



The Natural Health Consultancy

POMEGRANATE

Pomegranate is brimming with vitamins A, C and E as well as iron and is one of nature's most concentrated source of antioxidants in the form of punicalagins. The health giving properties of pomegranate have been recognized since ancient times. More recently scientific research has begun to confirm the wide range of benefits to health offered by this fruit.

Heart Disease and High Blood Pressure

Much research is available now on the benefits of including foods in the diet which provide antioxidants to maintain the optimum functioning of the heart. Antioxidants help to maximize the flow and circulation of blood which is important in maintaining cardiovascular health. More specifically in relation to pomegranate, recent Israeli research noted that the juice slowed the development of thickening of the arteries and reduced the progression of such thickening of the carotid artery in patients who already had the disease. The beneficial effect of pomegranate on high blood pressure, a risk indicator for stroke, heart and kidney disease, has also been noted.

Cancer

As well as being a powerful source of antioxidants, pomegranate has been shown to offer inflammation reducing properties, which can play a role in limiting the development of cancerous cells. Important research studies in both the laboratory and human clinical trials suggest that pomegranate may help to reduce the likelihood of contracting prostate cancer as well as having a positive effect in slowing the growth of existing cancers. Other research has found similar positive indications in relation to colon, skin and breast cancers.

Joint function and osteoarthritis

Studies carried out in the United States indicate that pomegranate can play a role in preventing or reducing the destruction of cartilage, which is a hallmark of osteoarthritis.

How to take pomegranate

Whilst the pomegranate fruit is delicious to eat, it is a time-consuming and messy business to extract the seeds. To take advantage of the health benefits of the fruit would entail eating large numbers (over 20 per day), which is impractical as well as being prohibitively expensive. Drinking the juice is an option, but its calorific value can be high even in brands with no added sugar. Again it is expensive and you also miss out on the fibre content of the fruit.

Taking pomegranate as a dietary supplement is a convenient, cost-effective alternative which gives a known, measured amount of the extract. Our pomegranate extract is sourced from a top quality US supplier. A capsule provides 120 mgm of punicalagins (the equivalent of up to 12.3 ozs of juice or 24 fruits) and is combined with cocoa extract, another key source of antioxidants.

To obtain your supply of pomegranate extract, call the **Natural Health Consultancy** on 01202 747063 or mobile 07903 416234 or e-mail us at wilfredvandorp@amserv.com
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