

New Year, NEW YOU! Addictions—Part 1

With the New Year, we thought it would be timely, yet fun to focus our February newsletter on addictions. What better time to make a commitment to ourselves to break some of our worst habits? Although most of us are creatures of habit, if we want something that we have never had, we really have to be prepared to do something that we have never done!

Sadly, addiction is one of the most serious health concerns in today's world. To clarify, in using the word addiction, we are not referring to cocaine, heroin, or any of the other horrifying and destructive 'street drugs'; but rather the habitual morning cup of coffee, the routine cigarettes, and the all-too-common refined sugar-laden and/or MSG-spiked packaged/fast foods. While some are fortunate enough to avoid food additives and addictive substances—the unfortunate truth is that most people are unsuspecting to the addictive substances that are being added to their foods!

But there is hope... and knowledge is power. In the following pages, we will outline the most common addictions, offering natural suggestions to help you to become a NEW YOU! For those who would like to welcome this New Year as an opportunity for positive change, we suggest that you quit a bad habit (or addiction) by replacing it with a good habit. For example, if you would like to quit eating junk foods like potato chips, try replacing it by rewarding your body with a daily serving of Avena's Tocotrienol Complex—a whole food for rebuilding your body!

And as you take another exciting step into your journey of "Reclaiming Your Health", be sure to continually remind yourself that it takes a minimum of 21 days to change a behavior. So plan ahead, pick a date and then count ahead 21 days and mark that date on your calendar. Please be sure to make a commitment to yourself to follow through for *at least* 21 days. If giving up your worst habits is too overwhelming, keep it simple by picking just one that you would like to overcome, and focus only on that one until you beat it! The most important thing to remember in breaking old habits is to recognize this as an opportunity for positive change in your life, and a giant leap towards your continued good health.

Sugar—SURPRISE!!! Yes, sugar (the ultimate naked carbohydrate), stripped of all nutritional benefits, is the most common addiction in our western society. One hundred years ago, the average American ate about four pounds of sugar a year. Today this number has jumped to an astounding 150 pounds per year per person! That adds up to a whopping five tons in a lifetime. Funny how you never see kids freaking out in a produce section, begging for more vegetables?

Found in almost every packaged product on grocery store shelves, refined sugar may be the hardest addiction to kick. People are often unaware that they are eating sugar because it is disguised under many different names, and available in many forms (white, raw, brown, turbinado, and sucanat). All sugars can be addictive, and most forms add nothing but calories to your body. In fact, refined sugar leaches precious minerals and vitamins from the body, and also produces an over-acidic condition.

White sugar first became available in 1812, when a chemist found a way to make “chemically pure” sugar, defined as 99.5 percent sucrose. In the processing, sugar beets or sugarcane are sliced or crushed, the juice extracted, filtered through charred animal bones to remove ‘impurities’, boiled, seeded with sugar crystals to encourage crystallization, and then spun in high-speed machines to separate the sugar from the syrup. Because sugar is so highly refined with no nutrients or fibre left, and with digestion practically unnecessary, it passes directly into the bloodstream just like a drug! And like a drug, it makes the body feel good, but when that feeling passes, it leaves you craving for more. Its false energy lift eventually puts you lower than where you started.

Feelings of well-being that our neurotransmitters induce are largely what attracts us to addictive substances (sugar, alcohol and many types of drugs), that stimulate the parasympathetic nervous system. The chemical imbalance that results disrupts all of our natural functions, affecting our mood, energy, temperament, sleep and overall health. When we continue to provide our body with stimulants, it cuts back on dopamine production—and when we use sedatives, endorphin production is reduced. As we become more and more out of balance, we become dependant on outside stimulants to induce what used to be natural reactions. Then, when we start to crave those outside stimulants, we know that the addiction cycle has started to close in around us.

Additionally, sugar cravings may be the body’s misguided attempt to increase comforting serotonin levels to elevate moods, or may be caused by low endorphin levels, hypoglycemia, endocrine imbalances, yeast overgrowth, a lack of enzymes, or even nutritional deficiencies. Because it uses up the body’s calcium, potassium, thiamine and chromium, sugar is often referred to as an ‘anti-nutrient’. It also overtaxes the spleen, pancreas, small intestines, and competes with Vitamin C for transportation into *white* blood cells!

High-sugar diets actually raise your risk for infection because it provides a breeding ground for yeast and staph infections. Bacteria, fungi and parasites all thrive on sugary foods. Linking it to high cholesterol, heart disease and coronary thrombosis, new data also links sugar to nearsightedness and skin problems like eczema, psoriasis and dermatitis. At the University of Alabama, a study showed that people suffering from depression had fewer symptoms when sugar was removed from their diets. Other research reveals that when women switch from a diet high in sugar to a high-nutrient sugar free diet, their food-addictive behavior stopped.

