



The LycoRed Herald

Your mirror to the emerging world of 'Wellness'



New Delhi

Volume 2

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Editorial

No butts about it !

The Indian government has banned all images of smoking in Bollywood films and television shows w.e.f. Oct 02, 2005.

Film actors have a lasting impact on the minds of children and young adults. Officials in India said they were determined to act after a recent WHO study "held Bollywood responsible for glamorizing smoking". WHO estimates that smoking is linked to more than 800,000 deaths in India a year.

Tobacco use is associated with increased risk of CHD, stroke, lung and mouth cancers, etc. The younger a person begins smoking, the greater the risk of developing the illnesses associated with smoking. Even non-smokers, who are exposed to tobacco smoke are at an increased risk for these health threats.

Last year, India banned smoking in public places as well as tobacco advertising and sponsorship by tobacco firms of sporting events. However, the law is lightly enforced and cigarette smoke and butts can be found in most places where smoking is supposedly illegal!

Withdrawal from nicotine addiction is like withdrawal from other highly addictive substances like heroin and alcohol, but it can be done.

Stop smoking now to greatly enhance your chances for reducing health risks that are linked to tobacco use. Each day thousands of people resolve to stop smoking and many are successful at becoming a non-smoker.

Self-help tips

Here are some tips to use while becoming a non-smoker.

- Enjoy your meals without overeating; eat slowly and pause between bites.
- After dinner, treat yourself to a cup of herb/mint tea with a touch of honey.
- In the morning, take a brisk walk or do some other exercise.
- Take a deep breath, exhale slowly and the desire to smoke will pass off.

Choosing a good time to become a non-smoker

Many unsuccessful attempts to quit smoking result from picking a bad time. Any time that is less stressful than usual, when the energy and attention focus can be on the goal of becoming a non-smoker, is a good time to quit. Also, certain days may be good choices for your first smoke-free day.

Consider quitting

- On New Year's Day
- On your birthday / anniversary
- On a special day that has meaning to a friend or family member who wants you to quit

Dr. Deepika Chhabra
(Chief Editor)

LycoRed Bulletin Board

LycoRed at



AMERICAN SOCIETY OF CLINICAL ONCOLOGY



Advancing the Science of Clinical Oncology

41st ASCO Annual Meeting
May 13-17, 2005
Orange County Convention Center
Orlando, Florida

The study conducted at All India Institute Medical Sciences (AIIMS), New Delhi to determine the effect of adding LycoRed to radiotherapy (RT) and chemotherapy in the adjuvant treatment of high grade gliomas (fifty patients) was presented at the prestigious ASCO Meeting this summer. The addition of LycoRed to radiotherapy and chemotherapy resulted in positive outcome; both in terms of response rates at 6 months post treatment and time to progression. The paper evoked an excellent response from the international experts in the audience, which motivated the authors to expand the study further.

Ref: Role of natural lycopene and phytonutrients along with radiotherapy and chemotherapy in high grade gliomas.

T Puri, PK Julka, S Goyal, O Nair, DN Sharma, GK Rath. *Journal of Clinical Oncology*, 2005 ; *ASCO Annual Meeting Proceedings*. No. 16S (June 1 Supplement) 1561, Vol. 23, 2005

Watch out for pancreatic cancer!

Eating too many hot dogs, sausages and other processed meat can increase the risk of developing pancreatic cancer.

Meat has been cited as a potential cancer cause in the past, but results have been inconsistent.



However researchers at the University of Hawaii suggest the link could be the way meat is prepared, rather than its fat or cholesterol levels.

It was found that those who ate the most processed meat had a 67% increased risk of developing the disease compared to those with the lowest intake.

People who ate a lot of pork and red meat also increased their pancreatic cancer risk by around 50%, compared to those who ate less meat.

There was no increased risk linked to eating poultry, fish or dairy products.

Smoking remains the only confirmed cause of pancreatic cancer. A diet rich in cereals, fruits and vegetables has overall health benefits and probably has protective benefits for some common cancers, such as bowel cancer.

Herbal extract shows benefits for Diabetes

An herb used in traditional Indian medicine may control the rise in blood sugar that follows a meal, thus helping to treat or possibly prevent type 2 diabetes.

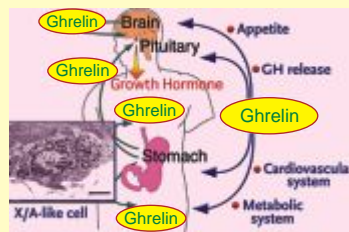
The herb, *Salacia oblonga*, appears to work similarly to certain oral diabetes drugs, which impede the body's absorption of carbohydrates.

