

My Hardy's

We'll get you feeling good!

Feel
Vibrant

with healthy
hormones

Enhance your overall
sense of health and
wellbeing this season



Nature's Solution to Good Cell Health

DID YOU KNOW THAT HUMANS NEED AT LEAST 90 NUTRIENTS TO MAINTAIN OPTIMAL HEALTH?

Known as the miracle molecule, the NZ Fulvic contained in NuCell+ Daily Tonic has been called the most important health-building compound because it is nature's intended vehicle for transporting minerals and other nutrients into living cells.

NuCell+ Daily Tonic supports nutrient absorption from the food we eat and drink to help correct deficiencies, support the immune system, energy levels and help detox the body.

WHAT IS NZ FULVIC?

NZ Fulvic is a natural ingredient that has been used as a health tonic supplement in traditional practice for many years. Taken daily, it supports cellular metabolism through nutrient absorption, to energise your body. We extract NZ Fulvic from a mineral-rich soil seam deep within Aotearoa, New Zealand, one of the purest forms. We then carefully blend it with mineral water to bring you a clear, natural, refreshing tonic that's vegan, keto friendly, sugar free and 100% natural.

WHY DO WE NEED NZ FULVIC?

Agricultural intensification has stripped much of the goodness and nutrients from the Earth's surface, resulting in a 70% reduction in Fulvic levels. This means that the food grown today only contains between 20-30% of the nutrients found in food eaten by our grandparents when they were children.

HOW DOES IT WORK?

The structure of NZ Fulvic means it can easily penetrate living cells to deliver essential minerals, support the removal of toxins and support normal cell function and energy. Today scientists continue to discover the effects of NZ Fulvic when we add it to our diets replenishing our bodies with many of the essential minerals, we need to support the absorption of nutrients, support immunity, energy and cleansing of toxins from the body.



NZ Fulvic Ltd, Kawerau.
*Always read the label and use as directed.
Vitamins are supplementary to a balanced diet.*

1 bottle = 25 days supply

Learn more about our incredible science at www.nucell.nz

GLUTEN FREE • NON GMO • NO SUGAR • VEGAN • NZ MADE



www.nucell.nz

Feel Vibrant!



It's hard to believe it's Autumn already – that beautiful time of year when nature surrounds us with rich tones and striking colours. Immune-boosting orange tones and wonderfully nourishing greens and purples. My personal favourite? Fresh figs picked straight from the tree.

This issue is all about hormonal health – a topic that's close to my heart, and one that has shaped the way I live. It is packed full of useful information and tools you can use in your everyday life, as well as some of my own pearls of wisdom to help enhance your overall sense of health and wellbeing.

We are also celebrating the growth of our Hardy's family, welcoming two new Health Hubs this Autumn – Balmoral Pharmacy in Napier and the team at Devonport 7 Day Pharmacy in Devonport.

From the Hardy's team, we wish you a bright and healthy Autumn.

Love and Light,

Diana

Diana Burgess - Naturopath

Proudly produced by

PUMPT
ADVERTISING

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For products shown in this edition of My Hardy's magazine, the following applies: Always read the label and use as directed. If symptoms persist see your healthcare professional.

Vitamins are supplementary to a balanced diet.

Autumn deals available from 1 March 2021 to 31 May 2021.

RHINO REPAIR

A POWERFUL, GENTLE HEALING CREAM

When it comes to skin care for the whole family you want gentle but you also want powerful.

You probably want a multi-tasker that saves money and space in the bathroom cabinet.

And you'd probably quite like natural ingredients.

The answer? Rhino Repair - a powerful, gentle healing cream that harnesses the power of nature. Rhino Repair can be used for a huge variety of skin issues – from dry, chapped skin to sunburn; nappy rash to itchy bites; post-shaving redness to cracked skin. Use it as a hand cream, a facial moisturiser, a lip balm. Use it to help promote healing on minor scars. Use it to instantly soothe and relieve tender, red skin.

And it's so gentle you can use it from top to toe and all the places in-between. It's suitable for all the family - young and old, babies, elderly and pregnant women, it's even approved by the New Zealand Eczema Association.

Rhino Repair is made using a powerhouse of 12 awesome, natural ingredients - New Zealand honey, neem, vitamin E, echinacea, aloe vera, castor oil, calendula, rosemary, chamomile, lavender and roselhip. Combined they create a powerful, nourishing and healing cream that has been trusted for over 10 years in New Zealand.

Rhino Repair - no bathroom cabinet should be without it.



\$5.00 off
was \$34.99
Now \$29.99



Blissfully Balanced Hormones

My own life story is the reason I embarked on a journey to learn all I could about these wonderful things we call 'hormones'. Having fabulously balanced hormones is essentially what gives us our vibrant shine and radiance.

However, having blissfully balanced hormones is not something experienced by everyone. I know this first-hand. After years of feeling a sense of imbalance, everything changed for me at 22 when my gynaecologist and endocrinologist diagnosed me with premature ovarian failure, which essentially meant I was going through an extremely earlier menopause.

Being told at 22 you have the hormones of a 60+ year old woman was a real kick in the guts and a massive shock. However, looking back it was probably the best thing that could have happened to me because it made me change how I treated my body and viewed the world. And the news was not all bad as my husband and I managed to adopt a baby boy, now 27 and our 2nd son, now 25, arrived 2 years later - one of New Zealand's very first donor-egg babies. Being pregnant (yes, I carried our second son) flooded me with all these wonderful, blissful hormones that, for the first time ever, allowed to me to experience what it felt like to be hormonally normal. (If you are interested, you can find out more about my story in our Spring 2018 magazine on our Hardy's website.)

So, what are these things called hormones anyway and what does it mean to have 'hormonal balance'? From my personal experience I can tell you they control everything from how we feel, look and function to our overall health, wellbeing, sparkle and shine.

Put simply, hormones are messenger molecules that send a message from one part of the body to another. It may be your adrenals flooding messengers of stress to your muscles to make you stronger and better able to cope with a stressful event. It could be your pituitary sending a message to your thyroid to provide you with energy to burn fat. These messages help to signal how cells, tissues and organs do their work. Among other things, hormones help control our energy or lack thereof, our



“ AS WITH AN ORCHESTRA, EVERY HORMONE HAS AN IMPORTANT PART TO PLAY.