Remember the facts on sugar in our previous newsletter in terms of how sugar affects the immune system? Nothing crashes the immune system faster than processed sugar! After ingesting just one teaspoon of sugar (there are ten teaspoons of sugar in just one can of soda), the power of our immune system drops by 50 percent for 24 to 48 hours, weakening the bodies protection to many viruses and bacteria. Curious about how much sugar you and your family really consume? Check the labels in your cupboards for dextrose, fructose, glucose, lactose, maltose, and sucrose.

Moreover, in terms of soft drinks, not only do they destroy your bones, but also your teeth. To quit drinking soda, try these simply experiments:

- drop a few nails into a glass of cola—they will dissolve in a couple of days.
- spill some on a concrete surface and watch what happens to flies and other insects that ingest it—also watch how clean the surface becomes!
- if you have a car that is destined for the junk yard, spill some on it and watch what it does to the paint—now imagine what it does to our bodies?

But with all this having been said, please don't get comfortable with the popular sugar substitutes, that are added to over 5000 food and drink products (and by law are not required to be labeled). Nutra Sweet, Equal and Spoonful are all just forms of aspartame—one of the deadliest neurotoxins on earth. According to the July/August 2004 edition of the *Well Being Journal*, aspartame previously alleged to be safe is suddenly under suspicion as a “neuro-toxic food additive”. In California courts, three separate lawsuits have been filed against companies that produce and knowingly sell the allegedly dangerous sweetener in food products to the consumer.

Studies have linked aspartame and saccharin (the two most common substitutes), to cancer development in mice and rats. Synthesized from petroleum or coal tar with other inorganic chemicals, saccharin is in a class of chemicals called petrochemicals. Today, these popular sugar substitutes are potentially among the most toxic food additives on store shelves. There is also concern that these sugar substitutes might actually cause mental retardation, or other serious side effects in unborn babies! When aspartame is heated above 86 degrees Fahrenheit, the methanol is released and converted to formaldehyde. Like it or not, this means that aspartame always becomes a deadly poison in our body—because the human body has a core temperature of 98.6 degrees Fahrenheit. The Food and Drug Administration (FDA) has received more complaints about aspartame, than all other food ingredients or additives in the FDA's history.

Still sucralose (sold as Splenda) is not any better. Even though it starts off as a sugar molecule, it is produced by chlorinating sugar or sucrose. According to *Elaine Hollingsworth, Director of the Hippocrates Heath Centre of Australia*, sucralose “has a chlorinated base like DDT and causes autoimmune disease.” When interviewed and asked if sucralose causes cancer, *Dr. Janet Starr Hull* replied “any animal that eats chlorine (especially on a regular basis) is at risk of cancer. The Merck Manual and OSHA 40 SARA 120 Hazardous Waste Handbook states that chlorine is a carcinogen, and emergency procedures should be taken when exposed via swallowing, inhaling or absorbing through the skin.” To date, sucralose has not been approved in most European countries.

While many turn to sugar substitutes for the purpose of weight loss, *Natalia Rose, Nutritionist and author of 'The Raw Food Detox Diet'* states that mainstream diet foods (i.e. “fat-free” yogurts, “sugar-free” desserts, all diet sodas, manufactured “low-carb” weight loss items, milk-including skim, and “light” products), “are guaranteed to squash weight-loss attempts and cause premature aging/cellular degeneration.” Because these cannot be fully digested by the body, they will be stored as waste. Quite simply, *waste = weight!* While natural foods are recognizable by the body and can be broken down, unnatural substances cannot be broken down, contributing to the slowing of your metabolism, degeneration of your organs, premature aging and of course—weight gain.

But to quickly discover any food addictions, try eating only raw, unprocessed foods for two weeks. If you want to treat yourself with something sweet, practice eating raw forms of sugar, such as those found naturally in fruit, and start to substitute with natural sweeteners. People transitioning to a raw food diet still prepare sweet, satisfying and beautiful desserts using dates, raw honey, dried fruit (unsulphured), agave nectar, 100 percent pure maple syrup, and stevia (when it is a perennial shrub and not replicated in a lab, stevia appears to be alright for diabetics as well). But even with natural sugars, as with anything—moderation is key! So next time you crave a candy bar or soda pop, try reaching for a crunchy apple, a sweet juicy orange, or a glass of pure, clean water instead. Your body will love you for it! And a word of caution (especially for those who live in mosquito country), mosquitoes are most attracted to people who eat a lot of sugar!

