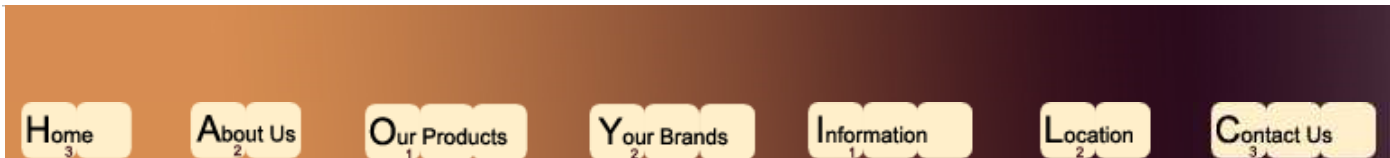


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## Information

"Having a balanced, varied diet is essential to maintaining good health. Dietary supplements are not and should not be considered a short cut to this goal however they can help.

Even some knowledge of food and basic nutrition it is often very difficult to achieve the optimal nutritional balance, all the more so if we consider the hectic and pressurised lifestyles many of us lead along with the poor quality of the foods available on our supermarket shelves. This is where the use of quality supplements takes on an increasingly important role.

The use of a basic multivitamin and mineral on a regular basis can make a world of difference to helping maintain or improve health and fight against the rigours imposed by modern society"

The following information details a few key areas where many people feel they need extra support.

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## Everyday Good Health

Health is not just the absence of disease but a state of physical and mental well being. Good health needs to be supported through positive diet and lifestyle choices so that it is maintained. As a simple overview try to include as many whole fresh foods in your diet as possible. Drink plenty of water as water helps keep the body lubricated and support your diet with supplemental vitamins, minerals and essential fatty acids as required. A healthy diet is not a boring diet but one full of life,



energy and colour and when we enjoy our food we also enjoy life.

#### Principle's Part-

The following products form the Principle range assist in everyday health:

A-Z Multivitamins~ Multivitamins & Iron~ Iron~ Magnesium~ Vitamin D

#### Healthy Joints

Just like with a creaking door hinge our joints need lubrication to keep them working well. This lubrication comes in a number of forms but basically requires the presence of healthy cartilage in the joint, enough water to stop the area drying up and plenty of oil just like that hinge. Focussing on the cartilage we can see why so many people choose to supplement their diet with Glucosamine and Chondroitin as both of these molecules form a large part of cartilage. A third important substance within the structure of cartilage is collagen. Collagen is made with the help of vitamin C. In addition many people also choose to supplement with fish oils when they have painful joints as the omega 3 fatty acids help to keep levels of inflammation under control which are often high in painful joints.

#### Principle's Part-

The following Principle products will help maintain supple joints:

Glucosamine Sulphate~ Cod Liver Oil~ Calcium & Vitamin D~ Omega 3~ Biocalth Calcium L-Threonate

#### Women's Health

Biologically humans are all very similar, however the different sexes and different ages of life bring with them their own unique challenges. With menstruation, pregnancy and menopause a woman's health goes through some very significant changes which need extra support. Through menstruation blood nutrients such as iron, vitamin B6, vitamin B12 and folic acid may be needed in greater quantities than by men and so it is important to make sure enough of these and all other nutrients are coming in through the diet. Pregnancy brings with it significantly greater needs for nutrients to support both mother and baby where health both pre-conception and post partum should also be considered as very important.

Menopause, more than at any other time, brings with it changes in natural hormone levels which may also

require extra nutritional support.

A basic supplement programme to support these key stages of women's health will be different for each woman but supportive broad based supplements will be very helpful.

#### Principle's Part-

These Principle products meet all women's needs:

Evening Primrose Oil~ Folic Acid~ Biocalth Pre-Menstrual Support~ Biocalth Menopause Support

#### Children's Health

Children are not just small adults. They have their own unique needs both nutritionally and with their lifestyle. Time is probably the most precious gift that can be given to a child but they certainly may also need nutritional support in the shape of vitamins, minerals, essential fatty acids and probiotics in support of a good diet to support their immune systems and their growth potential.

