

Why Finlandia?

We know what works. For over 30 years, we have been integrating allopathic and natural medicines, providing a comprehensive range of healing options. We are pleased to offer the following quality products and services:

- The largest selection of vitamins, herbal and natural medicines, and the most comprehensive homeopathic dispensary in Western Canada;

- A full service pharmaceutical dispensary and comprehensive herbal dispensary;

- Private health and wellness consultations;

- Counselling for women's health issues;

- Breast thermography screening;*

- Bio-identical hormone replacement (testing and compounding of prescription);

- DEXA Osteometer bone scan;*

- Detoxification program (consultation, ion cleanse, private infrared sauna, lymph drainage, and dietary recommendations);*

- Psychosomatic Energenics™ to clear emotional conflicts;*

- ETA Bio-resonance scanning to assess the body's energy flow;*

- Heart Rate Variability Assessment;*

- Brain State Conditioning™ to help you become your best.*

Our friendly and skilled health professionals maintain comprehensive knowledge in the areas of:

- Naturopathic medicine;

- Traditional Chinese Medicine (TCM);

- Homeopathy;

- Vitamin & mineral therapy.

* appointment required

For more information, please visit our website:

www.finlandiahealth.com

FINLANDIA PHARMACY

& NATURAL HEALTH CENTRE

STORE HOURS (PST):

Monday - Saturday: 9:00 am - 6:00 pm

Sunday: Noon - 5:00 pm

PHARMACY HOURS:

Monday - Saturday: 9:30 am - 6:00 pm

Sunday: Closed

(Prescription drop-off is available)

TEL: 604.733.5323

TOLL FREE: 1.800.363.4372

FAX: 604.733.5340

1111 West Broadway (at Spruce Street)
Vancouver, BC V6H 1G1 Canada

Finlandia Health Solutions

For everyday living



Introducing

Finlandia brand health products

Although we at Finlandia are very careful to provide only the highest quality health supplements in-store and online, we often feel that there is something to be improved on.

Perhaps it's the percentage of natural active ingredients in the product, or the source of those ingredients, or the synchronicity/bio-availability of the active ingredients—dependent on how they are blended together and with what. The spice *turmeric*, for example, has been linked to the reduction of risk for a number of different disease conditions including heart disease and Alzheimer's, due to its powerful antioxidant and anti-inflammatory action. However, most turmeric supplements are not absorbed well into the body. Our **Finlandia Bio-Turmeric** (Meriva® curcumin phytosome) has been clinically proven to provide enhanced absorption and assimilation into the bloodstream and cells.

In this ongoing series, we'll introduce you to some of our favourite Finlandia brand natural health supplements.

Finlandia Bio-Turmeric Meriva®

Meriva® curcumin phytosome is a powerful form of turmeric, easily absorbed into the body. The term *phytosome* refers to a plant extract bound to phosphatidylcholine—an essential component of human cells that is manufactured naturally by the body and is also available in supplemental form.

When taken orally, phosphatidyl-

choline is very well absorbed.

When you take **Finlandia Bio-Turmeric**, your body readily absorbs the phosphatidylcholine and the attached curcumin, resulting in more curcumin reaching the cells that will benefit from it. In a 2007 study published in *Cancer Chemotherapy and Pharmacology*, the Meriva® phytosome present in **Finlandia Bio-Turmeric**, showed its superior bioavailability compared with ordinary turmeric supplements.

A similar study on human subjects compared blood levels of curcumin after dosing with 4 grams of a standardized curcuminoid extract, with 450 mg Meriva® curcuminoids (bound to phosphatidylcholine). The blood levels of curcumin were found to be similar.

Finlandia Organic Spirulina

Most people know that spirulina is good for them but few understand that these algae are commonly processed into a powder using extreme temperatures. As a result, their cellular structure is damaged, causing immediate loss of nutrients and further degradation over time.

Finlandia Organic Spirulina is whole cell spirulina that is gently dried to retain each cell—and its nutrients—intact.

