



The LycoRed Herald

Your mirror to the emerging world of 'Wellness'



New Delhi

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Editorial

The 'Wellness Revolution'

The numbers of obese people have soared in the last two decades, tripling and even quadrupling for children and adults in India and abroad. Diseases related to obesity now kill more people than smoking and every other condition.

Today, McDonald's, Pizza Hut & other fast food joints have become favourite spots for younger generation. People find it hard to imagine a non-stress week or an unrushed moment; demand fast service and instant relief; pop a pill for every ill and a potion for every emotion.

Norms are really 'AbNorms'

Some of the cultural abnorms in our lives prevent us from becoming healthier, happier and more well-adjusted people. The following are some 'abnorms' worth rethinking.

• **Soft drinks:** The intake of soft drinks by kids, aged 6-17, has tripled over the course of last three decades and adds a couple hundred calories/day from sugar. This is linked to significant rise in childhood obesity.

• **Television:** TV is where we receive the most misinformation about health issues, largely through commercials. Unless one is watching TV while exercising in a health club, it contributes towards a sedentary lifestyle.

• **Medical over-utilization:** Self-medication for headache or a sleeping problem, does more harm than good to vital organs, glands and tissues. It is acceptable just because it's fast becoming a norm.

• **Refined and packaged foods:** With the motto "Quick, easy, tasty," it is easy to get lured into an 'abnorm' life of convenient foods.

Nonetheless, when food stuff comes out of package, can or machine, it contains chemicals, hydrogenated oils and sugar-based preservatives that cannot be broken down and are of no use to the body.

These foods linger in the system and cause symptoms of poor health, affect our moods, create fatigue, rob the body of important nutrients and shorten our lifespan.

Until we change our thinking and move away from the 'norms', history has shown that nothing will change the wellness status of an individual.

The unique concept of 'Wellness Revolution' began when people started asking, "Doesn't it make more sense to do my best to stay healthy, instead of relying on treating my symptoms after I'm sick?"

People who have taken greater responsibility for their health are at the forefront of this 'Wellness Revolution'.

Dr. Deepika Chhabra
(Chief Editor)

LycoRed Bulletin Board

LycoRed at RSSDI

(Research Society for the study of Diabetes in India)
5th - 7th November 04, at Patna

Dr. Avinash Gahlot presented a paper titled "Effects on the endothelial functions, lipid peroxidation and glycemic control of Atorvastatin and Lycopene in normotensive type 2 diabetes mellitus patients with microalbuminuria."

Materials & Methods: 40 patients of type 2 diabetes mellitus were randomized to receive either Atorvastatin or Lycopene in combination with Atorvastatin. Serum TBARS and endothelial function were measured at the start of study and after 3 months of treatment.

Recommended dose: 2mg Lycopene twice daily (1 B.D. LycoRed)

Results: Combination therapy of Lycopene with Atorvastatin led to a greater decrease in the levels of serum TBARS - an index of endogenous lipid peroxidation and improvement in endothelial function compared to Atorvastatin alone.

Conclusion: Addition of Lycopene to Atorvastatin has an added effect in decreasing the lipid peroxidation & also in improving the endothelial functions in patients of type 2 diabetes.

Choose the colours of health

It's all about the power of colourful fruits and vegetables, which promote good health.

Blue/Purple

Boost the level of blue/purple in your diet to help maintain:

- Urinary tract health
- Memory function
- Healthy aging



Beat the effects of aging

Get blue/purple with foods such as:

Blackberries, blueberries, dried plums, purple grapes, raisins, plums, purple cabbage

Green

Add green to your diet to maintain

- Lower risk of cancer
- Healthy vision
- Strong bones & teeth



Go green, go healthy

Go green everyday with fruits & vegetables like these:

Grapes, green apples, broccoli, beans, cucumber, green onion, peas & cabbage

White

Working white into your low-fat diet helps maintain:

- Heart health
- Cholesterol levels
- Lower risk of cancer

Get all the health benefits of white by including foods such as:

Cauliflower, garlic, mushroom, onion, turnip, white corn & banana



White for wellness

Orange/Yellow

Fruits and vegetables containing orange/yellow give high amount of antioxidants such as Vitamin C as well as carotenoids and bioflavonoids. Everyday, include fruits and vegetables like:

