

MEN'S HEALTH

ELEUTHEROCOCCUS STRENGTHENING THE IMMUNE SYSTEM, SUPPORTING HEALTH AND POTENCY

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THE RUSSIAN CONNECTION

A remarkable plant extract, Eleutherococcus senticosus maxim, has arrived in the UK from Eastern Siberia with the endorsement of over 40 years of research. Eleutherococcus is renowned amongst Russian athletes and the general population for its ability to strengthen the immune system and act as an "Adaptogen", revitalising the metabolic processes to optimum efficiency and potential.

Extract from the roots of this tall spiny shrub are most highly prized, and in the UK there is only one available source for reliable standardised extract of these roots.

IMMUNE STRENGTH

Recent German research demonstrates conclusively that using regular Eleutherococcus extract increases not only the numbers but also the activity of T lymphocytes which are the main white blood cells defences against viral infections.

By strengthening immunity, Eleutherococcus promotes better all-round health, prevents infections and illnesses, reduces susceptibility to fatigue and tiredness and generally boosts energy levels.

Research with the Herpes Association in London earlier this year showed that continuous use of Eleutherococcus helped to reduce the numbers, severity and duration of recurrent attacks of the unpleasant Herpes simplex virus. Huge studies in the 1970s in Russia involving thousands of factory workers demonstrated over 2 – 7 year periods up to 90% reduction in the incidents of colds and 'flu'. It is little wonder the Russians kept this secret from the rest of us!

STRESS

Stress encompasses a multitude of unpleasant influences, commuting to and from work, pollution, poor dietary habits, overwork, lack of sleep, personal problems with finance or relationships, and illnesses to mention but a few. Eleutherococcus helps to build a defensive cushion by strengthening the immune system and natural metabolic processes to withstand stress and to allow better general adaptation to a multitude of unfavourable circumstances. By doing this it helps to ward off the harmful consequences of stress and keep

at bay fatigue and general vulnerability and breakdown in health which often results from an overload of stress.

SPORTING POTENTIAL

Eleutherococcus has a particular relevance to sporting prowess and is well known to the Russian athletic fraternity for its immune strengthening and restorative properties. The health conscious Sportsman often encounters the serious problem of fatigue states caused by over-zealous training. Sportsmen at all levels can fall into the trap of training beyond their capabilities especially whilst feeling below par or whilst incubating or suffering from an infection. The key to successful training is recovery.

Recovery is of vital importance between strenuous bouts of training and immediately following explosive exercise (such as encountered during rugby and football matches, cycling up hills, between stages of a triathlon, following a sprint, whilst working out in the gym, on circuit training in fact in most sporting activities).

Poor recovery results in fatigue, lowered immune resistance, susceptibility to infection and failing potential with eventual exhaustion and break down. Eleutherococcus speeds up the recovery processes, delays the harmful exhaustion phase of the stress reaction and reduces the harmful build up of lactic acid in the muscles which is responsible for muscle cramps and injuries.

By helping recovery and restorative powers, Eleutherococcus not only protects against possible harm but improves performance ability.

SIDE KICKS

By allowing better adaptation and metabolic recovery research has demonstrated that Eleutherococcus has antitoxin effects against alcohol intoxication and helps to ally hangovers. In Russia quantities of Eleutherococcus have been added to Vodka and beer brands and a special alcoholic drink devised for politicians contains Eleutherococcus and Schizandra berries in an attempt to maintain their mental faculties despite the large and frequent numbers of obligatory toasts during official Russian functions.

With animals (including bulls, minks, horses and hare) Eleutherococcus is used to increase fertility and virility but that's another story

LOOK FOR STANDARDISATION

Eleutherococcus must be standardised. This is the only way to ensure firstly that a product has been analysed and is indeed Eleutherococcus, and secondly the only way to ensure the correct and consistent level of active ingredients (Eleutherosides).

The only readily available standardised products in the UK are Elagen (containing Eleutherococcus on its own) and Elagen Sport (containing Eleutherococcus with added Coenzyme Q10 – an energy catalyst essential for all human cells and particularly useful for athletes). Most herbal products are not standardised and there is no way of knowing exactly what they contain or how much activity, if any, is present within each dose. Great care must therefore be taken when choosing such supplements and more often than not you only get what you pay for.

SAFE AND LEGITIMATE

Eleutherococcus takes up to 3 months for full effectiveness to be reached and can be used indefinitely without any lessening of its effects. Eleutherococcus has the reassurance of over 50 years of scientific and medical research and is well documented as being remarkably safe and without any serious side effects. Science has also provided the means to standardise the extract to medicinal criterion whilst at the same time it remains registered as a food supplement in the UK and as such legitimate to use even by top class and Professional athletes, as well as by the rest of us who simply aspire to a more healthy and vigorous life.