Spirulina is a nutraceutical that is garnering interest within all health factions, from medical to naturopathic. Aside from being a rich source of vitamin A, it has been shown to significantly enhance the immune

Find Finlandia brand supplements in store and online at www.finlandiahealth.com



Finlandia

PHARMACY & NATURAL HEALTH CENTRE

Introducing Dr. Ana Lopez Naturopathic Physician



"Naturopathic medicine is a form of primary health care that combines scientific medical knowledge with the wisdom and safety of traditional medicine. As a naturopathic doctor, I believe in treating the whole person (physical and mental aspects), identifying the underlying cause of disease and stimulating the body's innate capacity to heal, using a variety of natural approaches.

I believe in educating patients so that they can make the best choices possible when it comes to their health. I am honoured to be able to be a part of their journey into wellness."

Finlandia Pharmacy and Natural Health Centre is pleased to introduce Dr. Ana Lopez, Naturopathic Physician. Dr. Lopez has a family practice in Vancouver and is trained in a number of natural health services. Her areas of special interest include:

- Diabetes/metabolic syndrome
- Disease prevention
- Hormonal imbalance
- Insomnia
- Pediatric care
- Pre-conception care and fertility (male and female)
- Prenatal and postnatal care
- Stress and anxiety
- Women's health

Dr. Lopez provides the following services:

NUTRITIONAL COUNSELLING

Nutritional advice and supplements are used to heal the body and maintain optimal health.

ACUPUNCTURE & TRADITIONAL CHINESE MEDICINE

This 2000-year-old type of medicine focuses on balancing the body through the use of acupuncture and herbs.



BOTANICAL MEDICINE

Medicinal herbs are used to treat a variety of conditions. Herbs are selected based on their traditional use and pharmacologically active ingredients.

BOWEN THERAPY

A gentle yet effective soft tissue technique used to treat musculoskeletal pain.

HOMEOPATHY

Small amounts of diluted natural substances are used to support the body's ability to heal. Homeopathy addresses all components of well-being including physical, mental and emotional health.

LIFESTYLE COUNSELLING

Recommendations for physical activity, sleep, stress management and diet to promote and maintain optimal health.

INTRAVENOUS THERAPY

Vitamins and minerals are injected directly into the body, achieving faster therapeutic results.

LABORATORY TESTING AND INTERPRETATION

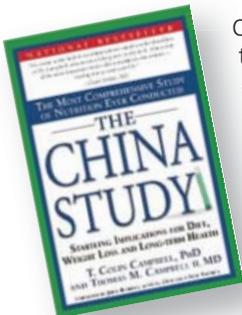
A variety of tests are available including routine lab work, urinalysis, salivary hormone testing, food allergy testing, hair mineral analysis and more.

**Take charge of your health and book your appointment today!
Call 604.734.7760**

BOOK REVIEW



by Beth Lahti



One of the most eye opening books I've read in a long time, *The China Study*, by Dr. T. Colin Campbell, has made a big impact on my daily living. This book is a page turner and backed up with solid scientific data.

The China Study follows the relationship between diet and disease within a number of villages throughout China and Taiwan, examining more than 350 variables of health and nutrition with surveys from 6,500 adults.

The diseases these villagers developed varied, depending on the specific region and food consumed.

The China Study emphasizes the importance of consuming a plant based diet for optimum lifelong health.

Dr. Campbell doesn't push diets or health supplements—just the adherence to better eating habits. He explains how our usual high-fat, high-protein western diet contributes to an increase in personal risk for coronary heart disease, diabetes, autoimmune diseases, cancers and many other common disorders.

I was both interested and saddened to learn that today's children are developing diseases once associated with middle age and that much of the blame can be placed on diet.

Plenty of peer reviewed studies give this book credibility.

Dr. Dean Ornish said about *The China Study*, "This is one of the most important books about nutrition ever written—reading it may save your life." I couldn't agree more! This is a must read for those who are interested in preventing or reversing the most lethal diseases of our time.

The China Study is now available from Finlandia. We invite you to pick up a copy today...

response. Several recent peer reviewed studies have demonstrated spirulina's ability to inhibit viral replication, strengthen both the cellular and humoral arms of the immune system and cause regression and inhibition of some cancers. Although these studies are preliminary, and more research is needed, the results are promising.