Yellow apple, mango, lemon, orange, papaya, apricot, pineapple, yellow watermelon, pumpkin, sweet potato & yellow pepper



Powerful antioxidants

Red

Be sure to include red in your low-fat diet to help maintain:

- Healthy heart
- Memory function
- Lower risk of cancer
- Urinary tract health



Red-hot and healthy

Specific phytochemicals like lycopene and anthocyanins present in red fruits & vegetables have been extensively studied for their health promoting properties. Get your 'reds' everyday by eating fruits and vegetables like:

Red apple, cherries, pomegranate, watermelon, strawberries, beets, radish, onion & tomato

Veggie diet fights hypertension

A new study has revealed that high blood pressure can be reduced with diet changes, especially consuming a vegetarian diet.



Researchers say that higher intake of potassium as well as tendency of plant-based foods to modulate blood viscosity reduces blood pressure.



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Polymeal - the heart & soul food

According to WHO, heart disease kills 1 in 3 people in the world each year. Heart disease could be cut by 76% and men could expect to live more than six years longer if they simply eat the right meal once a day.

A polymeal containing fish, wine, chocolate, fruits and vegetables, garlic and almonds, would have the same cholesterol and blood-pressure reducing effects of the polypill.

An advantage of polymeal is that its ingredients can be taken combined as a meal or individually at different times of the day.



Drinking 150 ml wine a day cuts the risk of heart disease by 32%



Fish consumed four times a week reduces the risk of heart disease by 14%



Daily intake of 100 grams of dark chocolate and 400 grams of fruits and vegetables lower blood pressure



Daily intake of 2.7 grams of garlic and 68 grams of almonds lower cholesterol levels

Men on polymeal would increase their life expectancy by 6.6 years and women by 4.8 years, say the authors in the latest issue of British Medical Journal.

Polymeal is an effective, non-pharmacological, safe and tasty alternative (to the polypill, combining aspirin, folic acid & cholesterol lowering drugs) for reducing cardiovascular morbidity and increasing life expectancy in the general population.

Coffee and cigarettes - a 'killer' combo

Combining your smoke break with a coffee break after a heavy day at work might be your perfect mantra for unwinding.

However, a new research conducted at the Athens Medical School, has indicated that the two stimuli, are more harmful when taken together.



The research, which has been published in the journal of the American College of Cardiology, is based on previous studies, which have shown that smoking and caffeine acted together to have a harmful effect on arteries and blood flow.

It was found that the final impact of the two stimuli was larger than the sum of the separate impacts of the two stimuli alone.

Numerous studies have shown that smoking and caffeine combined together produce an unfavourable effect on blood pressure and increase the risk of heart attack.

**Extend
the
Protective power
of
LycoRed
to**



**Tobacco & alcohol
users**

1 od or 1bd daily

LycoRed softgels

Nutcracker - discover the nutty way to good health

Nuts are good source of protein, minerals and antioxidant vitamins.

Peanuts

Eating 28g of peanuts five or more times a week may help lower the risk of type 2 diabetes in women, according to a study by Harvard School of Public Health.



Peanuts are high in unsaturated fat, magnesium and dietary fiber, which reduce the risk of diabetes. Being rich in omega-2 fats, they maintain healthy cells and supple skin as well as decrease the amount of total cholesterol in blood.

Peanuts are also rich in iron, zinc, Vitamin E, folic acid and resveratrol - effective in fighting cancer causing free radicals.

Walnuts

According to a study by Penn Sate University, walnuts not only lower bad cholesterol but also decrease the possibility of blood vessel inflammation in those susceptible to cardiovascular disease.



Walnuts are a good source of two unsaturated fatty acids: Alpha-lanoline acid and linolenic acid besides Vitamin E, iron, manganese, phosphorus, potassium and folic acid, which strengthen the bones & maintain healthy heart. Vitamin B₆ in walnuts helps in relieving symptoms associated with PMS.

Cashews

Cashews are iron rich and help protect against anaemia. They are also rich in zinc - needed for normal growth, sexual development and reproduction as well as a healthy immune system.



