



Contributes to a normal bowel and colon function

FOOD SUPPLEMENT WITH FRUIT, FIBER, HERBS AND PROBIOTICS



Pickled plum is a speciality in Scandinavia. It's popularity dates back to the Viking Era when it was an important part of the provisions brought along on raids. Since our plum is enriched with tea and liquorice root, all well-known and popular "stomach herbs" in traditional indigenous medicine, it contains a lot of good fibers from both fruit and vegetables.

Every plum also contains five different, beneficial probiotic lactic acid bacteria that constitute a part of the beneficial bacteria in our flora. A strong and healthy microbial population in the stomach plays an important part in the digestion, may contribute to good intestinal health and strengthen the immune system. The plum is generally beneficial for digestion and may also help with your constitution and prevent lax bowels.

Oxytarm Fruit & Fiber Plum is a food supplement with fruit, fiber, herbs and probiotics that contributes to a normal bowel and colon function.

#### THE VIKING SECRET

The period from the earliest recorded raids in the 790s until the Norman Conquest of England in 1066 is commonly known as the Viking Age of Scandinavian history. Vikings used the Norwegian Sea and Baltic Sea for sea routes to the south. Viking navigators opened the road to new lands to the north, west and east, resulting in the foundation of independent settlements in the Shetland, Orkney, and Faroe Islands; Iceland; Greenland; and L'Anse aux Meadows, a short-lived settlement in Newfoundland, circa 1000. Vikings also explored and settled in territories in Slavic-dominated areas of Eastern Europe.

When the Vikings went on raids they needed to bring provisions that would keep over time. Although the sea would provide fresh fish, they still knew the importance of a balanced diet. Dried bread, dried meat and dried fruit were essential. A favorite among the dried fruits were the plum. Over time the Vikings experienced that the plum both helped to stimulate appetite and could also be used to cure fatigue and exhaustion. This was important both on the long sea travels and during raids. They had to stay in shape and be healthy and ready for war at all times.

Today we know that this effect is caused by the citric acid in the plum that transforms the lactic acid to water and carbon dioxide, both easy for the body to dispose of. If the lactic acid is accumulated in the body (usually through an inefficient flow in the Krebs cycle) it may result in fatigue and exhaustion.

Today pickled plum is a valued part of the Scandinavian diet.



We've taken this traditional and, in Scandinavia, very popular medicine fruit and made it into an even better food supplement adapted to our way of living.

# Even with one toilet visit a day there will stil remain 8 undigested meals in your digestive tract!

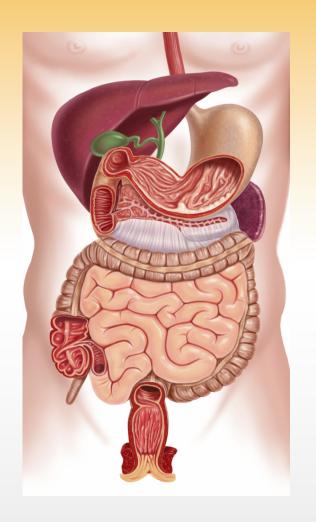
The meals you eat on Wednesday are still in your digestive tract on Saturday! Doctors have discovered that the average person has 8 undigested meals and waste matter in their digestive tract at any given time.

Remember that 50 % of your feces are bacteria. That's why it's of utmost importance to add good bacteria. Also remember that 80 % of your immune system lives in your digestive system.

Your gastrointestinal tract should ideally contain 85 % friendly microbes and 15 % "unfriendly" bacteria. Sadly, for most people, those numbers are reversed, meaning 85 % of the microbes are "bad" and only 15 % is good.

That is why the #I health complaint worldwide is poor digestion, constipation and diarrhoea, lack of energy, toxins, irritable bowels and high cholesterol.

Even if you have MILD DISCOMFORT - that is a vitally important warning sign. DO NOT IGNORE IT!



### Do you have even ONE of these 5 symptoms?

Even if it's mild, you have a problem.

Do not ignore it!

- I. That Feeling of Being Bloated. This comes from excessive gas in the digestive system caused by bad bacteria in the colon. It can also come from lack of digestive enzymes and bile to break your food down so it passes through you painlessly.
- 2. Occational Constipation. Your stools are getting harder, so it takes time go to the bathroom. It hurts to have your feces pass through your body. They start accumulating on the walls of your colon.
- **3.** Occational Diarrhoea. Diarrhoea makes you go to the bathroom often and produce watery

- stools. Cramping often happens. It's painful. Sometimes you have a sudden desire to go even if you can't.
- 4. **Stomach Pain.** This can appear in different places and in different intestines. Cramping happens because of muscle spasms in your stomach. There's often pain near your colon.
- **5. Nausea and Vomating.** This ranges from an unsettled stomach to repeated throwing up. Your body is reacting against the pathogens and harmful bacteria that infest your system.