Beverages with a 1 gm dose of the herb reduced participants' post-meal blood sugar rise by about one-quarter compared with controls.

Hunger hormone 'lacking in obese people'

Hormone patterns that underlie hunger control are disrupted in obese individuals.

The team at University of California were surprised to find that nocturnal peaks of the appetite stimulating hormone ghrelin were present in lean men, but absent in their obese counterparts. This hormone is released into the blood by cells in the stomach, with levels peaking before meal times and subsequently dropping after eating.



Besides having overall lower levels of ghrelin, the men showed higher levels of leptin and lower levels of adiponectin over the 24 hours than the lean men. Adiponectin and leptin are hormones, which regulate lipid & glucose metabolism.

Pomegranate juice helps keep fatty deposits from collecting on artery walls

A study in the current issue of the *Proceedings of the National Academy of Sciences*, by Italian and American scientists reports that pomegranate juice helped keep fatty deposits from collecting on artery walls, and keeps human heart cells healthier.



The researchers found that heart cells treated with pomegranate juice had a 50 percent increase in nitric oxide production and that in mice who were given pomegranate juice, the rate of plaque build-up reduced by about 30 percent.

Do you graze?

Research shows that people who eat little and often are healthier than those who just eat 1 or 2 big meals a day.

Eating small & frequent meals has also been shown to positively speed up the metabolism, which can result in body-fat loss!



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Red wine 'counters smoking effects'

Drinking red wine could help to offset the harmful effects of smoking on heart health, Greek researchers have discovered.

Dr John Lekakis and colleagues from Alexandra University Hospital in Athens told the European Society of Cardiology annual meeting in Vienna that two glasses of red wine counteracts the damage caused by smoking one cigarette.

With constituents of wine other than alcohol thought to be responsible for the benefit, the team hopes that the findings could lead to novel treatments aimed at reversing the arterial dysfunction caused by smoking.



The results primarily confirmed the findings of previous studies showing that after smoking one cigarette and for the following 60 minutes, there is significant arterial dysfunction. However, when the volunteers drank red wine, whether or not it contained alcohol, while smoking a cigarette, no arterial dysfunction was observed.

Something fruity!

The best time to eat fruit is as a snack and not part of a meal. Fruit is digested differently than other foods and therefore causes digestive problems when eaten at mealtimes!



Symptoms can include: bloating, gas and wind. Either 30 minutes before a meal or no less than 2 hours after a meal is best.

Had a tomato today?

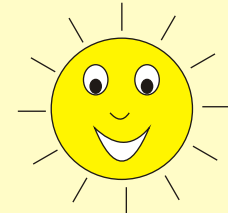
Try and eat plenty of tomatoes, green peppers, pineapples, strawberries and carrots in your diet.



These foods have high levels of coumarins and chlorogenic acid besides the most potent antioxidant - lycopene, which help prevent the formation of cancer-causing nitrosamines!

Sun 'cuts prostate cancer risk'

Researchers from three US centers found that men exposed to a high amount of sun had half the risk of the disease than those exposed to a low amount.



Writing in *Cancer Research*, they suggest that the protection was a result of the body's manufacture of vitamin D after sun exposure.

The risk of prostate cancer was found to be halved in men who had the highest amount of sun exposure - an average of 20 hours a week, or more.

To supplement or not to supplement ?

As food processing, poor soil fertilization, cooking, air, light, time, bad digestion, and poor food choices all contribute towards a less than optimum daily nutrient intakes - be smart and supplement them as well!

Prevention is always better than the cure!



**Extend
the
Protective power
of
LycoRed
to**



**Tobacco & alcohol
users**

1 od or 1bd daily

LycoRed softgels

Salt - the silent killer?

Salt contains sodium - an essential mineral that regulates the fluid balance in our body. Although sodium is critical to life, only a small amount about 1g is required in our daily diet.

A high intake of salt constricts our arteries and causes hypertension. People can live with hypertension without knowing it. That is why it is often called as 'silent killer'.

Salt in the Indian diet

Indians consume at least 2-3 times more salt than they need. Adults may be eating as much as 20 grams of salt per day against the recommended intake of 6 grams.



A large part of our sodium intake comes from processed foods, which use a variety of sodium derivatives such as baking powder; brine, monosodium glutamate or ajinomoto, sodium benzoate(preservative); sodium citrate

| Recommended salt intake | |
|-------------------------|----------|
| 0-6 months | < 1 gram |
| 7-12 months | 1 gram |
| 1-6 years | 2 grams |
| 7-14 years | 5 grams |
| > 15 years | 6 grams |

and sodium pyrophosphate (emulsifiers for cheese and pudding mixes); sodium erythorbate (antioxidant in meat products, beverages & baked goods); disodium phosphate(texturiser in quick cooking cereals) and sodium saccharin (artificial sweetener).