Finlandia Xan-X-Krill

NKO Krill Oil, derived from Antarctic Krill (*Euphausia superba*), is the richest source of the most beneficial Omega-3 oils— EPA and DHA. (You can read more about the amazing benefits of NKO Krill Oil on the next page.) But krill is more than a source of Omega-3 oils: Of equal interest to the health conscious, is that this tiny crustacean is a potent source of an antioxidant called *astaxanthin*.

This reddish pigment is related to beta carotene and is a powerful immune stimulant that greatly benefits the eyes and skin. Astaxanthin has been shown to have 550 times the antioxidant activity of vitamin E and 10 times the antioxidant activity of beta carotene.

Finlandia Xan-X-Krill has added astaxanthin for increased immune power and antioxidant value.*

* please consult a health practitioner if you are taking an anti-coagulant, before using this product.

Finlandia Excell C

The Right C® is a revolutionary form of vitamin C that is absorbed into the body's cells faster and retained longer than conventional forms of vitamin C. **Finlandia Excell C** is our branded version of this exceptional vitamin C supplement.

Clinical studies show that this form of vitamin C has four times the amount of absorption and retention than regular vitamin C (ascorbic acid). The Right C® enters the cell through multiple pathways achieved through unique EnterCell™ and MultiPath® technologies. This allows for more vitamin C to be available to the body, as it is needed.

Finlandia BoneSure

This calcium supplement is, in our opinion, second to none. Formulated with bone remineralization in mind (and not mere marketing), we have developed a product that will protect strong bones, and re-strengthen weaker bones—provided you keep to your side of the bargain and perform weight-bearing exercise! Unfortunately, no calcium supplement will remineralize bone unless stress is put on that bone, "informing" it that it needs to take in more minerals to grow stronger.

The South American ocean algae—*Algas calcareas*—used in **Finlandia BoneSure** draw calcium from sea water and predigest it for you. This plant-digested calcium is so bio-active that 97 per cent of it becomes soluble—and therefore available for the body to use—within 30 minutes. (Determined using USP standard testing simulating stomach conditions.)

The certified organic *Algas calcareas* in **Finlandia BoneSure** contains high levels of natural magnesium, plus more than 70 trace minerals and phytonutrients including zinc, manganese, copper, boron and strontium.

Finlandia BoneSure is a vegan also contains vitamin C (calcium ascorbate), vitamin D3 (cholecalciferol) and vitamin K2 to augment bone-building activity. The resulting whole-food calcium and mineral supplement is unmatched in its ability to restore density and strength to the bones.

Herbs for men

Male Tonic formula

Are you spending a little too much time "getting the flow going"? Feeling spent during or after a day's work? Are you experiencing erectile dysfunction and don't want to take prescription products to help out?

Finlandia Pharmacy's Male Tonic formula can help you

- overcome prostate irritation;
- have normal urinary flow;
- experience less erectile dysfunction;
- be stronger and calmer.

Here's a breakdown of the various herbs present in this formula and how they can help you get back on track.

Oat Seed (*Avena sativa*): A brain tonic, nerve restorative and anti-depressant, oat seed has specific action on brain and nerve cells.

Hydrangea (*Hydrangea arborescens*): Hydrangea is a diuretic that also reduces pain and prostate swelling.

Ginseng (*Panax ginseng*): This herb is an adaptogen that reduces stress and possesses aphrodisiac properties. It also increases stamina and sperm production.

Muira-puama (*Ptychopetalum olacoides*): Sometimes called "potency wood" for its ability to increase fertility, this herb helps reduce stress and is a nerve tonic. Like ginseng, it has aphrodisiac properties.

Saw Palmetto (*Serenoa repens*): This herb is well recognized as a potent balancer and healer of the male urino-genital system. It reduces prostate swelling, is anti-inflammatory, and a urinary antiseptic.



Blue Vervain (*Verbena officinalis*): This herb is a nerve relaxant and anti-spasmodic to remedy fatigue and relieve tension and stress. It also cleanses the liver and kidneys and has aphrodisiac qualities.

Sarsaparilla (*Smilax ornata*): Sarsaparilla was one of the original flavourings of root beer, originally drunk as a tonic for the blood. This herb also improves testosterone levels and muscle tone and is anti-inflammatory in action.