- DIANA BURGESS ”

mood, metabolism, reproduction, sugar balance, BP regulation and so much more.

Another way of looking at it is to think of hormonal balance as a well-tuned orchestra. When all the instruments are in tune, the result is wonderfully harmonious. But if one instrument is out of tune, the result can be chaotic.

As with an orchestra, every hormone has an important part to play. For example, your thyroid is a bit like the drummer in the band - if the drummer is in time, the rest of the band stays in time. If the drummer goes out of time, so does everyone else. With hormones, if the thyroid is functioning and beating in time, we feel great. If it speeds up, we can have trouble sleeping, get anxious and agitated. If it slows down, we start to feel tired, lethargic, moods lower and we can have trouble burning fat.

Restoring and nourishing thyroid, adrenal and reproductive function is the key to beating hormonal havoc and

feeling better fast. Hopefully you find the articles (and my extra pearls of wisdom) helpful and inspiring as you embark on your own journey to be the very best you can with the genes you were blessed with. Our experts at Hardy's are there if you need help or advice. We offer thyroid function and hormonal testing in-store to help you rediscover your vitality and shine.





Hormonal Health

Restorative Sleep

In our busy fast paced lives it is extremely important for our overall wellbeing and hormonal health that we get plenty of nourishing 'restorative' sleep. This is the time when we rest, repair, digest and even replenish our adrenal glands, which are hugely important around menopause. It is important to understand that we are essentially the health of our trillions of cells, and yes our cellular repair mostly takes place when we sleep.

Our sleep quality affects physical, mental and hormonal health enormously. If you currently don't sleep restoratively, which means unaided from prescription sleeping tablets, make sleep your first priority to a more vibrant you. A great place to start is with a high quality Magnesium, some calming herbs or homeopathic blend. Speak to our Hardy's Experts to find your personalised, BEST solution for a wonderful nights sleep.

WOMENS-MED ORAL SPRAY

Does each month have you riding a hormonal rollercoaster? Naturo Pharm's Womens-Med Oral Spray supports the body's natural response to emotional and physical states during menstrual and ovulation cycles.

Naturo Pharm, Rotorua.



PMS Study Magnesium and PMS

A magnesium status study was conducted on women with and without PMS during the luteal phase of their menstrual cycle. It was found that magnesium levels were significantly lower in those with PMS. It is important to note that PMS can both cause and be associated with Magnesium deficiency and therefore supplementation may be useful during PMS bodily discomfort including stress, worry moodiness, restlessness and tension.



Solgar, Auckland.

Sources of Magnesium include: Brazil nuts, cashews, almonds, sunflower seeds, sesame seeds, tahini, barley, dried figs, wheat bran, oats and green leafy vegetables.

All of the above are fabulous in smoothies and smoothie bowls.

BePURE CYCLE CALM

Cycle Calm is the queen of a calm menstrual cycle, supporting balanced progesterone levels and comfort during PMS. With nourishing herbs like Vitex, Peony and Ashwagandha, it supports healthy ovulation, progesterone production and a calm, regular cycle.

BePure Health Limited, Auckland.



Feel good naturally

These wonderful Sprays are unique to Hardy's and get you feeling good, naturally.

Hardy's Sleep Spray provides support for a fabulous sleep and hormonal issues, whilst our Relaxation Spray is an aid to help with times of stress, such as sitting exams, worry and many other day to day stresses we experience.



A sneak peek of our new label designs!

\$22.90 ea
or 2 for \$29.90

Feeling 'hormonal'?



What do mood swings, meltdowns and a PMS-fuelled rant have in common? The answer is hormones. Specifically, hormones that are going through times of change and hormones that are imbalanced.

While we might think of hormones only in relation to our menstrual cycle, really they can have a huge influence on how we feel in our bodies every day of the month.

When our levels of these powerful chemical messengers are higher or lower than optimal, or when they are rising and falling out of sync with one another, we may find that we don't feel our best, and it's hard to explain why.

Signs of hormone imbalance

Some of the most common signs of hormone imbalance include:

- Mood swings
- Irregular periods
- Acne (cheeks, jawline, neck)
- Water retention and bloating
- Breast tenderness
- Increased feelings of worry
- Low energy levels
- Stubborn weight gain
- Trouble sleeping
- Fertility issues
- Low libido

These signs may seem fairly common, but they aren't 'normal', and they don't have to be your norm either. The signs of hormone imbalance really are just messages from different areas of your body letting you know that it needs attention, and a little TLC to nurture it back to balance.

Understanding your hormone health

Hormones, and more specifically; hormone imbalances, can be confusing. But they don't have to be.

Testing your hormones and their metabolites tells you exactly how your body is producing and processing different hormones. This, in turn, can help identify the root cause of the signs and signals your body might be sending you.

Knowledge really is power, and when you know exactly what the root issue is, finding balance through supportive lifestyle changes and hormonal balance supporting supplements becomes much more straightforward.

Hormone balance supporting products

- **BePure EstroClear™** is formulated to support the balance of oestrogen in your body and the liver's normal clearance of this hormone.
- **BePure CycleCalm™** is a nourishing herbal and nutrient formulation designed to support the maintenance of healthy progesterone levels.
- **BePure MenoCalm™** is formulated with nutrients and herbs such as Sage Leaf and Black Cohosh as comforting support for the unwanted experiences commonly associated with menopause, such as temperature imbalance, mood swings, and disrupted sleep.



TEST YOUR HORMONES AT HOME™

To know what's really going on in your body, it's best to test.

For an in-depth, personalised approach to your hormonal wellbeing The Eve Test Complete has your back. This simple, at-home hormone test measures 18 markers of key sex-hormones and their metabolites, and provides you with a comprehensive report that dives deep into your test results, along with tailored diet, lifestyle and supplement recommendations to bring you back to balance. **For more info visit evewellness.com.**



Coping with stress

The purpose of our adrenal glands are to help our bodies cope with stress and to survive this thing we call life. In fact, the adrenals are known as the glands of stress. It is their job to make sure your body can deal with stress from every possible source, ranging from coping with world events, to injury and disease, our hectic crazy workloads and relationship problems. Your resilience, energy, endurance, hormonal balance and your very life all depend on their proper function.

