

AMINOSTIM

**Taking Endurance...
To New Lengths!**

A GLOBAL MOVE TO WELLNESS AND QUALITY OF LIFE

Dr Jacques Rossouw (DSc Biochemistry; Hons Pharmacology; MBA).
Director and owner: Dunamis Nutrition International (Pty) Ltd (dNi)

“A wise man should consider that health is the greatest of human blessings.” - Hippocrates

Introduction

There is an evolution occurring in health care as more and more complementary and alternative medicines (CAMs) gain acceptance. Interestingly, this acceptance is largely a result of increased scientific investigation; in the early 1990's vitamin supplements, as a way to prevent heart disease and atherosclerosis, were recommended for the first time with a study in 1993 confirming that high doses of vitamin E significantly reduced the risk of heart attacks and strokes. The study proved that it was next to impossible to get sufficient vitamin E from the diet and thus indicated the need for selective supplementation.

The world of the new millennium is the world of the individual - people expect to get more out of life and improve their quality of life. Coupled with this is the growing awareness that we need to break new ground in health matters. Scientific investigations in the area of CAMs will most likely lead to further improvements, particularly in the area of prevention. Most conditions being treated by medicines are preventable - chronic degenerative diseases like heart disease, stroke, cancer, and diabetes are clearly linked to the diet and lifestyle.

Behaviours that contribute to wellness and quality of life

Lifestyles based on good choices and healthy behaviours maximize the quality of life; it helps people avoid disease, remain fit and strong, and maintain their mental and physical health as long as they live.

- **Be physically active**

The human body is created to work best when it is active. The body readily adapts to nearly any level of activity and exertion, but the opposite also applies - if you don't use it you lose it. Bones lose their density, joints stiffen, muscles become weaker, and cellular energy systems begin to degenerate.



Each 20 DAY SPORTS PACK contains:

- AMINO ACID, VITAMIN & MINERAL tablets
- MAGNESIUM and ZINC combination tablets
- Concentrated OMEGA 3 and 6 capsules

• Certified and Tested by the Institute for Sports Research, University of Pretoria.

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To be truly well, humans must be active. Unfortunately, a sedentary lifestyle is common among South Africans today - more than 60% of South Africans are not regularly physically active, and 25% are not active at all.

In the short term, being physically active makes it easier to do everyday tasks, such as lifting objects; it provides reserve strength for emergencies; and it helps people look and feel attractive. In the long term, being physically fit confers protection against chronic diseases and lowers the risk of dying prematurely.

Physically active individuals are less likely to develop or die from heart disease, respiratory disease, high blood pressure, cancer, diabetes, and osteoporosis.

- **Follow a healthy diet**

In addition to being sedentary, many people follow a diet that is too high in calories, fat, and added sugars, and too low in fibre and complex carbohydrates. It is a known fact the body needs a balanced diet to sustain life. A balanced diet means eating from the different food groups, which include proteins (amino acids), carbohydrates, fats and fibre.

Not everyone knows that nutrient timing is as important as nutrient composition. In other words, it's not just what you eat, but when you eat it that gives optimal results. Consuming the right foods at the right time can have positive effects on body composition, which could mean more muscle and less body fat.

- **Maintain a healthy body weight**

Overweight and obesity are associated with a number of disabling and potentially fatal conditions and diseases (viz heart disease, cancer, and diabetes). A healthy body weight is an important part of wellness - but short-term dieting is not part of a fit and well lifestyle. Maintaining a healthy body weight requires a lifelong commitment to regular exercise, a healthy diet, and effective stress management.

- **Manage stress effectively**

Many people cope with stress by drinking, eating, or smoking too much. Others don't deal with it at all. In the short term, inappropriate stress management can lead to fatigue, sleep disturbances, oxidative stress, and other unpleasant symptoms. Over longer periods of time, poor management of stress can lead to less efficient functioning of the immune system and thus increased susceptibility to disease. There are effective ways to handle stress, and learning to incorporate them into daily life is an important part of a healthy lifestyle.



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- **Coping with free radicals**

Free radicals increase in the body during stress and exercise. They cause oxidative stress to the body and may contribute to more than sixty health conditions, including amongst others:

- premature aging of bones, organs, brain and skin
- atherosclerosis and heart disease
- interference with cell replication and regeneration
- malignant tissue formation
- enzyme malfunction

The only real defense against free radicals is a balanced diet and nutritional supplements that contain compounds called antioxidants. Different antioxidants scavenge different free radicals - you have those working in either a watery or a fat environment. There are also antioxidants that work directly and those that work indirectly - we need them all.

Direct antioxidants, such as vitamins C and E, neutralize free radicals. In this process, a direct antioxidant binds to a free radical, rendering it harmless and protecting cells from damage. Indirect antioxidants like selenium and germanium work like catalysts. They do not neutralize free radicals directly, but rather boost the body's own antioxidant defense system.

Fortunately the body has antioxidant enzymes, and supplements containing antioxidants (such as Aminostim), also assists the body in supporting the immune system.

Conclusion

Science is redirecting medicine back to ancient truths. Perhaps the famous words of Thomas Edison will turn out to be truly prophetic: "The doctor of the future will give no medicine, but will interest his patient in the care of the human frame, in diet and in the cause and prevention of disease."

Reference

Fahey T.D., Insel P.M. and Roth W.T. 2003. Fit and well. Core concepts in labs and physical fitness and wellness. 5th edition. Mc Graw Hill.



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