It is advisable to cut daily salt intake by at least 50 per cent from the daily average of 15 grams/adult to 6 grams/adult (about a teaspoonful).

The salt trap

A high intake triggers a vicious cycle. People who are used to a high intake in their regular diet need increasing amounts to be able to continue enjoying its flavour. The more salt you eat, the more you want.

Cutting down on salt

- Use alternate flavours like herbs and spices like lemon juice, coriander, raw mango, tomatoes and garlic.
- Rinse canned foods to remove some of the sodium
- Remove saltcellar from the table
- Avoid high-salt snacks like potato chips and salted nuts
- Do not consume pickles and sauces along with meals
- Avoid canned or processed foods



Food tips for a restful sleep

- Eat dinner early; don't dine after 9 pm; eat a light dinner.

To digest a big meal, the digestive system needs to work a lot, which can cause frequent awakenings and poor quality of sleep.

- Use moderate amounts of fat in cooking meals.

A high-fat content slows down digestion and rumblings may keep you awake.

- Reduce the amount of spices and other seasonings (ginger, garlic and green chillies) in dinner, especially if you suffer from heartburn.
- Try drinking a glass of warm milk before going to bed. However, avoid bedtime snacks, which contain grains or sugar.

HEALTH CAPSULE

ARE THERE ANY BENEFITS FROM DRINKING COFFEE?

SURPRISING NEW RESEARCH SHOWS THAT LONG-TIME COFFEE DRINKERS ARE LESS LIKELY TO DEVELOP DIABETES, PARKINSON'S DISEASE AND EVEN ALZHEIMER'S DISEASE. MEN WHO DRANK MORE THAN 6 CUPS OF COFFEE PER DAY CUT THEIR DIABETES RISK BY 50%, WOMEN BY 30%. COFFEE DRINKERS HAD ONE-THIRD LESS PARKINSON'S DISEASE THAN NON-COFFEE DRINKERS.

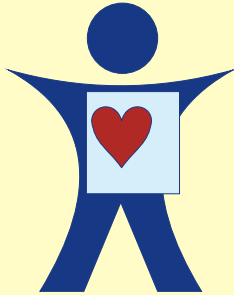
Would your patients eat a *synthetic* tomato?



LycoRed contains only 'All Natural Tomato Lycopene' along with phytonutrients as *Lyc-O-Mato* for a synergistic action

Antioxidant potency of *Lyc-O-Mato* is 3-times greater than that of lycopene

Cholesterol: Top five lipid-lowering foods



Fatty fish

In people who have already had heart attacks, fish oil significantly reduces the risk of sudden death.



Doctors recommend eating at least two servings of fish a week. The highest levels of omega-3 fatty acids are in mackerel, lake trout, herring, sardines, albacore tuna and salmon. The heart benefits are linked only to baked or grilled fish, not fried fish or fish sandwiches.

Foods fortified with plant sterols & lycopene

Margarines and orange juice that have been fortified with plant sterols can help reduce LDL cholesterol by more than 10 percent. The amount of daily plant

sterols needed for results is at least 2 grams.

Lycopene not only inhibits cholesterol synthesis but also reduces the oxidation of LDL cholesterol.

Soy protein

Soy protein, found in products such as tofu, soy nuts and soymilk help lower blood levels of LDL cholesterol and triglycerides, particularly when it's substituted for animal protein.

Ingesting 25 to 50 grams of soy protein a day lowers LDL cholesterol by 4 percent to 8 percent.



The cholesterol-lowering effect of soy protein appears to be linked to its amino acids. But soy products also contain compounds called phytoestrogens, which may improve heart health in a different way, by relaxing coronary arteries.

Walnuts

Studies have shown that walnuts can significantly reduce cholesterol levels in the blood. Rich in polyunsaturated fatty acids, walnuts may also help keep blood vessels more healthy and elastic.

When walnuts comprise 20 percent of the calories in a cholesterol-lowering diet, they result in a 12 percent reduction in LDL cholesterol.



Almonds appear to have a similar effect, resulting in a marked improvement within just four weeks.

Oatmeal and oat bran

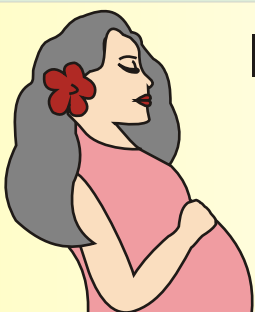
Oatmeal contains a type of fiber that reduces LDL cholesterol that can increase your risk of heart attacks and strokes.