It's important to note that the hormones secreted by your adrenals actually influence all of the major physiological processes in your body. They closely affect the utilisation of carbs and fats, the conversion of dietary fats and proteins into energy, the distribution of stored fat, especially around your waist, normal blood sugar regulation, cardiovascular and healthy gut function.

After mid-life, around menopause in women, our adrenal glands gradually become the major source of the sex hormones circulating throughout the body in both men and women. Hence why looking after and nourishing our adrenals throughout our lives is, in my opinion, one of the most important things you can do for hormonal bliss. These hormones provide a whole host of physical, emotional and physiological effects, from the level of your sex drive to any tendency you might have at carrying extra weight. Their health plays a big part in how we transition through menopause.

Managing stress is essential to the health of our adrenal glands and maintaining healthy hormones, especially progesterone and cortisol as they share the same pre-cursor. In times of stress our bodies prioritise what is most important for survival at that time. Obviously cortisol is more important but at a cost to progesterone and a healthy gut function. Put simply... "When being chased through the woods by a tiger it is not an ideal time to stop and have a picnic or have a baby". And as progesterone is our 'feel good' hormone this process is often the reason why women suffer from hormonal symptoms like: mood swings, hot flushes, fatigue, anxiety, bloating, struggle to loose weight and a overwhelming sense of just not feeling themselves.

Diana's Pearl of Wisdom

Learn to say **NO** more often and surround yourself with those who enhance your energy rather than those that drain you.

So what can we do to help our adrenals?

Make sure you are getting plenty of restorative sleep. Start each day with some meditation or restorative movement like Yoga, Tai Chi, or GiGong. Practice mindfulness, eat a variety of nourishing food from all the colours of the rainbow. Reduce or even better still take a 2-3 month break from caffeine and alcohol, your adrenal glands will love you for it and remember to nourish them with calming adaptogenic herbs, especially if your life is one that you are constantly driving on your adrenals. I personally love a blend with Withania, Rhodiola, liquorice and Panax Ginseng, But remember what works for one is not necessarily great for another. Speak to one of our Hardy's Experts as to what plan is ideal for your adrenal health.



GAIA HERBS STRESS RESPONSE

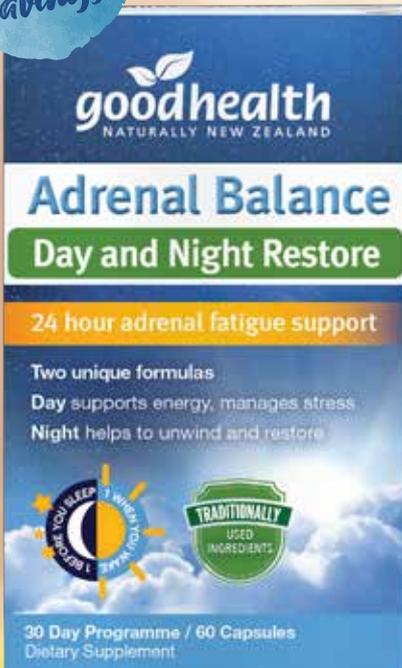
To combat stress and live a more balanced life, it is essential to optimise adrenal gland function. A popular formula for those feeling overwhelmed and rundown, it helps to calm and nourish while supporting energy levels and a healthy mood. Provides the speed of liquid absorption, delivered in a convenient capsule.

NaturalMeds, Auckland.



Take a breath

30%
savings



Good Health Adrenal Balance contains 2 unique formulas; one for day time and one for night time. Naturally formulated to help your body cope better during times of stress, fatigue and mental exhaustion, Adrenal Balance includes nutrients that are used to balance stress and nervous tension: ideal for those who are fatigued or feeling wired and tired.

Day Formula:

- Replenish & nurture adrenal glands
- Balance stress & fight fatigue
- Support healthy energy levels
- Support for mental alertness

Night Restore Formula:

- Nourish while you sleep
- Relieve nervous tension
- Promote Calmness
- Support sleep & relaxation



Nutrients that support our thyroid *spark*

When the thyroid hormone levels are out of balance it can make people feel like they have lost their 'spark'; feel chronically fatigued, want to sleep longer, have problems focusing and

stressful situations seem to be magnified. There is a higher occurrence mature in adults; particularly women and then it is often dismissed a menopause-related effect.

One reason for it to occur is being deficient in the nutrients needed for the thyroid to function properly.* There are several vitamins, minerals and even an amino acid that are important for supporting a healthy thyroid gland; and therefore play a vital role in our energy, metabolism and general well-being by supporting balanced thyroid hormone levels. When considering thyroid health many of these nutrients are often overlooked.

KELP is a natural supplement for those who want to top up on their iodine intake, especially for those whose dietary intake is low. The thyroid is the main organ in the body that collects iodine which is used to make thyroid hormones. But is important that you don't overdose on iodine... more is not necessarily better - instead consider balancing the other thyroid supportive nutrients.



Solgar has a range of nutrients and herbs available; discuss your needs with the staff at your local hardy's health store.

SELENIUM is often neglected with those struggling to support their thyroid naturally; but it is a vital partner with iodine, helping to balance iodine's uptake; supporting the synthesis of thyroid hormones while having an antioxidant function in the thyroid gland.

TYROSINE is an amino acid better known to support neurotransmitters and hormones making it a popular supplement product for those wanting to support mood, focus and stress management. It plays a part in the synthesis of thyroid hormones. In a supplement form L-tyrosine is in a free-form, which has the advantage of immediate availability.

COD LIVER OIL combines two nutrients Vitamin A and D and are important for

supporting the health of the thyroid. Vitamin D deficiency is common New Zealand and our levels tend to drop over the winter months. Vitamin D deficiency may affect thyroid levels, so is a factor to consider to ensure that their Vitamin D levels are stable all year round. Vitamin A is usually associated with eye health, but also plays a role in supporting thyroid balance.

