. If we had accepted the conclusions of the JNCI study, we would expect to observe high incidence rates of prostate cancer occurring in countries and cultures with high consumption of fish (for example among Scandinavian, Japanese or Inuit men) - this, of course, is not observed in practice.

OBSERVATIONAL STUDY

Perhaps the main issue experts are having with the JNCI paper is that it is, first and foremost, a case-cohort study - which is a type of observational study that enables a researcher to formulate a clearer hypothesis for further investigations via more vigorous experimental designs. In other words, if you conduct an observational study, you're not statistically equipped to conclude a cause-and-effect relationship. That privilege rests with the double-blind, randomized, placebo-controlled trial at present. What remains disturbing is the authors' choice of words in

concluding the study findings in the superlative, which is swiftly followed by the authors' recommendations regarding the safety of consuming fish oil supplement. In many ways, we should also be disappointed that the press decided to adopt this conclusion and published it as a headline that promoted more scaremongering than actual news. To a reader untrained to read the full original research, the vivid headline is sufficient to implant a negative perception regarding a substance that has, in fact, been substantiated for its health benefits.

The point is this: do not let your health decisions be steered by media hype surrounding an issue. Kelly Dorfman from the Huffington Post has offered some sound advice should similar "health scares" reported by the media be encountered in the future.

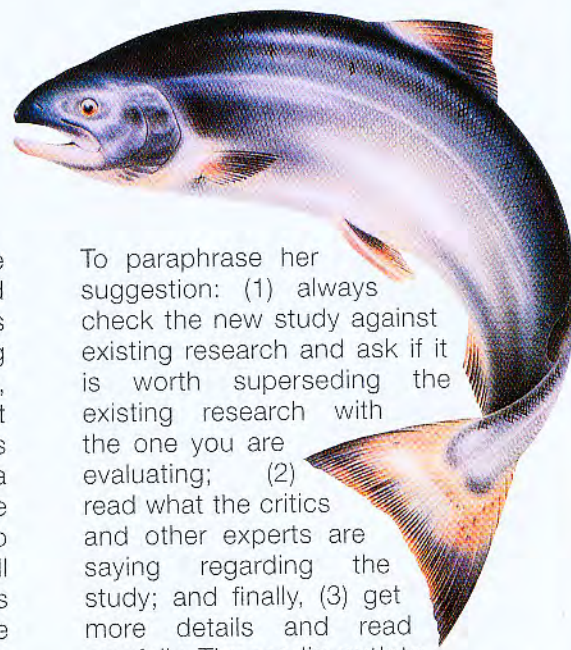
To paraphrase her suggestion: (1) always check the new study against existing research and ask if it is worth superseding the existing research with the one you are evaluating; (2) read what the critics and other experts are saying regarding the study; and finally, (3) get more details and read carefully. The media outlets are insatiable when it comes to sensationalised news and with content literally at the reach of our fingertips, both information and disinformation gets spread at speeds not unlike an uncontrolled epidemic. The days of the Polio virus may be numbered, but the days of hyped headlines "going viral" have only just begun.

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Giggles

BEFORE MARRIAGE

He : Yes. At last. It was so hard to wait.
 She : Do you want me to leave?
 He : NO! Don't even think about it.
 She : Do you love me?
 He : Of course! Over and over!
 She : Have you ever cheated on me?
 He : NO! Why are you even asking?
 She : Will you kiss me?
 He : Every chance I get!
 She : Will you hit me?
 He : Are you crazy! I'm not that kind of person!
 She : Can I trust you?
 He : Yes.
 She : Darling!

AFTER MARRIAGE

Read from the bottom going up

Urgent Heart Transplant

A man has a heart attack and is brought to the hospital ER. The doctor tells him that he will not live unless he has a heart transplant right away. Another doctor runs into the room and says, "you're in luck, two hearts just became available, so you will get to choose which one you want. One belongs to an attorney and the other to a social worker".

The man quickly responds, "the attorney's".

The doctor says, "Wait! Don't you want to know a little about them before you make your decision?"

The man says, "I already know enough. We all know that social workers are bleeding hearts and the attorney's probably never used his. So I'll take the attorney's!"

I would like to have a **second opinion**

A patient has a sore throat and goes to a doctor to get treatment for it.

Doctor: Your tonsils gotta come out.

Patient: I wanna second opinion.

Doctor: Okay, you're ugly, too.



A heart murmur

A 92 year-old man went to the doctor to get a physical. A few days later the doctor saw the man walking down the street with a gorgeous young lady on his arm. At his follow up visit the doctor talked to the man and said, "You're really doing great, aren't you?" The man replied, "Just doing what you said Doctor, 'Get a hot mamma and be cheerful'." The Doctor said, "I didn't say that. I said you got a heart murmur. Be careful."

Get me an **ambulance** now

A man, after being hurt, calls 911 for help.

Man: Operator, operator, call me an ambulance!

Operator: Okay, sir, you're an ambulance!



Product Updates

ALTERNI is the **FIRST and ONLY** direct-to-customer healthcare company providing 100% natural health supplements. Our philosophy is based on the principles of alternative therapy without the use of synthetic drugs. Utilising the latest technologies and the finest all-natural ingredients from all over the world. We fulfil the healthcare needs of today's discerning consumers.

