

Optimum Nutrition

for your child's health with

Forever Kids



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Nutritional needs vary throughout our life - as a child grows, their requirements change, purely as a function of increased size and energy output. We teach our children how to eat, walk and talk. We give them as much love and attention as we can to enable them to grow and develop, mentally, physically and emotionally. But do we really consider that every step a child takes depends on how well their brain is nourished?

Today's health-conscious parents often find achieving optimum nutrition in their child a challenge, particularly through their diet, as we live in a world that is fast paced, and junk food an easy option, and loved by many children who are fussy eaters.

So, what can we do to help? Simple changes in nutrition can have profound effects on our children. As a back-up to a child's diet the top 10 vitamins and minerals to help build the immune system, can be found in **Forever Kids**.

Vitamins, minerals and enzymes are needed for the regular maintenance of our body which needs optimum nutritional values, similar to a car needing the right kind of fuel and maintenance to function correctly. Proper nutrition, which includes vitamins, minerals, enzymes and phyto-nutrients helps to boost the immune system, support normal growth and development, improve mental concentration and clarity, regenerate of healthy cells and assist organ function.

A healthy diet is almost impossible to achieve, as agricultural techniques with artificial fertilisers often result in less nutritional fruit and vegetables. Also foods high in sugar and fat, processed foods, and foods exposed to polluted environmental factors, could, in the process, deplete the body of its nutrition, leading to varied physical and emotional symptoms. Proper nutritional supplementation therefore, has become the necessity of today.

Anti-Nutrients

Just take a look at these tables (see below & opposite) showing the anti-nutrient effect of heavy metals on mental health, and the nutritional protectors found in our Forever Kids, Pomesteen and Fields of Greens, that help to lower the levels of anti-nutrients in our bodies.



Anti-Nutrient	Effect	Source	Protector
Cadmium	Aggression / Confusion	Cigarettes	Vitamin C & Zinc
Mercury	Headaches / Memory Loss	Pesticides / Fillings / Vaccinations	Selenium
Aluminium	Associated with Senility	Cookware / Water	Zinc & Magnesium
Copper	Anxiety / Phobia	Water Pipes	Zinc
Lead	Hyperactivity / Aggression / Low IQ	Exhaust Fumes	Vitamin C & Zinc

Nutrients for brain vitality also in our Forever Kids

Nutrient	Symptoms of deficiency
B1	Poor Concentration & Attention
B6	Irritability/ Poor Memory/ Depression & Stress
B12	Confusion / Poor Memory
Vitamin C	Depression
Magnesium	Irritability/ Insomnia / Depression / Hyperactivity
Zinc	Confusion / Blank Mind / Depression / Loss of Appetite / Lack of Motivation & Concentration



Antioxidants - in Pomesteen

Offer protection from pollution

Minerals - in Fields of Greens

Keep depression, confusion and insomnia at bay



Showing the results of giving our children optimum nutrition

Gwilym Roberts, a school teacher and nutritional therapist from the Institute for Optimum Nutrition, and Professor David Benton, a psychologist from Swansea University, devised a test putting 60 school children onto a special multivitamin and mineral supplementation programme designed to ensure an optimal intake of key nutrients. But without their knowledge, half of these children took a placebo.

After eight months on the supplements, the non-verbal IQs in those taking the supplements had risen by over 10 points! No changes were seen by those on the placebos. This study published in the Lancet in 1988 has since been proven many times in other studies.

Why do vitamins & minerals raise IQ? The answer appears to be that children can think faster and concentrate for longer with an optimal intake of vitamins & minerals.

On top of all the nutrients in Forever Kids, the icing on the cake is that it naturally contains PHYTO-NUTRIENTS. They are a class of plant nutrients which you will only find in fruit and vegetables that have been allowed to VINE RIPEN before being picked. Sadly the produce we buy in our supermarkets has little or no phyto-nutrients. In the past few years, more and more research has uncovered just how powerful these are. Cancer Research is putting millions of pounds into isolating and studying their power as they could emerge as some of the most important nutrients to help boost and maintain optimum health.

Forever Kids is formulated without sugar, aspartame, artificial colours or preservatives, and the phyto-nutrient base is taken from nutritious apples, broccoli, cabbage, carrots, citrus fruit, cranberries, spinach and tomatoes. This really is a synergistic product of the highest quality, manufactured from select ingredients, using raw, vine-ripened fruit and vegetables with Advanced Technology.

So give your Kids the best start in life with Forever Kids, this will help you maximise your child's potential for mental and emotional 'Health and Happiness'.