Puncture Vine (*Tribulus terrestris*): This herb has been used in the traditional medicine of China and India for centuries. It has aphrodisiac properties and is a nerve tonic. Puncture Vine also acts as a diuretic, helping improve urinary flow.

Damiana (*Turnera diffusa*): Damiana is an anti-depressant and reproductive organ tonic that increases libido and enhances sexual performance. It is also a nerve stimulant, helping to combat stress.

Nettle (*Urtica dioica*): This common garden herb reduces prostate enlargement by suppressing enzyme activity. It also exerts a diuretic effect, increasing the flow of urine.

Dosage: 30 – 60 drops three times per day in a small amount of water on an empty stomach.

For more information on **Finlandia Pharmacy's Male Tonic** formula and other fine herbal formulations, please contact herbal dispensary manager, Michelle Bonnie, at 604.733.5323. Finlandia also carries a variety of supplements to enhance male health.

Introducing an improved Omega-3 oil

Finlandia

Xan-X-Krill



Finlandia is pleased to introduce **Finlandia Xan-X-Krill**—our house brand of Neptune Krill Oil, a superior Omega-3 fatty acid supplement.

Krill are tiny, shrimp-like crustaceans that are considered to be the most abundant biomass on the planet. Marine biologists believe that the annual production of krill is over several hundred million tonnes! Krill live in the dark depths of the ocean, away from major predators, and have a lifespan of between five to 10 years. The annual allowable harvest is 127,000 tonnes.

Neptune Krill Oil (NKO) is extracted using an accredited GMP process and is distinct from other marine oils in that the Omega-3 fatty acids are attached to phospholipids which act as superior delivery systems. NKO also contains powerful antioxidant immune stimulants including the red-orange pigment, *astaxanthin*, which is related to beta carotene. Not only does astaxanthin benefit the human body in a number of ways, it also stabilizes the extracted NKO.

The power of phospholipids

Phospholipids, sometimes referred to as life's building blocks, are integral to cell membranes and cooperate with Omega-3 fatty acids and antioxidants within these membranes to facilitate a number of processes essential to life.

Fish oil supplements consist of two primary Omega-3 oils—*eicosapentaenoic acid* (EPA) and *docosahexaenoic acid* (DHA). NKO is composed of at least 30 per cent EPA and DHA, as well as 40 per cent phospholipids, mostly in the form of phosphatidylcholines. In contrast, the EPA and DHA in fish oils are in the form of triglycerides. Essential fatty acids in the form of phospholipids have been shown to be superior to triglycerides in increasing the bioavailability of EPA and DHA.¹

Astaxanthin

Closely related to the antioxidant carotenoids beta carotene and lutein, astaxanthin cannot be synthesized by animals. Krill, however, possess a limited capacity to convert closely related dietary carotenoids into astaxanthin. The presence of this and other antioxidants in the oil (including vitamins A, E and a bioflavonoid) creates a natural protection against oxidation. In fact, NKO's ability to block free radicals (ORAC rating) was 48 times more effective than fish oil and 38 times more effective than CoQ10.

Krill oil health benefits

Lowering cholesterol

One of NKO's most beneficial actions is its dual ability to improve levels of cholesterol and triglycerides. A randomized, double-blind clinical trial conducted by researchers affiliated with Quebec University

demonstrated that NKO can safely and effectively increase high density lipoprotein (HDL) or "good cholesterol" and reduce low density lipoprotein (LDL) or "bad" cholesterol. An appropriate balance of HDL and LDL can reduce the risk of experiencing a heart attack or stroke.

Reducing blood sugar levels

The same study also revealed another promising effect of NKO: the ability to reduce blood sugar levels. Five patients treated with 1 g and 1.5 g of NKO a day saw a 6.3 per cent reduction (from 05 mg/dL to 98 mg/dL) in blood glucose levels.

Patients receiving 2 or 3 g of NKO daily showed a 5.6 per cent drop in blood glucose (from 92 mg/dL to 88 mg/dL).