ALTERNI also the **ONLY** company that provide **FULL MONEY BACK GUARANTEE** on our products.



Bone Health



BONEX GOLD™ 30s

The all-natural Bone Health Formula

- Enhances joint development
- Strengthens bones
- Reduces osteoarthritis pain
- Increase mobility
- 3 flavours: Vanilla, Hazelnut & Green Tea

Selling Price: **RM150** / box of 30 sachets



Q-SORB 50s

The Most Powerful Natural Pain Management Solution

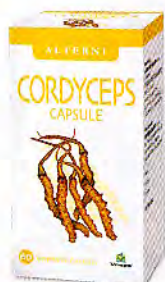
- Unique curcumin extract with 1000x more soluble
- Effective anti-inflammation for joint and muscular pain
- Completely safe with no side effects

Selling Price: **RM83** / bottle of 50 capsules

**ANNALAX™ 240ml**

All-natural herbal cough syrup

- Controls phlegm
- Relieves cough and sore throat
- Reduces body heat

Selling Price: **RM22** / bottle of 240ml**CORDYCEPS™ 60s**

The 'Wonder Herb'

- Improves the immune system
- Enhance lung, heart & liver function
- High level of anti-oxidants
- Has anti-fatigue & anti-fungal properties

Selling Price: **RM98** / bottle of 60 capsules

Antioxidants

**ORGANOS GREEN TEA™ 30s**

Rich in Nutrients & Enzymes

- Powerful antioxidant
- Anti-aging
- Lowers LDL
- Detoxifies the body

Selling Price: **RM28** / box of 30 sachets**ORGANOS ANTIOXIDANT PACK**

Benefit of fruits and vegetables:

- To boost energy
- To slow down aging process
- To prevent diseases and degeneration

ORGANOS is great for the whole family.Selling Price: **RM76** / bottle of 60 capsules x 2**GUGGULEX™ 60s**

Natural Blood Cholesterol Normaliser

- Reverses the hardening of the arteries
- Lowers cholesterol levels while improving the ratio of good (HDL) to bad (LDL) cholesterol
- Reduces blood triglycerides
- Helps prevent strokes, heart attacks and arteriosclerosis
- Helps reduce body fat

Selling Price: **RM50** / bottle of 60 capsules**ADEBTIN™ 60s**

Natural Blood Sugar Normaliser

- Controls blood sugar level
- Treats and prevents diabetes
- Healing capabilities

Selling Price: **RM78** / bottle of 60 capsules**PREMIUM VIRGIN COCONUT OIL™ 500ml**

- Stimulates body metabolism
- Prevents bacterial, viral & fungal infections
- Control blood sugar level & prevents diabetes

Selling Price: **RM68** / bottle of 500ml

Protein

**HEAL PROTEIN™ 400g**

- Nature's richest source of biologically active protein
- No refined carbohydrates
- Glucose- and sucrose- free
- Dissolves easily

Selling Price: **RM50** / bottle of 400g



Higher Colloids™ 250ml & 450ml

From The World's Most Purest & Oldest Colloidal Mineral Source

- More than 70 Colloidal minerals
- Full spectrum of all minerals found in nature
- Extracted from Live Earth mines in Utah, United States.

Selling Price: **RM90** / bottle of 450ml
RM55 / bottle of 250ml



IMMUNO G 120s

First Milking

- Boosts the immune system
- Helps in autoimmune system and gastrointestinal problems

Selling Price: **RM80** / bottle of 120 capsules



LINGZHI 60s

The Herb of Spiritual Potency

- Enhances kidney and liver function
- Boosts the immune system
- Prevents and controls high blood pressure
- Anti-cancer properties
- Powerful health tonic

Selling Price: **RM82** / bottle of 60 capsules



SEABUCKTHORN 60s

A Multi-potent Herb

- Improves the immune system
- Provides nutritional support for circulatory system
- Improves cardiac health
- Has anti-inflammatory properties
- High antioxidant to fight off excess free radicals
- High in natural source of Vitamin C

Selling Price: **RM98** / bottle of 60 capsules



MISAI KUCING 20 teabags

- Have diuretic elements that help eliminate uric acid in the body
- Prevention of urinary tract infections
- Maintaining optimal liver function
- Preventing gout

Selling Price: **RM29.90** / box of 20 sachets



IRISTAL™ 60s

Total Eye Nourishing Formula

- Improves eyesight and vision
- Prevents degenerative eye diseases

Selling Price: **RM68** / bottle of 60 capsules



HARUAN CREAM 40g

- Helps heal burns and cuts
- Helps reduce or eliminate pimples
- Helps prevent rashes and eczema

Selling Price: **RM12** / tube of 40g



HARUAN PLUS TABLET 50s

- Speeds the healing of internal and external wounds
- Helps heal gastritis and abdominal conditions

Selling Price: **RM28** / bottle of 50 capsules



PEGAGA SOAP 100g

- Antibacterial protection for your skin
- Helps heal numerous skin ailments

Selling Price: **RM7.50** / 100g