Adaptogenic herbs such as Ashwagandha (*Withania somnifera*) and Rhodiola (*Rhodiola rosea*) are supportive herbs for those who feel their stress levels are elevated, or are feeling overwhelmed, fatigued and irritable. Periods of stress tend to increase cortisol levels and may affect thyroid levels. As these adaptogens support cortisol balance, it may support thyroid hormone balance.

Solgar has a range of supplements that may help support thyroid function. These are available as single nutrients or you may want to consider a good quality multivitamin and mineral, such as Solgar's **VM 2000**.



*There are a number of reasons why thyroid function may be low. So it is important if you are looking at supporting your thyroid function that you have it checked with your health professional to consider a blood test or track basal body temperature to check its function.



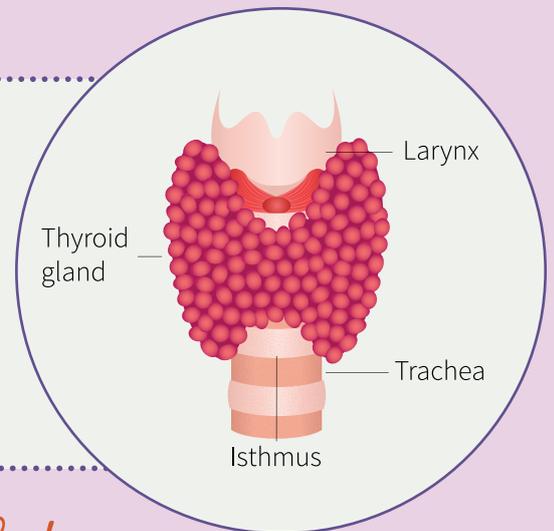
Thyroid Issues?

Are you feeling tired, sluggish or more down in dumps than usual? It could be issues with your thyroid.

Your thyroid creates and produces hormones that play a role in many different systems throughout your body.

When your thyroid makes either too much or too little of these important hormones, it's called a thyroid disease. There are several different types of thyroid disease, including hyperthyroidism, hypothyroidism, thyroiditis and Hashimoto's thyroiditis.

The thyroid is a small, butterfly-shaped gland located at the base of your neck just below the Adam's apple. It's part of an intricate network of glands called the endocrine system. The endocrine system is responsible for coordinating many of your body's activities. The thyroid gland manufactures hormones that regulate your body's metabolism.



Test your Thyroid at Hardy's

The Thyroflex™ Thyroid testing device offers you a non-invasive option for testing for thyroid health.

The Thyroflex™ tests the Thyroid electronically, rather than using blood, so is faster and is rated at 98.5% accurate.

It records the rate and calibre of the reflex response of the brachioradialis tendon in the arm to identify your resting metabolic rate.

Come in store to get your thyroid function tested with one of our friendly Health Professionals.





Planning, Preparation and

Thinking about getting pregnant? Before you begin your fertility journey there are some important points that you may want to consider, it is called 'preconception care'. It is simply planning and preparation so that you and future baby will have the advantages of a healthy start. Being as healthy as possible before you try to conceive may even increase your chances of falling pregnant.

Experts in preconceptional care believe that women considering getting pregnant should start at least 6 months out to make a health plan, tweaking their lifestyle and their diet before conceiving. This preparation stage gives the prospective mum the best opportunity to get as healthy as possible. It may mean simply ensuring that any medication you are taking is safe while pregnant or breastfeeding, getting physically fit, investigating more natural methods to help with controlling allergies and intolerances, and getting blood tests for FSH, LH, progesterone, prolactin, thyroid hormones, iron, vitamin B12 and folate so there is a baseline of health indicators that can be compared at a later stage. This also is the perfect time to ditch the stress, fast food, smoking, alcohol, sugar, caffeine and soft drinks together with an opportunity to investigate the home and environment to eliminate any unnecessary contaminants or toxic substances such as; pesticides, fertilizers, household cleaning products, paint, synthetic fragrances, cosmetics, and plastic containers (especially plastic drinking bottles). All which may influence hormonal balance and your health.

Prenatals

Starting a good eating plan as soon as possible helps establish important nutrient levels, while helping to create healthy eating habits that are necessary throughout preconception, conception, pregnancy and even breastfeeding. The importance of folic acid is well known, but there are many other important nutrients, that help support energy, vitality and well-being of mum and healthy baby development during these times. Hence the significance of taking a prenatal broad-spectrum multivitamin and mineral daily helps to ensure these vital nutrients are filled, throughout all developmental stages.

Women with special requirements often find it difficult to find a pregnancy multivitamin that fits into dietary needs. Many women just give up, or just don't feel great about what they are taking. Hence, Solgar Prenatal Nutrients are a multivitamin and mineral formula for all women; including those on a vegan diet, or who have kosher or halal needs. It covers all the essential vitamins and minerals such as iron, iodine, chromium, B vitamins, a full range of amino acids and much more. Solgar Prenatal multivitamin and minerals makes an ideal choice for those women working through the preconceptional care stage; those who are already pregnant as well as taking care of needs of the breastfeeding mum who requires the extra nutritional support while nursing.

Check out our Prenatals at a Hardy's Health store near you.

Get Prepared



Diana's BEST SOLUTIONS for prenatal care

INNERHEALTH PREGNANCY & BREASTFEEDING

Support for both Mother & Baby: Supports a healthy pregnancy and baby's development during pregnancy. Maintains health & wellbeing in breastfeeding women and supports maternal health.

Metagenics (NZ), Auckland.



NORDIC NATURALS PRENATAL DHA

A woman's demand for Omega-3 DHA increases during pregnancy. DHA is vital for the development of baby's brain, eye, nervous system and immune system, and for mum's mood health! Every batch of Nordic Naturals fish oil is sustainably sourced from wild species and surpasses the strictest international standards for purity and freshness.

NaturalMeds, Auckland.



Conception involves both female and male partners equally. That's why it's essential both prospective parents focus on their health leading up to conception, in order to give bub the very best start in life.





Hormone Disruptors

Commonly known as endocrine disruptors, we are constantly bombarded with these man-made substances that can bind to our hormone receptors sites mimicking the effect of our own sex hormones, often playing havoc with our hormonal messages received. The most common symptoms felt are those of oestrogen dominance. These endocrine disruptors are found in make-up, skin and hair-care

products, household cleaners and personal care products. Hence another reason to read labels and to familiarise yourself with what's in your products.