A daily dose of 3 g fish oil reduced blood glucose by 3.3 per cent, from 90 mg/dL to 87 mg/dL. Those on a placebo experienced a slight increase in blood glucose levels.

Blood glucose levels continued to decrease slightly in the patients who continued taking the follow-up maintenance dose of 500 mg of NKO.

Treating cognitive disease

In a pilot study into the safety and effectiveness of NKO in the treatment of Attention Deficit Hyperactivity Disorder (ADHD), NKO was found to exert a highly beneficial effect.

Thirty patients between the ages of 10 and 32 were enrolled in the trial. All had experienced ADHD for many years (with a mean of seven years). All were given 500 mg of NKO daily. After treatment completion, all of the participants showed a statistically significant improvement in behavioural inhibition, self-control and executive function. The study showed that NKO can be considered a safe, toxin-free treatment for ADHD, reducing the need for stimulant medications such as methylphenidate (Ritalin) and improving quality of life. More research is needed to better understand dosage and long-term effects.



¹ Cansell, M., Nacka, F., and Combe, N., 2003. *Marine lipid-based liposomes increase in-vivo FA bioavailability*. *Lipids*, 38, 551-559.

Continued on pg. 5.

The benefits of Krill Oil, continued...

Treating chronic inflammation

While it is widely recognized that fish oil can help reduce chronic inflammation and arthritis symptoms, NKO has been shown to have a similarly beneficial effect on the inflammatory process.

In a randomized double-blind clinical trial study to evaluate the effect of NKO on C-reactive protein (CRP—a marker for inflammation) and arthritis symptoms, the results clearly indicated that NKO significantly inhibits inflammation and reduces arthritis symptoms in a period of one to two weeks. The study involved 90 patients with cardiovascular disease and/or rheumatoid arthritis and/or osteo-arthritis with increased levels of CRP. One group received 300 mg of NKO daily and members of the other group were given a placebo.

After seven days of treatment, the researchers found that NKO reduced CRP by 19.3 per cent compared with an increase of 15.7 per cent in the control group. After 14 and 30 days of treatment, NKO



further reduced CRP by an impressive 29.7 per cent and 30.9 per cent respectively. Meanwhile, the CRP levels of the control group increased to 32.1 per cent after 14 days, then decreased to 25.1 per cent by day 30.

After seven days, NKO reduced pain scores by 28.8 per cent, reduced stiffness by 20.3 per cent and reduced functional impairment by 22.8 per cent.

Alleviating PMS

NKO is also effective in the management of PMS (pre-menstrual syndrome) and pain associated with menstruation.

In a randomized, double-blind clinical trial, 70 patients with PMS were treated for three months with either NKO or fish oil. After 45 and 90 days, 70 patients in both groups reported improvement with the group taking NKO reporting lower incidence of needing to take analgesics over the group taking fish oil.

The group taking NKO also reported better resolution of emotional symptoms.



Krill Oil Improves Blood Lipid Balance

The 12-week study compared the effects of NKO, high EPA/DHA fish oil and a placebo. Study participants were aged 25 - 75 years, diagnosed for at least six months with mildly elevated to very high blood cholesterol and triglycerides. The 120 subjects were divided into four groups. The first group received 2 to 3 g NKO daily, the second group received 1 to 1.5 g daily and then a maintenance dose of 500 mg per day for 90 days during follow-up. The third group received 3 g per day of fish oil, and the fourth group received a placebo. Dosages were determined by body weight.

The study measured blood glucose, total cholesterol, triglycerides, LDL and HDL. Fasting blood lipids were measured at baseline and 30 and 90 days after the start of the study. (For the group consuming the maintenance dose of NKO, blood lipids and glucose were measured at 30, 90 and 180 days.)

The results showed that those receiving 1 to 1.5 g of NKO had significantly reduced total cholesterol. An even greater reduction was seen in those taking 2 or 3 g of NKO. In comparison, subjects receiving 3 g of fish oil had a reduction of less than half of the group receiving only 1 to 1.5 g of NKO. NKO was also markedly more effective than fish oil in elevating HDL levels and reducing LDL levels. Subjects who were taking a placebo experienced a rise in cholesterol levels.