This soluble fiber is also found in foods such as kidney beans, sprouts, apples, pears, barley and prunes.



Soluble fiber reduces body's absorption of cholesterol from the intestines. Gel-like soluble fiber binds bile (which contains cholesterol) and dietary cholesterol so that the body excretes it.

Five to 10 grams of soluble fiber a day decreases LDL cholesterol by about 5 percent.



In pregnancy

LycoRed™

Reduces the risk of pre-eclampsia, IUGR & oligohydramnios



"Excellent results with LycoRed in the treatment of recurrent pregnancy loss, PIH & IUGR"

Dr. Nitin V Patel
DGO
Patan (Guj)



"Found LycoRed very useful in the treatment of senile diabetic patients"

Dr. Vinay Soni
MD
Jaipur (Raj)



"LycoRed is simply the best!"

Using it for the past 1 year in all my patients of PID, infertility, anaemia and as a supplement before & after surgery"

Dr. Rangnath Sangle
MS
Ahmednagar (Mah)



"Using LycoRed for the past six months.

It brought profound improvement in patients of chronic oral sub-mucous fibrosis and recurrent aphthous ulcers"

Dr. Sujit Kr. Senapati
BDS
Bhubaneswar (Ori)



"Getting excellent results with LycoRed in post-menopausal women and in infertile couples."

Moreover, getting dramatic results in patients of PIH, IUGR & cases of skin pigmentation"

Dr. Maya Bagree
MS
Jaipur (Raj)



"Very good results with LycoRed given as 1 bd, within 20 days white patch starts regressing"

Dr V L Soni
MD
Jagdalpur (Chatt)



"Thanks for introducing LycoRed.

Excellent results in male & female infertility"

Dr. Neeta Singh
MBBS, DCH
Ujjain (MP)



"Prescribing LycoRed has been a good experience in patients of IUGR, PIH & sterility"

Dr. Suman Mittal
MS
Asst. Prof., Zanana Hosp., Jaipur (Raj)



"I am happy because LycoRed increased the sperm count in my infertile patient."

The couple conceived and delivered a healthy baby"

Dr. M Pankhania
MD
Porbandar (Guj)



The LycoRed Herald

Your mirror to the emerging world of 'Wellness'

Encourages esteemed medical practitioners from all South-East Asian nations to share their success stories on spreading the message of *Initiative Wellness*, through the platform of 'The LycoRed Herald'. We shall be pleased to publish such initiatives. Please write to:

Jagsonpal Pharmaceuticals Limited, T-210J, Shahpur Jat, New Delhi – 110 049



"Results are amazing!"

LycoRed is a wonderful product in IUGR & pre-eclampsia"

Dr. Reena Gupta
MBBS, DGO
Pilani (Raj)



"Using LycoRed in soft tissue inflammation of auto-immune origin"

Dr. Sethumadhavan
MS
Cherpulasseri (Ker)



"Found improvement in every case of IUGR & PIH treated with LycoRed"

Dr. Neeru Singh
MBBS, DGO
Tonk (Raj)



"Getting good results with LycoRed in patients of diabetic coronary artery disease"

Dr. Rakesh Sabharwal
MD
Jalandhar (Pun)



"LycoRed is indeed a disease-modifying compound.

Found it to be very useful in patients of maculopathy, diabetic retinopathy and radiation induced eye damage.

Also prescribing in patients of cataract"

Dr. Chandrashekhar Divekar
MBBS, DOMS
Sangmaner (Mah)



"LycoRed is not only useful in patients of dyslipidemia but also in patients with cervical spondylosis"

Dr. Sharad Gupta
MD
Jaipur (Raj)



"LycoRed has done miracles in IUGR and pregnancy induced hypertension, using it as a preventive therapy"

Dr. Sunanda Jain
MS
Jaipur (Raj)



"LycoRed has been very effective in cases of infertility and also an effective treatment for general debility"

Dr. Gurpreet Singh
MD
Bassi Pathanan (Pun)



"Thanks to LycoRed!"

My patient conceived and delivered a healthy baby"

Dr. Asha Garg
MBBS
Hindaun city (Raj)



Extend the Protective power of LycoRed to



Infertile couples

Males: 2bd daily
Females: 1bd daily

LycoRed softgels

The second revolution

Endorsed by countless doctors
across India

Thank you... *We are honoured*



All infertile couples in your care need the *proven*

Protective Power of LycoRed

Dosage

Males: 2 bd daily
Females: 1 bd daily

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