RECOMMENDED READ:
The Chemical Maze - your guide to Food Additives, Cosmetic Ingredients and Household Products



Naturoparm
Feeling better, Naturally



Parenting, whether it is for the first time, second time or more is an exciting time, full of anticipation and fun. Along with all the excitement can also come the challenges like lack of sleep and many other niggles babies can present to you along the way. Just when you think you may be on top of the sleeping and skipped the colic phase, those beautiful pearly whites start to come through and bang you're in the teething process.

As every child is different, you may sail through these phases with a child that sleeps well and pops out teeth with no issues. However, on the other side are those children that may require more support during the early months and years of infancy with sleep, tummy, ear and teething issues.

Although many of these niggles are not serious, they can still cause a lot of discomfort for baby and worry for parents. Naturoparm recognises the important role

homoeopathy plays in meeting the needs of the whole family, including its youngest members. Our remedies are drug-free, gentle in action and available in an easy to use oral spray.

Naturoparm has been supporting NZ babies for over 40 years now with our specially developed Baby Range of oral spray remedies that provides natural support for many of the issues that commonly occur in the first few years of life.

► naturoparm.co.nz

Always read the label and use as directed, if symptoms persist see your healthcare professional. Naturoparm, Rotorua (TAPS 12656)



ARTEMIS HORMONE BALANCE TEA

This certified organic tea formula is a daily dose of wellness for women in their reproductive years. It contains only natural herbs to support healthy ovulation, a regular menstrual cycle and optimal fertility, with nutrients to nourish and prepare the body for conception.

Artemis Ltd, Dunedin.



ARTEMIS BREASTFEEDING TEA

A delicious, nourishing, certified organic tea formula that supports optimal nutrient-rich milk supply and healthy digestion for mum and baby. With only herbs used in traditional practice and no artificial or added ingredients, this is a must-have for breastfeeding mums looking for a little extra support.

Artemis Ltd, Dunedin.



GAIA HERBS LACTATION SUPPORT

A premium, certified organic blend of liquid herbs, delivered in a convenient capsule for busy mums! Contains Fenugreek seed, Fennel seed, Blessed Thistle, Marshmallow and Raspberry leaf. Formulated to support healthy lactation, milk flow and optimal nutrient composition of breast milk while soothing baby's delicate digestion.

NaturalMeds, Auckland.



PRO COLLAGEN PLUS+

Firmer, smoother skin.



They sound mystical, Dragon's Blood, Black Pearl, Bakuchiol and Probiotic, but they are clinically-tested and proven natural ingredients. Each one of the Dr.Organic Pro Collagen Anti-Aging daily moisturizers has been developed to target the different individual's needs of aging skin while supporting the skins natural production of elastin.

For firmer, smoother with a renewed radiance in just four weeks.



PLENTY OF Plant Foods = *Happy Hormones*

Eat a 'WIDE' variety of vegetables 'everyday' plus at least 2 types of fruit. I'm sure you know that plant based foods are good for us, but, are you eating enough? Aim for a daily total of 600grms or more. Try weighing a serve, you might be surprised how little you are eating. Avoid peeling where possible and include as many colours as you can. Plant foods are a rich source of: Micronutrients - vitamins and trace elements including zinc, manganese, selenium, chromium, iron and more. They also contain Macronutrients like potassium, magnesium and calcium. When you add colour to your plate you are also adding phytochemicals and polyphenols, which switch on protective anti-ageing genes and downregulate pro-inflammatory genes.



The Iron-FER Test detects the concentration of ferritin in blood, in order to define a possible iron deficiency. Simple to use. Home Testing. Results in just 10 minutes.



Crunchy, tasty, and highly nutritious.

Carrots are a good source of beta carotene, fiber, vitamin K1, potassium and antioxidants.

Weight-loss-friendly - as well as many other health benefits, these root vegetables have been linked to lower cholesterol levels and improved eye health.



HEMP SEED OIL CAPSULES

A translucent green, cold-pressed and filtered New Zealand oil, covers your daily dietary requirement of amino acids, vitamins, minerals, and over 75% essential fatty acids. With the perfect ratio of Omega-3 and Omega-6 (1:3) and anti-inflammatory Omega 6 GLA.

Hemp Connect, Auckland.



Don't forget leafy greens to support detoxification processes, important for healthy, happy hormonal balance.



Healthy Fats

Include healthy fats in your diet like fresh avocado, raw nuts - ideally activated, extra virgin olive oil, macadamia, avocado and coconut oil. 'Good' fats are hugely important for hormonal balance as healthy fat/cholesterol is a precursor of our hormones that among other things, help to stabilise blood sugars, improve energy, metabolism and so much more!! Fats also contain important vitamins such as A, D, E and K. When choosing fats make sure to avoid harmful ones such as margarine, canola oil, sunflower oil and low grade vegetable oils. If taking an Omega Oil make sure you invest in a quality one.



NUZEST'S GOOD GREEN VITALITY

Can help support the nutritional gaps in your diet. With a spectrum of 20 plant foods, this easy to take powder contains 24 vitamins and minerals, probiotics, fibre and herbal blends to help support your general and hormonal health.

Nuzest, Auckland.

Diana's Pearl of Wisdom

- Improve hormonal balance by Loving your Liver. Reduce or take a break from liver loaders like caffeine, alcohol and sugar.

NZ made *Effective* Hormonal Support

HERBAL FORMULA DESIGNED TO:

- Support women's hormone levels during menstruation
- PMT
- Pre-menopause and
- Menopause.



Femplex 90vc



Prosgenia A 60vc & B 60vc



SUPPORT FOR:

- Urinary flow
- Urinary frequency at night
- Prostate health
- Prostate function

AS WELL AS:

- Immune function
- Healthy estrogen metabolism
- Healthy urinary & Prostate tissue

Always read the label and use as directed. Vitamins are supplementary to a balanced diet.

Natural Health Trading, Auckland.