Alcohol—Next to sugar, alcoholism is the oldest and most common form of addiction in North America. A low estimate of 10 percent of men and 3 percent of women suffer from continual problems related to the over-use of alcohol. For many centuries, alcohol has been a part of our social culture, and although it relaxes the body, loosens our inhibitions, and helps us to feel more sociable—for many of us, the risks outweigh any benefits. In the United States alone, there are ten million alcoholics, with alcoholism causing two hundred thousands deaths a year.

Surprisingly, at the heart of alcoholism often lies a sugar dependency; alcohol will elevate blood sugar levels even faster than white sugar. Since low blood sugar is a factor in 95% of alcoholics, hypoglycemia may be a major cause of alcohol dependency. Branded as the ultimate carbohydrate, ethanol is actually a simple sugar. Leading to a host of chronic and debilitating health conditions, alcohol is a factor in suppressed immune system, cancer, stroke, brain hemorrhage, sexual dysfunction, fetal alcohol syndrome, premature aging, rosacea and many more! The two most deadly and common conditions created by alcoholism are cirrhosis of the liver and diabetes.

Although there is no reported cure for alcoholism, many recovered alcoholics no longer crave alcohol or suffer from withdrawal. But they must avoid alcohol to steer clear of relapses. As with any addiction, first and foremost, giving up alcohol requires serious commitment, along with changes in the way you think. In her book, *'Addiction Free Naturally'*, *Brigitte Mars* suggests “While you’re still in the withdrawal stage, avoid exposure to toxic chemical fumes such as those from cleaning fluids and gasoline. These can cause alcohol cravings in some people.”

While coming home from work tired and grabbing a couple of beers or a glass of wine may seem harmless, this often covers up the underlying need for energy from good food, stimulating physical or mental activity, or constructive ways of expressing emotions. If you find that one drink always leads to another, you regularly say things while drinking that you later wish you wouldn't have, that you frequently suffer from blackouts, or if alcohol causes arguments and tension between you and your family, it may be time to take a serious look at your relationship with alcohol.

Red grape juice contains many of the beneficial compounds found in wine. Try drinking plenty of water with lemon juice squeezed into it. Tomato juice with lemon squeezed into it is an old remedy to ease the urge for alcohol. Also increase your intake of plant-based minerals, such as Avena's Real-At-Last formula. With any addiction, be sure to continue with Avena's Herb Cocktail daily. As well, SuperFood is essential with all the greens to help curb cravings.

Honestly, we all have bad habits and addictions—be they refined salt, alcohol, coffee, sugar, tobacco, cooked food, or even spending too much time on the internet and “vegging” in front of the television. How can you change all this? Start by taking note of the habits that you would like to change. To ensure your success, it is critical for you to make your home “your safe place”. For example, once you decide that you don't want to eat potato chips, don't allow them in your home. Because if you are going to have a moment of weakness, it will usually be in your comfort zone, your safe place—your home!

To Be Continued In Avena's March 2006 Newsletter

Who is strong? He that can conquer his bad habits. – Ben Franklin

Have questions that you would like answered in future Raw-4-Life segments?
Or, if you have a raw recipe that you wouldn't mind sharing with your fellow members,
we NEED to hear from you!

Call our Raw Foods Lifestyle Specialist, Charlene at 1-800-207-2239,
or email charlene@avenaoriginals.ca

Raw-4-Life – Q & A

Soaking Nuts & Seeds

by Charlene Wieler (aka KiWiGiRl)

Daily, I welcome calls from our members inquiring about the basics of raw food. While our monthly Raw-4-Life segment usually features new and exciting recipes, with many of you resolving to add more raw foods into your diets, we've decided to introduce a few new spins to our Raw-4-Life segment, including common questions and answers, basic techniques, and ways to KEEP IT FUN & SIMPLE! My goal is to support you as you begin your journey into the exciting world of raw foods!

Question — Why is it important to soak nuts and seeds before eating them?

Answer — Nuts and seeds naturally contain enzyme inhibitors. And by soaking them, you not only release the toxic enzyme inhibitors, but also increase the life and vitality contained within them! The purpose of these enzyme inhibitors is to protect the nut and/or seed until it has what it needs for growing (ex. sunlight, water, soil, etc.). Since the soak water will contain the enzyme inhibitors, and is very acidic to the body, please be sure to rinse your nuts and seeds well after soaking.

