

AN ESTIMATED 62 MILLION PEOPLE IN THE U.S. SUFFER FROM DIGESTIVE DISORDERS. Common among these disorders are irritable bowel syndrome, intestinal permeability (“leaky gut” syndrome), peptic ulcers and Crohn’s disease. It has been reported that acid reflux or gastroesophageal reflux disease (GERD) is the most common ailment worldwide. Remember Ashlee Simpson’s excuse for lip synching on *Saturday Night Live*?

Aside from making pop culture headlines, digestive disorders are clearly a serious problem for Americans. And finding relief from them is an ongoing challenge. That’s why this month, we are bringing you the good news about omega-7 fatty acids. New research about this special fatty acid (also known as palmitoleic acid), found primarily in sea buckthorn, brings new hope to those seeking natural ways to support their digestive health.

A LITTLE BIT OF HEAVEN FROM OMEGA-7 Digestive Health Support

by Kim Henderson

SEA BUCKTHORN—NATURE’S SOURCE FOR OMEGA-7s

Sea Buckthorn is grown primarily in the mountainous and coastal areas of eastern Europe and China and records of it date back to ancient Greek times. It is mentioned in the writings of ancient Greek scholars, such as Theophrastus and Dioscorides. According to ancient Greek legend, sea buckthorn was a key part of the diet for racehorses; this and its ability to do wonders for the horses’ outer appearance led to its generic name Hippophaë, which means “shiny horse.” It has also been said that sea buckthorn leaves were one of the preferred foods of the mythical flying horse, Pegasus.

For centuries, European and Asian cultures have used the medicinal properties of sea buckthorn. Its medicinal value was recorded as early as the eighth century in the Tibetan medical classic *rGyud Bzi*. Tra-

ditional Chinese Medicine’s use of sea buckthorn also dates back centuries. And today, “Hippophaë” has become such a major resource in China that three sea buckthorn organizations exist and sponsor the journal *Hippophaë*, published since 1988.

Due to sea buckthorn’s rich history of medicinal use, in the past few decades scientists have carried out extensive research on the medicinal ingredients of the sea buckthorn berry. The studies are far reaching, as the many properties of the berry have a myriad of positive health benefits, such as regeneration of skin and mucous membranes, improving immune function, reducing oxidation and strengthening cardiovascular health, to name a few. In terms of digestive health, the most significant findings show that the pulp oil of sea buckthorn contains rich amounts of omega-7 fatty acids, which are particularly helpful to those who suffer from mucous membrane-related disorders. This is great news, as most all digestive disorders have a mucous-membrane component.

DIGESTIVE HEALTH: THE MUCOUS MEMBRANE CONNECTION

What are mucous membranes? And what do they have to do with digestive health?

Mucous membranes are the lubricated thin layer of tissue that lines the canals, cavities and the inside of hollow organs. They cover the digestive, respiratory and urogenital tracts and the inner surface of your eyes and contain glands that secrete the clear fluid we call mucus to lubricate and moisten your body. They are important channels for interactions and substance exchanges between the human body and the environment. Pathogens, external toxins, and allergens find their way into the body through these membranes, which can lead to multiple inflammatory conditions. In short, the health of one’s mucous membranes has a vital effect on one’s overall health.

With the constant stress of genetic deficiencies, disease, aging, medical treatment side effects, and environmental factors, such as air and water pollutants, many people suffer from troubled membranes. Researchers from the University Central Hospital in Turku, Finland report that even the healthiest of us suffer dry, overly sensitive and inflamed mucous membranes. And as mentioned earlier, inflamed or damaged membranes are either the root cause or a component of most all digestive ailments.



Sea buckthorn

Look at ulcers. In general, an ulcer is any eroded area of skin or a mucous membrane, marked by tissue disintegration. Irritated, inflamed mucous membranes are a major factor in irritable bowel syndrome, colitis, leaky gut and Crohn's disease. And with acid reflux, one also finds irritated membranes from the refluxing of gastric acid. Thus, the solution for many digestive disorders can be found in maintaining the health of gastric mucosa.