**LET FOOD BE THY
MEDICINE, AND LET
MEDICINE BE THY FOOD.**

- HIPPOCRATES

Mens Health



PROSGENIA – PROSTATE HEALTH

Prosgenia A and B has been formulated to support optimal prostate health and function. It has been designed to support male hormone balance, provide antioxidants, support healthy urinary flow and frequency and general prostate health and function. The formulation uses key scientifically researched nutrients to support balanced hormone levels. Antioxidants and immune supporting nutrients, such as Zinc, Selenium, Vitamin D3 are also included.

There are some key tasks when supporting prostate health:

Balance Hormone Levels

It is essential to support balanced hormone levels. Normal levels of free testosterone, low levels of oestrogen and low levels of DHT (dihydrotestosterone) can be supported by using the specific herbs in Prosgenia A and B.

Maintain a Healthy Weight

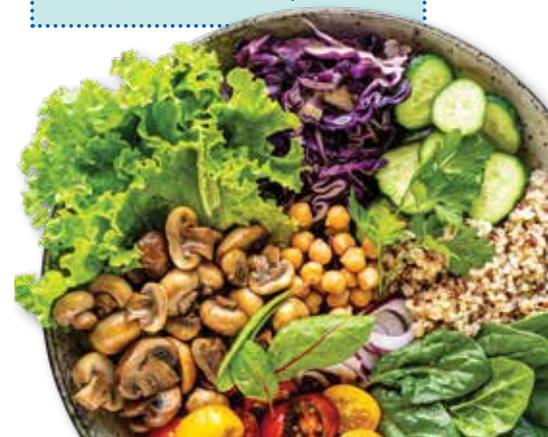
Obesity may affect hormone levels related to prostate cancer risk.

Regulate Diet & Alcohol Intake

Eat healthy, balanced meals rich in fruits, vegetables and whole grains. Try to consume more alkaline forming foods (80% alkaline and 20% acid). Consume no more than two drinks per day as studies show regular heavy drinking increases risk.

Exercise

At least 20 minutes of aerobic exercise every other day. Alternate with resistance training. Stretching daily (Pilates and Tai Chi are excellent).



Always read the label and use as directed. Vitamins are supplementary to a balanced diet. Natural Health Trading, Auckland.

Hormonal Smoothie Bowl

DIANA'S SMOOTHIE BOWL TO NOURISH THE SOUL ALL YEAR ROUND

Have fun creating sensational smoothies and/or smoothie bowls. The combinations are endless. A fabulous way to support your hormonal balance while boosting your nutritional status, nourishing your inner health and outer glow.

Add some super seeds

to your smoothie, salads, yogurt or breakfast bowl daily. Flax, pumpkin, sesame and sunflower seeds are naturally high in lignans which help to support a healthy oestrogen balance. A daily blend of seeds enhances levels of Omega-3, zinc, vitamin E, calcium and selenium.



FRUIT...

from all the colours of the rainbow to boost nutrition and aid digestion. Try blueberries, kiwi fruit, banana, raspberries, mango and oranges.

PRO TIP:
NUT MILK OR
COCONUT WATER
IS A GREAT
REPLACEMENT
FOR COWS
MILK.

A GOOD HANDFUL OF LEAFY GREENS...

to support liver function and alkalisng. Try spinach, kale, silver beet and broccoli.

Add broccoli sprout extract powder or take capsules with your smoothie.



PROTEIN....

to balance blood sugars. Choose a good quality protein, such as pea protein (Nuzest or Go Good), hemp protein (Hemp Connect) and collagen powder - for gut, skin and joint health.

A SERVE OF HEALTHY FATS...

for satiety and hormonal nourishment. Try fresh avocado or avocado oil. Nuts such as cashew, almond, brazil and macadamia. Hempseed oil, activated chia seeds and coconut yogurt are all good sources of healthy fats.

Also add: ground flaxseeds or a serve of LSA.

POMGENEX...

is a unique and delicious functional food combining three of Nature's most highly-prized foods; broccoli sprouts, pomegranate juice and coconut water.

Add PoMGenex to your smoothie to get your daily dose of Sulforaphane helping detoxification processes that can help clear excess hormones like estrogen.



HEMP CONNECT OIL

Hemp food products have been shown to support healthy hormones, hearts, blood vessels, joints & muscles, skin, hair, brains and digestion. Hemp seed oil is great for smoothies as it supports joint mobility and comfort.





How the new science of Nutrigenomics helps us to 'switch on' to better health

Dr Christine Houghton, an educator, research scientist and a registered nutritionist, holds degrees in Nutrigenomics, Biochemistry and Human Nutrition. An avid researcher in her field, she is Adjunct Lecturer in the School of Human Movement and Nutrition Science at the University of Queensland.

Following 3 decades in private Nutritional Medicine practice, Christine founded Cell-Logic, an evidence-focused company which researches and manufactures nutrigenomically-active ingredients for clinical application. Her current interests lie in the investigation of phytochemicals which significantly impact gene expression within human cells, especially in the context of gut ecology, immune modulation and mechanisms that maintain cellular defences.

Sulforaphane, the bioactive phytochemical derived from certain cruciferous plants has been the primary focus of her phytochemical research, with three indexed review publications and two book chapters supporting her acknowledged role as an authority in this field.

GOOD HEALTH SHOULD NOT BE COMPLICATED

Modern medicine seems to be both complex and complicated – but for most of the day-to-day ailments which plague us, it need not be – the aches and pains, sniffles and snuffles, burps and tummy aches! That's because Nature's Toolbox holds so many uncomplicated solutions for both preventing and managing illness. These are often simple remedies passed down through generations – but which have been forgotten as we reach for

yet another prescription or over-the-counter pharmaceutical. If we were to eat only health-promoting foods, exercise regularly and get plenty of rest, most of these common ailments would practically disappear – but today's lifestyles can make that difficult. And let's not forget that humans have survived on this planet for millions of years, using only what Nature has provided.

Modern Nutrition Science, however, is continuously in search of ways for us to embrace the food-related principles that keep us healthy. Until quite recently, nutrition scientists didn't fully understand how certain molecules found naturally in our food could have such profound effects on our health.