Other vital nutrients like Vitamin B, E and folate help enhance the recovery process after intense activity.

Almonds

Almonds are rich in protein and also have healthy amount of essential micronutrients including magnesium, phosphorus, potassium, copper as well as Vitamin B₂, niacin and antioxidant Vitamin E that helps to fight cancer.



Almonds are particularly high in calcium and can also help as part of bone-boosting diet to beat osteoporosis. Canadian research found that people with high cholesterol, who ate one ounce (28.35g) of almonds a day lowered their bad cholesterol by an average of 4%.

Eat cabbage to fight cancer

Reports from the scientific world have shown that cabbage also has some intriguing secrets, which researchers are on the verge of discovering.



Isothiocyanates in sauerkraut have been shown to prevent the growth of cancer in animals, particularly breast, colon, lung and liver cancers.



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

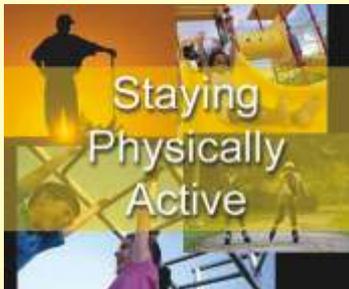
Antioxidant potency of Lyc-O-Mato® is 3-times greater than Lycopene

Tips for being more active

There are 1440 minutes in every day. Schedule just 30 minutes for physical activity.

Think about your weekly or daily schedule and look for opportunities to be more active. Every little bit helps. Consider the following suggestions:

- Take a walk to your work place, store or place of worship
- Park your car farther away from destination
- Take the stairs instead of the elevator
- Play with children or pets. If you find it difficult to be active after work, try it before work
- Take a fitness break - walk or do a stretching exercise instead of taking a tea break or smoking a cigarette
- Make Saturday morning-walk a habit



Begin by choosing moderate-intensity activities you enjoy doing most.

Gradually build up the time spent during any physical activity by adding a few minutes every few days until you can comfortably spend 30 minutes per day.

Beat overeating triggers

Emotions can drive you to overeat. So can other triggers. Learn how to spot them and you will learn how to beat them.

• **Dim lighting:** The dimmer the lighting, the higher the likelihood of overindulgence, says a study from the University of California at Irvine. Brighter lighting forces you to be more aware of what you are eating.

Beat it by: Sitting outdoors or near windows, adding lighting to eating areas or moving to a brighter room.

• **Distractions:** In another study, women who listened to a taped detective story consumed more calories. Researchers suspect that the story interfered with the women's focus on keeping calories in check.

Beat it by: Clearing all distractions; let enjoyment of the meal be the focus!

• **Low energy:** When your energy is low, you may look for food to pick you up. Unfortunately, most people reach for calorie-laden treats instead of an apple or banana.

Beat it by: Identifying your low-energy times of day and substituting other activities for eating. Take a 10-minute walk or a chat break.

Lose 3 kg in next 10 days!

Have you been lately on an eating binge? It's never late to lose that weight gained by eating those tempting sweets and delicacies.

Following this diet plan will help you lose 3 Kgs in just 10 days. So, here is your menu for the next 10 days:

Early morning

Amla water (4-5 soaked overnight)

Breakfast

1 bowl of Papaya with a bowl of sprouts and lemon water

Mid-morning

1 glass of coconut water/tomato juice



Lunch

½ glass of warm water - ½ an hour before lunch,

1 plate salad

Vegetables (except potatoes)

Curd and 2 stuffed rotis

Evening

1 bowl fruit (guava & apple)

Dinner

Nutrela & salad, 1 egg & glass of milk/ 25g paneer

Avoid: Banana, grapes, sweets, cold drinks and fried food

Take: Only double toned milk and sugar free pills.



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Take our word and retain this article

You may be saving or revolutionizing a few lives - for all you know!

"I have successfully treated many patients of IUGR, oligohydramnios recurrent abortions and infertility with LycoRed. Excellent results!"

Dr. Upasana Oberoi
MD
Medical Officer, Govt. Med Coll, Amritsar (Pun)



"LycoRed is a wonderful drug for the treatment of infertility, IUGR & PIH"

Dr. Nisha Aggarwal
MBBS, DGO
Rewa (MP)



"Thanks to LycoRed!"