Lower triglyceride levels were also noted in the NKO groups with the highest decreases (27 - 28 per cent) occurring in the groups taking 2 - 3 g daily. Fish oil at 3 g a day achieved a mere 3.2 percent reduction.

Study participants who continued on with the therapy at 500 mg daily continued to experience impressive improvements.

Live a healthier life...

Finlandia Xan-X-Krill Neptune Krill Oil with added astaxanthin provides a wide variety of health benefits.

Krill is a sustainable bio-mass and superior source of beneficial omega-3 oils and the antioxidant astaxanthin. We have added more astaxanthin to the formula to further enhance the anti-inflammatory effects of the omega-3 oils.*

** Inflammation is believed to be a primary cause of many disease conditions.*

Harlan's Corner _____

More resources for optimal health

Clarity of thought: Have you ever reached a place in your daily life where your head is so full of things to do that you find it difficult to get anything done properly? Some days getting even *one* thing accomplished is a huge task. The brain is so over-burdened that it can't focus on one thing and get it done.

This was my situation as business trips, conventions, a desk piled high with papers, and the stress of home and family life all came together to create confusion. But I finally started taking some of my own medicine! After six sessions of Brain State, my brain waves are finally co-ordinated so that I can actually write this and get our newsletter going.

The first two sessions of this remarkable therapy was like being dropped out of an airplane and coming safely to ground as I let all that mental stress that had been piling up day after day finally go. Gradually, the left side of my brain was working in tandem with the right side, allowing clarity of thought, and letting me focus on tasks one at a time. That is what Brain State does: my mind is more clear now and I am able to get things accomplished. My sleep is better and I have clear, coherent thoughts.

Diseases of the brain: The incidence of dementia, Alzheimer's and Parkinson's disease is on the rise—and not just because the population is aging. A big cause of these terrible diseases is the amount of processed foods we eat every day, including MSG-laced crackers, processed cheese spreads, and chips covered with so many chemicals to make them taste good that you can't even see the chips themselves. The best way to avoid brain-damaging diseases is to not eat any foods that are processed, period. Processing makes the food less nutritious and adds chemicals to keep them tasting "fresh" despite months of sitting around on store shelves. In particular, nitrosamines—carcinogenic chemicals derived from sodium nitrite—are a big health concern. Nitrites are present in most hot dogs, bacon and luncheon meats purchased from standard supermarkets.

Nature is the best factory. Eating food as fresh as possible, and as close to how Nature created it, will ensure good health. A diet high in fresh fruits and additional vitamin C provides the best protection from

"Nature is the best factory. Eating food as fresh as possible, and as close to how Nature created it, will ensure good health."

these chemical hazards which fill our grocery store shelves.

Naturopaths now have prescribing

privileges: This is a big step towards well deserved public recognition. Naturopaths can prescribe almost all prescription drugs with the exclusion of some controlled substances.

A new, improved laser: Finlandia now has a new Class 4 laser (cold laser), which is more powerful and quicker to use. We will soon be introducing a special laser treatment package for arthritic joints, so please watch our website for updated information.

Live Blood Analysis: Towards the end of June we will be offering live blood analysis, a powerful tool in determining the state of your health in a very quick and graphic way.

Xan-X Krill: This supplement is our Feature Product for this issue of *Health Solutions*. We have many new and exciting Finlandia products and services and will feature one in each newsletter.

A new source of medical information: Now available online are several newsletters and websites made available by a select few US medical doctors who have "crossed the floor" of medical practice and are demonstrating personally and in their practices the value of preventative medicine. They have well researched newsletters which, if subscribed to, arrive 2 or 3 times weekly and are mostly free of charge. In future newsletters, I will start listing a few and condensing some of the better topics. One favourite of mine, and perhaps one of the most popular, is by Dr. Joseph Mercola (www.drmercola.com). His material is well referenced and informative.

Have a safe and healthy summer...



Love at first drop!

NO. 1 WORLDWIDE FOR OVER 40 YEARS

Make Cellfood the foundation of your health regimen, and you'll continually clean and detoxify your body, eliminate free radicals, and bring oxygen, hydrogen and 129 key nutrients to each and every cell!

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