#### Principle's Part-

Principle Healthcare has a whole range to cover children's needs:

A,C,D & E Jelly Vitamins~ Multivitamin Liquid~ Omega 3 Fruit burst~ Vitamin C & Veggie 5 Bears~ Omega Liquid

#### Concentration

Have you ever had one of those days where you were really trying to focus on something but you just couldn't master the task? It could be that your body's levels of Omega 3 were way too low and unless you're taking fish oil supplements or you're eating an extraordinary amount of fatty fish, chances are those levels were too low.

#### Principle's Part-

Principle has a number of products that can help improve concentration for both adults and children-

Omega 3~ Vegetarian Omega 3~ Omega 3 Friutburst~ Omega 3 Liquid with Honey

#### Living Longer

Vitamins, minerals and food supplements are part of the reason we are classed as "an older generation". People are more aware of the importance of a balanced diet to help stay healthy and the use of supplements can assist in this. Joint supplements and immune care can help the older generation continue with a healthy life.

### Principle's Part-

Principle products that can help you stay healthier for longer include:-

Biocalth Calcium L-Threonate~ Vitamin C~ Glucosamine Sulphate~ Cod Liver Oil~ Zinc

### Sleep and Stress

Sleeping problems and high stress levels often go hand in hand. The best solutions here are lifestyle based. Where possible find ways to avoid large amounts of stress and learn a technique to deal with the stress to prevent it building up inside. Also high stress levels tend to have a detrimental effect upon the effectiveness of our digestive system. The reduction of stress will in itself improve the sleeping pattern and set up a positive cycle of benefit.

### Principle's Part-

The products Principle can offer to help with sleep and stress are:

Vitamin B Complex~ Vitamin B6~ Magnesium

### Circulation

Blood circulation is the process whereby blood moves through the body's blood vessels and heart in order to deliver oxygen and nutrients to the body's tissues and organs. Blood circulation is a function of the cardiovascular system and as such we need to be aware supporting the needs of a healthy heart and blood vessels. For many years now the focus of such a view has been cholesterol, and although this is an important factor it is by no means the only indicator of any potential problems. As well as helping to keep our cholesterol levels in check through diet we also need to keep our homocysteine levels in check as a high level of this amino acid also increases our risk of a problem with the circulatory system. A good intake of Folic acid, vitamin B6, vitamin B12, magnesium and zinc all help to keep homocysteine levels in check and together with essential fatty acids and plenty of water and fibre a healthy cholesterol level can also be supported.

### Principle's Part

The following Principle products support circulatory health:

Vitamin E~ Garlic

## Immune System

Our immune system is a defence mechanism against foreign invaders and together with the digestive system our foundation for health. As already mentioned the immune system is supported through the activity of probiotics within the gut as well as by many other cells and systems within the body including antioxidants.

### Principle's Part

The Principle products providing 'back up' for the immune system:

Vitamin C~ Selenium~ Zinc~ Active Defence

## Energy and Vitality

Without good energy levels it is difficult to enjoy good health and so tiredness and lack of vitality is something many people like to pay extra attention to. Tiredness is the appetite for rest. It arises when energy is spent faster than it is accumulated; it can be seen as a gauge to tell how much 'vitality' is available - not any particular organ, but a whole body function. When you feel light hearted and ready for anything your vitality is well topped up; when you need a great effort of will to get going on anything it is run down and you feel tired.

### Principle's part-

Principle products to assist lack of energy:

Vitamin B Complex~ Vitamin B6~ Energise Tablets~ Energise Effervescent

## Natural Health

Plant and tree extracts form several supplement products to assist several areas of our health. This is a natural way of taking supplements.

### Principle's part-

Principle offer a whole range of speciality products- St John's Wort~ Echinacea~ Glucosamine and Chondroitin~ Ginkgo Biloba~ Co-Enzyme Q10~ Ginseng

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