*Wonderful results in oligospermia & Infertility.
Dramatic improvement observed within three weeks of co-therapy in patients of hypertension, diabetes mellitus, neuropathy & skin diseases"*

Dr. S S Solanki
MD
Ludhiana (Pun)



"I prescribe LycoRed in number of indications in my practice with excellent results"

Dr. Ashwani Singh Jadon
MS
Sikar (Raj)



"I have immense confidence in LycoRed, owing to its excellent efficacy in hypertension, CVD & diabetes mellitus"

Dr. Subodh Saha
MS
Suri (WB)



"LycoRed is a medical boon for male infertility & female infertility due to poor ovulation.

Also tried successfully in patients of pre-eclampsia, IUGR & BOH"

Dr. Sulabha M Joshi
MBBS, DGO
Bharuch (Guj)



"Using LycoRed for the past 8 months with excellent results in infertility, 45 patients conceived out of 60 patients.

Also using in PID, out of 100 patients, 70 reported reduced symptoms of pain, weakness & discharge"

Dr. Sapna Aggarwal
MD
Meerut (UP)



"I use LycoRed because it rejuvenates my patients and they always come for follow-up with a smile on their face"

Dr. Ahmed Zaheer
MD, MS
Sr. Cons., Apollo Hosp., Delhi



"LycoRed is a new hope for those who have lost hope"

Dr. Shweta Gupta
MD
Ludhiana (Pun)



"LycoRed has a bright future! It is an effective antioxidant in the treatment of joint disorders"

Dr. Avinash Aggarwal
MD
Jaipur (Raj)



"I am fully satisfied with the role of LycoRed in infertility & pre-eclampsia"

Dr. Renu Rai
MBBS, DGO
Basti (UP)



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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



"LycoRed - A good product for the treatment of cancer prostate & for the general well being"

Dr. Deepak A Rajyaguru
MS, MCh
Mehsana (Guj)



"Results are promising with LycoRed in infertility & IUGR"

Dr. Alka Pandey
MD
Patna (Bih)



"Getting positive results with LycoRed in a TID dosage."

"A wonderful drug for male infertility"

Dr. Kamala Mallik
MBBS
Hazaribag (Jha)



"Found LycoRed effective in growth restricted pregnancy"

Dr. S Fayyaz Shahab
MS
Jaipur (Raj)



"Promising results with LycoRed in PIH, infertility and patients of BOH"

Dr. Mamta Goel
MS
Yamuna Nagar (Har)



"Getting good results with LycoRed in male infertility in a dose of 2 bd for 3 months"

Dr. Bhavna Sharma
MBBS
Yamuna Nagar (Har)



"15 patients were given LycoRed during the ovulatory phase, 10 patients conceived within the first cycle"

Dr. Princee Malhotra
MD
Jalandhar (Pun)



"LycoRed is very effective in both female and male infertility"

Dr. Kumud Sharma
MBBS
Jaunpur (UP)



"LycoRed supplementation in a patient of oligohydramnios, increased the fluid quantity sufficiently. The patient delivered a healthy baby on full term"

Dr. Sulochana Holla
MD
Udupi (Kar)



"Very good results with LycoRed in post-menopausal women with metabolic disorders & male infertility specially with low sperm motility. Also using LycoRed as an antioxidant"

Dr. Swapna Nigam
MBBS
Lucknow (UP)



"Thanks to LycoRed!"

Semen analysis proved that not only the sperm count but the motility also increased"

Dr. K Vijay Kumar
MBBS
Bangalore (Kar)



"I have been using LycoRed in patients of buccal mucosal lesions like aphthous stomatitis, oral ulceration & leukoplakia with excellent results"

Dr. M K Sinha
MD
Patna (Bih)



**Extend
the
Protective power
of
LycoRed
to**



Infertile couples

Males: 2bd daily
Females: 1bd daily

LycoRed softgels

The second revolution

Jagsonpal proudly launches
'Initiative *Infertility*'



All infertile couples in your care need the *proven*

Protective Power of LycoRed

Dosage

Males: 2 bd daily
Females: 1 bd daily

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