PROCEDURE: Typically, we buy a couple of pounds of nuts at a time (raw almonds, walnuts, pecans, sunflower seeds, pumpkin seeds, etc.), soak them overnight in glass jars or large bowls (I like to soak them for a minimum of 12 hours), then rinse them well in the morning. When it comes time to dry them, every tray of my 9-tray Excalibur dehydrator usually ends up full! We generally leave our dehydrator set at 105 degrees Fahrenheit, then I simply set the timer for 18 to 24 hours, checking the nuts near the end to be sure that they are dry and crunchy. Then I store the dried nuts and seeds in jars with lids (you could also use containers) in my refrigerator or cupboard, and they are ready to use in any recipe! For me, it's all about keeping it simple, and saving TIME!

Question — Do soaked nuts and seeds have to be dehydrated?

Answer — If you are unable to dry your nuts or seeds, only soak an amount that you can be sure to use within two or three days. For convenience, I like to soak nuts and seeds in mason jars, rinse them after 12 hours, and then if I don't have a chance to dry them, I store them in my refrigerator without a lid so that air can get to it. But it is vitally important to rinse them at least once (preferably twice) a day with fresh water, draining the water each time. Be sure to use these nuts within a few days, because as with any live food, mold tends to set in within days if you're not careful.

BUT OF MOST IMPORTANCE — KEEP IT SIMPLE & HAVE FUN!!!



Avena Originals
Newsletter
Canada

February 2006
#20, 6200 - 67A Street, Red Deer, AB T4P 3E8
1-800-207-2239

February 2006 Product Special



ParaCleanse 320 caps

For those who want to ensure that 'no one else is eating their dinner', Avena's Electric ParaCleanse is natural, and highly effective for parasitic elimination. ParaCleanse is Electrically Formulated[®] for effective absorption; rapidly promotes the removal of parasites from the intestinal tract—and gently cleans and rebuilds the colon. A unique combination of superior herbs from nature, designed to enhance the body's natural ability to achieve good health!

Regular \$39.95 each

February Special

\$34.95 ea.

Phone 1-800-207-2239 to order yours today!



DISCONTINUED PRODUCTS

Due to the cost of complying with all the new 'regulations', and the additional requirement for product licenses for all Health Products, the Management of Avena Originals has made the decision to discontinue the products listed below. These products will only be available as long as inventory lasts. So this is your last opportunity to take advantage of some excellent products at a discounted price.

All Sales Are FINAL...

	<u>Member's Regular Price</u>	<u>Sale Price</u>
Herbal Eze	\$25.95	\$15.00 Final Sale
Rejuvenate	\$39.95	\$20.00 Final Sale
Uva Ursi	\$21.95	\$18.95 Final Sale
Red Clover	\$21.95	\$18.95 Final Sale
Red Raspberry	\$21.95	\$18.95 Final Sale



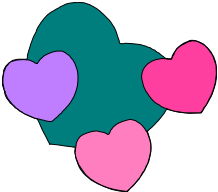
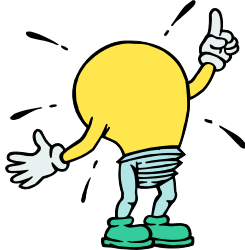
Watch For These Exciting New Products:

1. ***'Vitamin Supreme' - 240 ct***
A Natural Source of a Complete Vitamin Complex
2. ***100% Organic Cold Expeller-Pressed Hemp Oil***
A Complete Source of Omega 3, 6 & 9

Phone 1-800-207-2239

February 2006

AVENA ORIGINALS MONTHLY AVENA SEMINARS

SUN.	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT.
	Jan 30 <u>OLIVER, BC</u> Ph. (250) 498-2979	Jan 31 <u>KELOWNA, BC</u> Ph. (250) 868-2246	1. <u>ABBOTSFORD, BC</u> Ph. (604) 584-6700	2. 	3. <u>WINNIPEG, MB</u> Ph. (800) 207-2239	4.
5.	6.	7. <u>GOLDEN, BC</u> Ph. (250) 344-7062 <u>EDSON, AB</u> Ph. (780) 712-4471	8. <u>CALGARY, AB</u> Ph. (250) 868-2246	9. <u>EDMONTON, AB</u> Ph. (780) 962-0084	<div style="border: 2px solid black; padding: 5px;"> <p>MARCH 10, 2006 DON'T MISS THIS! <u>WINNIPEG, MB</u> Martin & Charlene Wieler will be flying to Manitoba to present the March Seminar. They are THRILLED about reuniting with the Manitoba group!! If you have never attended an Avena Seminar, YOU DON'T want to miss hearing their testimony and meeting them! They are also planning a Raw Potluck for Avena Members that same weekend. For more info call Martin or Charlene at 1-800-207-2239.</p> </div>	11.
12.	13. 	14. 	15. <u>PRINCE GEORGE, BC</u> Ph. (250) 564-4760 Ph. (250) 964-3951	16.		18.
19.	20. <u>VICTORIA, BC</u> Ph. (250) 658-8859 (OFFICE CLOSED FAMILY DAY)	21. <u>EDMONTON, AB</u> Ph. (780) 962-0084 <u>VICTORIA, BC</u> Ph. (250)384-7064 <u>COOMBS, BC</u> Ph. (250)752-0783	22.	23. <u>BURNABY, BC</u> Ph. (604) 857-7597		25.
26.	27. 	28. March 1 <div style="border: 2px solid black; padding: 10px; text-align: center;">February Product Special <i>ParaCleanse</i> (Please also see flyer re discontinued products)</div>		March 2		