OMEGA-7 AND GASTRIC MUCOSA: A HAPPY COUPLE

If one is to look at any of the treatments prescribed for digestive disorders, the first area to modify is one's diet and lifestyle. Caffeine, alcohol, sodas, refined carbohydrates and smoking are out. Also, in many cases, dairy consumption and wheat can be problematic. They, too, may need to be eliminated. An abundance of fresh fruits and vegetables, whole grains and lean meats are recommended. Following these guidelines may reduce inflammation of gastric mucosa, but most sufferers need additional support to promote healing, regenerate tissue and improve membrane function. Prescription medication often comes with negative side effects and it is limited in its ability to promote the health of gastric mucosa.

One way to strengthen the health of your body's mucous membranes naturally and without unwanted side effects is to supplement with omega-7 fatty acids.

Take a look at the published research. There's an abundance of clinical studies that show multiple beneficial effects of sea buckthorn oil (containing omega-7s) on mucous membranes. In one such clinical study involving 30 cases of peptic ulcer, the patients took 12 sea buckthorn oil capsules daily for one month. A curing rate of 76.6 percent and a total effective rate of 96.7 percent were reported. Sea buckthorn oil was also used as an adjuvant treatment of 116 peptic ulcer patients, 71 with duodenal ulcer and 45 with gastric ulcer. Oral application of sea buckthorn oil relieved pain and accelerated the repair process of gastric and duodenal epithelial tissue and mucosa.

The curative effects of sea buckthorn oils against gastric ulcer have been extensively investigated using animal models as well. One study demonstrated that the anti-ulcerative mechanism of sea buckthorn oils was related to promoting the

regeneration of mucous membranes and the healing of ulcer areas. Sea buckthorn oil also inhibited gastric secretion and proteolytic activity (breaking down of proteins) within gastric mucosa.

Clearly, the research shows that sea buckthorn oil, containing omega-7 fatty acids, supports the health of gastric mucosa. If you suffer from a digestive disorder, you want to be sure you are getting plenty of omega-7s. The problem is that it is difficult to get adequate amounts of omega-7 through diet alone. Supplementation is key.

SUPERCritical OMEGA 7

You won't have far to look for a quality omega-7 supplement. One of the most trusted natural supplement companies, New Chapter, has formulated an excellent digestive support product called [Supercritical Omega 7™](#). The formula contains supercritical extracts of sea buckthorn pulp and seed oils, rosemary leaf, and calendula flower. Palmitoleic acid (omega-7) and other beneficial fatty acids are combined to ensure that the supplement yields as many of the positive health benefits reported in the clinical research as possible. The powerful antioxidant compounds in rosemary naturally prevent oxidation of sea buckthorn's valuable fatty acids. And calendula is very healing to skin and mucous membranes as it is rich in anti-inflammatory compounds, specifically triterpenoid esters.

New Chapter's "Supercritical" method of extraction guarantees high potency, ultra purity, broad spectrum and no chemical solvents. They do not isolate single ingredients or include synthesized additives to the extract. The natural herb is preserved intact with all of its complexity and nuances at very high concentrations (as high as 250 to 1). The Supercritical process extracts contain more beneficial organic antioxidants and other compounds than other extraction processes and, as mentioned, without any chemical solvents. Thus, you can be sure you are getting a quality supplement with Supercritical Omega 7.

WHAT PEOPLE ARE SAYING ABOUT SUPERCritical OMEGA 7...