## A unique product

#### Pickled Scandinavian apricot

The natural content of citric acid in the plum neutralises weariness, stimulates the digestion and helps remove toxins from the body.

#### Beneficial bacteria - Probiotic lactic acids and bifidobacteria

In an article in the Norwegian periodical "Tidss-krift for Den Norske Lægeforening" the conclusion states: The documenation indicates a strengthening of the natural microbial population in the intenstines may help to prevent and relieve light constipation caused by infections in the intestine, antibiotics or an erratic and stressed way of life.

#### Tea - Green tea and Puer tea

Green tea contains a lot of the ECGC flavonoid. This substance is a powerful antioxidant, it improves the metabolism and has antibacterial qualities. The Puer tea is said to improve the digestion and research shows that it has a cholesterol repressing effect.

#### Liquorice root

Liquorice root is an old medicinal plant with an at least 3000 year long history as a curative agent. It has first and foremost been used as a tonic for the digestion, but also to cure infections in the upper bronchia.

#### Food fibre

Plum, tea and liquorice root all have a natural content of food fibre. One plum provides you with a good portion of fibre that contributes to level out the blood sugar and to keep the colon in shape. The plum is beneficial for the digestive system since it may be used both as a preventive and in acute situations. It contributes to "speed up" the stomach.

A healthy and strong microbial population plays an important part in the digestion and the immune system.



#### References:

- I. Eoff JC III, Lembo AJ " Optimal Treatment of Chronic Constipation in Managed Care: Review and Roundtable Discussion", J Man Care Pharm. 2008 Supplement 14(9) S-a
- 2. Enomoto, S; Yanaoka, K; Utsunomiya, H; Niwa, T; Inada, K; Deguchi, H; Ueda, K; Mukoubayashi, C; Inoue, I; Maekita, T; Nakazawa, K; Iguchi, M; Arii, K; Tamai, H; Yoshimura, N; Fujishiro, M; Oka, M; Ichinose, M (2010 Jul). "Inhibitory effects of Japanese apricot (Prunus mume Siebold et Zucc.; Ume) on Helicobacter pylori-related chronic gastritis.".

  European journal of clinical nutrition 64 (7): 714–9.
- 3. Koo SI, Noh SK "Green Tea as Inhibitor of the Intestinal Absorption of Lipids: Potensial Mechnaism for its Lipid-Lowering Effect" J Nutr Biochem 2007;18(3): 179-183
- 4. Quigley EMM" Probiotics in functional gastrointestinal disorders: what are the facts?" Cur Opin Pharmacol 2008; 8: 704-08



### Frequently asked questions

Probiotics - What are they? Probiotics are friendly bacteria in the body that are important to maintain good health. In many ways we live in symbiosis with these microorganisms since bacteria actually make up 50 % of the stool masses. As one gets older the amount of benefical bacteria is reduced.

#### Why are probiotics so important?

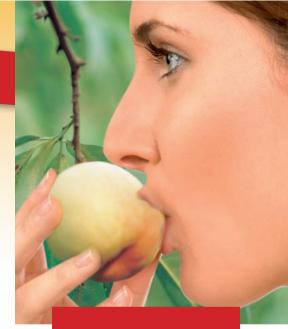
These bacteria have both preventive and treating functions in the body and are important for the formation of certain vitamins, especially vitamin K and some of the vitamin Bs. They also form lactase, the enzyme that digests milk, and produce anti bacterial substances that function as antibodies against foreign bacteria, viruses and other microorganisms.

What may destroy the beneficial bacteria? Poor diets, long-lasting treatments with penicillin and steorids, increased acid production, constipation, diarrhea and infections

caused by bacteria and fungi may ruin these bacteria.

What may an unbalance in these beneficial bacteria lead to? Primarily problems with the digestion like constipation and diarrhea, but the lack of lactic acid bacteria may also contribute to increased cholesterol and reduce the absorbation of nutrients from the food.

What is Puer tea? In China the Puer tea is ranked higher than all other types of tea since it is in the form that closest resembles the oldest variants of tea. It is well renounced for its currative qualities and in traditinal Chinese medicine the tea is used to strengthen the spleen and thus defend us from infections. The Puer tea is also used to stimulate the digestion and reduce weight through the stimulation of the metabolism.



### CONTACT INFORMATION

Med-Eq AS
Farmannsveien 18-22,
N-3101 Tønsberg,
Norway
E-mail:health@med-eq.com
www.med-eq.com