It has now become well-accepted that food is so much more than vitamins, minerals and nutrient 'building blocks'. This is where the new science of Nutrigenomics steps in to explain some of the remarkable properties of particular foods, especially plant foods. This article provides one example of a food molecule with profound health-promoting benefits because it harnesses the principles of Nutrigenomics.

POWERFUL MESSAGES FROM MOTHER NATURE

In 2003, the scientists who completed the mapping of the complete human genome identified around 25,000 genes in human cells. Knowledge of these genes helped us to understand

more about the causes of disease. But it did more than that; it also helped us to understand how certain genetic weaknesses each of us carries in our DNA could be beneficially influenced by certain foods and lifestyle habits.

The term 'Nutrigenomics' was coined in 2004 and thereafter, this relatively new scientific discipline has been recognized as a powerful tool for enhancing human health. Quite simply, Nutrigenomics explains how foods (nutrients) interact with our genes (genomics). You could think of nutrigenomics as 'your food talking to your genes'. Whilst good diet and lifestyle choices send 'healthy' messages to our genes, poor choices can adversely affect the DNA in our genes, 'jamming up' the cell's functions and clogging them with toxic by-products. Day after day, this will inevitably lead to disease.

The cruciferous vegetable family has been shown to have enormously powerful nutrigenomic effects. One of the most extraordinary of these nutrigenomically-active molecules is sulforaphane (pr. Sul-4-a-Fane), derived primarily from broccoli but in much greater concentration from the tiny broccoli sprout.

TARGETED BIOACTIVES FROM FOOD

What makes sulforaphane so extraordinary is its ability to 'switch on' or to 'turn up' the activity of around 200 genes related to the cell's own defence processes. Such 'defence' genes contain

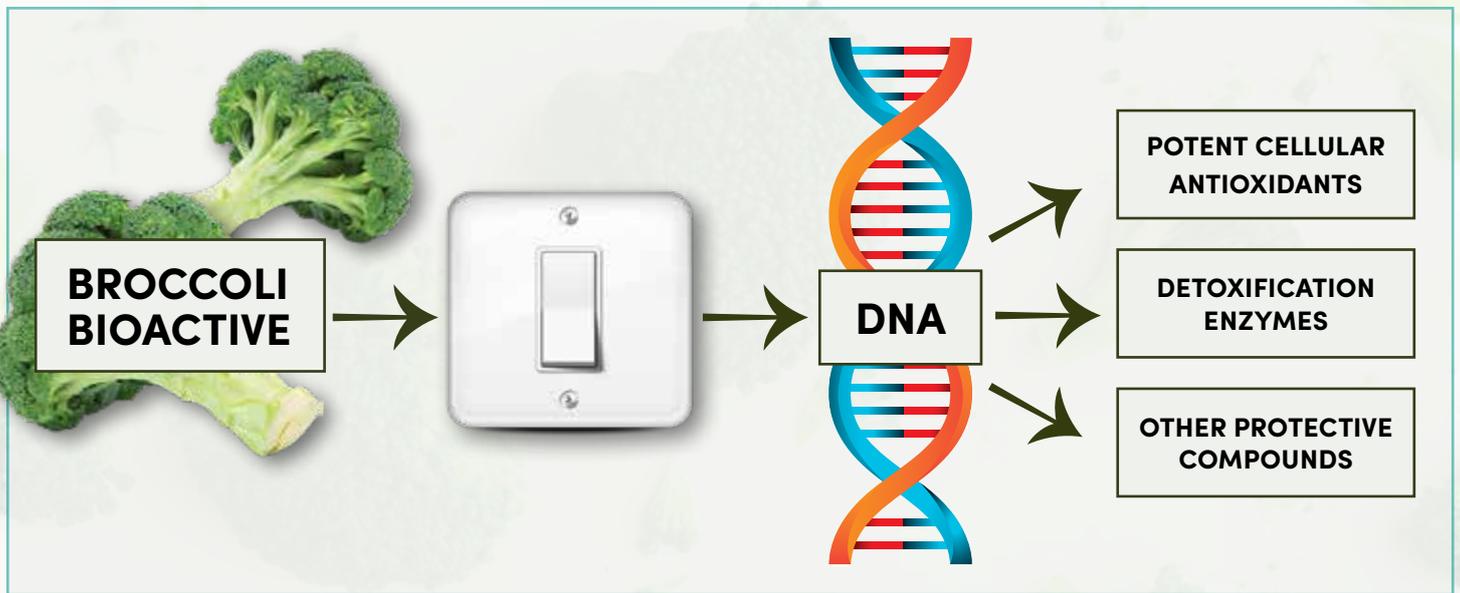


Figure 1: How Plant Bioactives 'talk to your DNA'

all the information the cell needs to protect itself. Of the 200 or so genes, some of the most significant are those that code for Glutathione (an essential antioxidant compound needed by all cells) and those which code for the Antioxidant and Detoxification Enzymes.

These three groups of genes enable the cell to eliminate the toxic compounds which damage our cells and make them sluggish. Keeping them active and operating at their peak is the ideal preventive medicine. However, as we age, the cellular defence mechanisms become less efficient, making us more prone to illness and the ravages of ageing.

Regular intake of sulforaphane and other nutrigenomically-active plant foods activate a cellular 'switch' to upregulate these protective genes. With the protective genes 'turned up', the cells operate more efficiently, energy is produced more readily and the cell's 'spring-cleaning' processes remove waste materials before they have a chance to damage delicate cellular structures, including the DNA. When all 50 trillion of your cells are working just as Nature intended, your entire body can operate at its peak. In other words, when your cells are healthy, YOU are healthy! This important principle has changed the way 21st century nutritionists view the food choices they suggest to their patients.

HOW DOES SULFORAPHANE DO THIS?

A cellular 'Master Switch' which exists within all cells is readily activated by sulforaphane. When this happens, the 'switch' sends signals to the cell's nucleus, that part of the cell which holds the DNA and the genes. Once in the nucleus, the signalling molecules line up beside the 200 or so relevant genes. Here, they activate the genetic 'machinery' which starts churning out millions of cell-protective protein molecules, some of which are enzymes. When the cell has produced as many of these proteins as it needs, the 'Master Switch' is automatically turned off.