***All details for each meeting are located on the reverse side of this calendar.

AVENA ORIGINALS SEMINARS AND PRESENTATIONS CALENDAR OF EVENTS FEBURARY 2006

Please visit www.avenaoriginals.com/events for complete details regarding each event

**WEDNESDAY
FEBRUARY 1
ABBOTSFORD, BC**

Products of Nature
Presented by: Francis Reglin
Location: Best Western Conference Centre - 32110 Marshall Road, Abbotsford, BC
For More Information Call Nick or Ruth Peters @ (604) 584-6700
Start Time 7:15pm

**FRIDAY
FEBRUARY 3
WINNIPEG, MB**

Products of Nature
Presented by: Francis Reglin
Location: Victoria Inn (www.vicinn.com/winnipeg) 1808 Wellington Ave, Winnipeg, MB
For More Information Call Martin & Charlene @ 1-800-207-2239
Start Time 7:00 pm

**MONDAY
FEBRUARY 7
GOLDEN, BC**

Products of Nature
Presented by: Francis Reglin
Location: College of the Rockies 1305 - 9th Street, Golden, BC
For More Information Call Judith Thibault @ (250) 344-7062
Start Time 7:15 pm

EDSON, AB

Health is Not a Matter of Chance
Presented by: Mel Tarry
Location: Shining Stars Bookshop 5019 - 4th Ave (Hwy16 West), Edson, AB
For More Info Call Gloria Robertson @ (780) 712-4471
Start Time 7:00 pm

**WEDNESDAY
FEBRUARY 8
CALGARY, AB**

Products of Nature
Presented by: Francis Reglin
Location: Holiday Day Inn 1250 McKinnon Dr N E, Calgary, AB
For More Info Call Francis Reglin @ (250) 868-2246
Start Time 7:15 pm

**THURSDAY
FEBRUARY 9
EDMONTON, AB**

Products of Nature
Presented by: Francis Reglin
Location: West Harvest Inn 178 Street & Stony Plain Road, Edmonton, AB
For More Info Call Gloria Ouellette @ (780) 962-0084
Start Time 7:15 pm

**WEDNESDAY
FEBRUARY 15
PRINCE GEORGE, BC**

Products of Nature
Presented by: Francis Reglin
Location: HSN Wellness Centre 1209 - 5 Ave, Prince George, BC
For More Info Call Vince or Luciano @ (250) 564-4760 or Franz Schwarz @ (250) 964-3951
Start Time 7:15pm

**MONDAY
FEBRUARY 20
VICTORIA, BC**

OFFICE CLOSED
Products of Nature
Presented by: Francis Reglin
Location: Howard Johnson Hotel 4670 Elk Lake Drive, Victoria, BC
For More Info Call Louis Hoolaeff @ (250) 658-8859
Start Time 7:15 pm

**TUESDAY
FEBRUARY 21
EDMONTON, AB**

Health is Not a Matter of Chance
Presented by: Mel Tarry
Location: Best Western 5116 Gateway Blvd, Edmonton, AB
For More Info Call Merle Rowe @ (780) 435-5787
Start Time 7:15 pm

VICTORIA, BC

Products of Nature
Presented by: Francis Reglin
Location: 486 Fraser, Victoria, BC
For More Info Call Elaine St. Laurent @ (250) 868-2246
Start Time 7:15 pm

COOMBS, BC

Product Pickup
Location: 2697 Old Alberni Hwy, Coombs, BC
For More Info Call Grai Beal @ (250) 752-0783

**THURSDAY
FEBRUARY 23
BURNABY, BC**

Products of Nature
Presented by: Francis Reglin
Location: TBA
For More Info Call Clive Martin @ (604) 857-7597