Nothing speaks louder than the actual results we have been hearing from those who have used Supercritical Omega 7. Real World Health of Wall, New Jersey is a specialty natural health and wellness products provider to



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**A Little Bit of Heaven
from Omega-7—
Digestive Health Support
continued**

RESOURCES

Supercritical Omega 7, *Zyflamend* and other [New Chapter products](#) are available at: Christine's Cleanse Corner, Inc. Call Toll Free (877) 673-0224 or visit our website at: www.TransformYourHealth.com to learn more about these products and to order at 30% off retail.



many medical doctors in the New Jersey area. Doctors send their patients to Real World Health for very specific natural supplements to augment treatment for various disorders. Mei-Ming Raicer of Real World Health reports that they see a high number of fibromyalgia cases suffering from irritable bowel syndrome (IBS). Several months ago, she began recommending New Chapter's [Supercritical Omega 7](#) to her IBS referrals and has seen remarkable results. "These people come to us after rounds and rounds of antibiotics and no success. I get them taking Omega 7 and oftentimes within a week, they are feeling markedly better," she says. "Nearly everyone who has taken them has shown improvement, although the time it takes varies as it takes some trial and error to find the right dosage." Raicer also reports that several patients with acid reflux have experienced a reprieve from the condition since taking the omega-7 supplement. "One acid reflux patient from Connecticut began with one capsule a day,

and after four or five days, the acid reflux completely disappeared. The patient told me that she 'could not believe the difference.'" Fortunately, you do not need to go to a specialty provider to get [Supercritical Omega 7](#): it's available at your local health retailer. See the resource box for more information. ■

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Additional Digestive Support

YOU CAN ADD TO YOUR DIGESTIVE HEALTH support with [New Chapter's Zyflamend®](#), an all-natural anti-inflammatory. According to Dr. Taryn Forrelli, who received her N.D. from the Southwest College of Naturopathic Medicine and is director of medical education at New Chapter, "Inflammation is often at the root of gut disorders—it plays a role in everything from ulceration of the stomach to gastrointestinal cancers, allergies, immune dysfunction, irritable bowel disease, and obviously inflammatory bowel diseases like ulcerative colitis and Crohn's disease." Forrelli suggests that by modulating inflammation, *Zyflamend* may help maintain normal, healthy bowel function. Furthermore, she explains that some of *Zyflamend's* key ingredients deliver numerous plant compounds that are anti-ulcerogenic and provide direct "topical" benefit to the gastrointestinal tract upon ingestion.

The Zyflamend Formula—*Zyflamend* is a combination of anti-inflammatory herbs and nutrients that have uniquely supportive benefits for the integrity of the gastrointestinal tract. The formula is made up of green tea, turmeric, holy basil, Chinese goldthread, barberry, Baikal skullcap, Hu zhang (Japanese knotweed), rosemary, and oregano. These herbs were chosen following extensive research of the herbal pharmacopoeia and of international medical databases for their anti-inflammatory properties and other health benefits. These herbs are all grown organically, and extracts in *Zyflamend* are obtained using the same Supercritical process described above for the omega-7 extraction.

Let's look at a sampling of [Zyflamend's](#) herbs more closely:



Hu Zhang—This Chinese herb is a rich source of resveratrol, a plant chemical that has been found to suppress the activation of inflammatory cytokines.



Turmeric—This herb has been a subject of ferment study for its potential protective effects against cancer and excess inflammation, and as an antioxidant.



Ginger—Delivers anti-ulcerogenic plant compounds that provide direct benefit to the GI mucosa upon ingestion (holy basil also has this distinction). Two ginger phytochemicals, gingerol and paradol, are reported to have powerful anti-inflammatory activity.



Green Tea—According to the *Proceedings of the National Academy of Sciences*, green tea polyphenols contain 51 phytonutrients that promote a balanced, healthy inflammatory response. Hundreds of studies revealed green tea's potential as a cancer preventative.



Chinese Goldthread and Barberry—Extracts of these herbs are both potency-assured for a plant chemical called berberine. Berberine has documented anti-inflammatory effects.



AS YOU CAN SEE, all of these herbs have anti-inflammatory properties and some of them directly support the health of the GI tract. You may also want to note that several of them have potentially cancer-preventative properties. Since many digestive disorders (such as Crohn's disease) increase one's risk of colon cancer, these herbs are an added benefit.