SULFORAPHANE IN AGEING

As we age, the 'Master Switch' gets 'rusty' and doesn't respond to the signals as efficiently as it does when we were younger. Remarkably, sulforaphane restores the activation of this switch to a level closer to that of our youth. What this means of course is that many of the age-related and chronic illnesses which many of us suffer need not sap our energy and mobility as we get older.

If it is not always possible to consume the ideal diet, we can dip into Nature's Toolbox to select foods with high nutrigenomic activity, providing our cells with the enhanced protective capacity they need.



Dr Christine Houghton PHD.,BSC.,R.NUTR.
Nutritional Biochemist

As we age, hormones like estrogen and testosterone 'misbehave' and can be the cause of distressing hormone imbalances and DNA damage. When these hormones have done their 'hormonal chores', they must be broken down into smaller water-soluble molecules so they can be easily removed; the trouble occurs when this doesn't work properly. Many of the detoxification enzymes that are needed to do this are governed by the cellular 'switch' that sulforaphane can activate. This is one reason that sulforaphane from cruciferous vegetables is so important to human health.

Hot Picks!

Season Essentials

Come into Hardy's for great autumn deals



FIRST LIGHT NATURAL HEALTH® DE-STRESS SUPPORT®

An emotionally calming flower essence blend that supports you to feel capable and ready to meet life's challenges with confidence. Perfect for days when you are feeling overwhelmed, stressed and spread too thin.



FIRST LIGHT NATURAL HEALTH® STRESSED TEEN SUPPORT®

Natural support for teenagers who are feeling stressed and overloaded. An emotionally calming and empowering flower essence blend that is perfect for teenagers struggling with everyday life and social challenges.

NATURE'S SUNSHINE CELLU-SMOOTH

Cellu-Smooth is designed to support the appearance of cellulite, a leaner body mass and the management of hunger. It also supports healthy thyroid function, thereby supporting healthy metabolism and mobilisation of stored fat.

Nutricom Australasia, Auckland.



GO GOOD PEA PROTEIN

Pea Protein Isolate is a nutrient dense protein source that contains very little carbohydrates and fat. A superior source of essential amino acids paired with hypo-allergenic properties (low allergen). Go Good plant protein delivers a tummy friendly vegetable delight your body can easily metabolise for improved and sustained health benefits.



Outer beauty and shine comes from internal health and wellbeing.

BIOMAX VITAMIN C LIPOSOMAL®

Biomax® Vitamin C is more bioactive and non-acidic Vitamin C than standard Vitamin C products. It delivers maximum bioactive Vitamin C, superior absorption with LIPOSOME technology and GMO free Quali-C® Vitamin C from Europe.

Natural Health Trading, Auckland.



COYNE BIOMAX COQ10

Biomax® CoQ10 uses revolutionary scientifically studied, 24 hour release, Microactive Coenzyme Q10 with 370% better absorption than crystalline CoQ10. Doubles CoQ10 levels within 3 weeks. Supports cellular energy, heart, wellness and vitality.

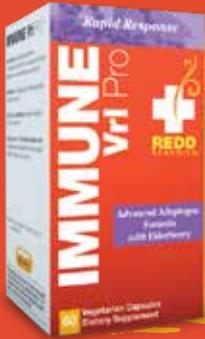
Natural Health Trading, Auckland.



IMMUNE VRL PRO

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NaturalMeds, Auckland.



COYNE FELIX

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- Maintain a positive, healthy mood
- Relieve mood swings
- Provide support to stress eaters

Natural Health Trading, Auckland.



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Harker Herbals Ltd, Waipu.



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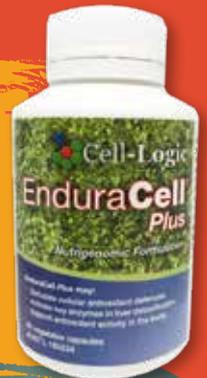
Harker Herbals Ltd, Waipu.



ENDURACELL BIOACTIVE®

A 100% whole Broccoli Sprout concentrate yielding cell-protective compounds. When taken as directed, the unique phytonutrients of the Broccoli Sprouts contained in this product may assist in the maintenance of general well-being by stimulating antioxidant defences within the body. Broccoli sprouts may also activate key enzymes in liver detoxification.

Nutrisearch, Hastings.



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- Supports energy
- Supports digestive health
- Assists the absorption of iron from the diet
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Metagenics (NZ), Auckland.



New TO HARDY'S

Hemp For Hormone Health



NZ Hempress is a 100% Kiwi owned and operated company that makes wellness focussed hemp based products that are favoured by families, busy professionals and athletes.

Based in the beautiful Whanganui, NZ Hempress was founded in July 2019 with the goal of leading the mission on educating kiwi's about the health benefits derived from hemp, to free our families from physical and mental barriers by providing the highest quality hemp products.

You may be surprised to know that essential fatty acids are a key ingredient to our hormone health. Because fatty acids affect our endocrine system, it is crucial that we are incorporating them into our daily life.

However, our body cannot make these compounds so it's important they're in our diet. These fats are omega-3 and omega-6 fatty acid.

Hemp oil contains both of these compounds. It also has the superior omega-3 stearidonic acid

(SDA). Making hemp an outstanding source of essential fatty acids, about 5-10x better than other sources of omegas.

NZ Hempress Phyto-Nutrient Rich Hemp Oil and balm, also contains these compounds as well as added terpenes found in Hemp.

We add the major terpenes found in hemp at naturally occurring levels for maximum absorption and effectiveness. For years people have been using hemp products to support balanced hormones and overall health throughout the body.

We add the major terpenes found in hemp at naturally occurring levels for maximum absorption and effectiveness.

For years people have been using hemp products to assist with balancing hormones and overall health throughout the body.

NZ Hempress, Wanganui.

Always read the label and use as directed. Vitamins are supplementary to a balanced diet.

Maiden Intimacy Gel

maiden
ETHICAL INTIMACY

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*We donate \$1 from every sale of Maiden Sex Lube to Freetest Global, who work to create jobs for women vulnerable to sex trafficking.

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