

## The Epigenetic Diet: because the time for personalised nutrition is now

Personalised nutrition is the future, and nutritional epigenetics and systems-based research is transforming the science and practice of nutrition. Ever since the existence of genes was first suggested in the 1860s, and the double-helix model developed in 1953, science held up one blue-

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genome, it promised to revolutionise the field of molecular medicine.

Nowadays we are much more aware of our own health and scientists have become increasingly interested in the relationship between DNA and the impact of diet and lifestyle. In particular the role of epigenetics ie how consuming certain foods, stress and lifestyle can actually turn off and on genes. It is undisputed scientific fact that your genetics predisposes you to inherited disease. It is also true that the environment surrounding your DNA can either help repair problems in the DNA structure, or make those problems worse. This happens because of what are called 'epigenetic' changes. These are changes in the structure of the gene because of what is 'epi' or around the gene. In short the Genome is the Hardwear and Epigenetics is the Software. This is a fairly new concept and one that functional medicine, the health food industry and food companies are following with bated breath as it could become the future of medicine.

a nutritional lifestyle plan becomes so much more effective and allows you to create an amazingly unique programme, tailored specifically to you!

<https://www.23andme.com/en-gb/>

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3752894/>

[https://www.23andme.com/en-gb/health/i\\_hboc/](https://www.23andme.com/en-gb/health/i_hboc/)

**“Looking at your genome goes beyond “eating well” and looking after yourself ” to keep healthy. This is personalised. Your genes can’t be changed, but your environment can. If you can learn which environment suits you better, then you are leading the best preventative lifestyle possible”**

<http://www.cam-mag.com/?p=1071>  
<https://positivebioscience.com/nutrigenomics-the-medical-secret-to-a-healthy-life/>

## In This Issue

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## Recent studies by Washington State University refutes claims made by an earlier study that Omega-3s causes prostate cancer

Many studies have shown the benefits to Fatty acids in terms of reducing inflammation in the body, but Washington State University are one of the first to look into this controversial areas after a 2013 study said that Omega 3 promotes prostate cancer.

The study, published in *The Journal of Pharmacology and Experimental Therapeutics*,

<http://jpet.aspetjournals.org/content/352/2/380> found that the fatty acids bind to a FFA4 (free fatty acid receptor 4) halts the growth of cancer cells. The key is in the receptor cells which acts as a signal to stop growth therefore, suppressing proliferation of the cancer cells.

A spokesperson for Washington State said "This kind of knowledge could lead us to better treat or prevent cancer because now we know how it works,"

The populations (Inuit, Aboriginals, and other hunter-gatherers) with the highest omega-3 fatty acid consumption rates have the lowest rates of cancer and every other chronic illness along with the highest levels of health. <http://www.sciencedaily.com/releases/2015/03/150318074521.htm>

## Meditation and mindfulness and Breast cancer

A study published in the journal *Cancer*, showed promising results in terms of a group of ladies enrolled in a meditation and mindfulness study in terms of reoccurrence.

271 female breast cancer survivors of an average age of 55 who were under high amounts of stress were enrolled in the study.

As a control some of the ladies were enrolled on a ' stress management group'



As part of the meditation and mindfulness the ladies were asked to complete a 45 mins meditation or yoga at home for 12 weeks, as well as group sessions.

To allow the researchers to assess participants' telomere length, blood samples were taken from the women before and after they completed their assigned interventions.

To measure the group, blood and telomeres were measured prior and after the study. The mindfulness and yoga study scored more highly in terms of increase telomeres, ( a measure of longevity) and improved blood cortisol levels.

## Who are the ASA Ltd?

The ASA is a private limited company.

- They have no statutory authority (it is not granted any powers by government to enforce law) and has no statutory powers to bring any practitioner to court. Therefore, any adjudication made by the ASA is solely in the realm of the ASA panel's assessment and has no particular validity in a court of law.
- It states it has no authority to adjudicate on the medical profession – this being done by mainstream medicine's own professional associations.
- The ASA acts on complaints from the public. This can of course be abused, as we have often seen, when malicious campaigns against integrative, holistic and natural therapies are run by those opposed to such practices.
- Once it passes adjudication, it puts any negative assessment on a "black list", to be found on the ASA website. It may use contacts within the media industry in an attempt to prevent the individual or group assessed from promoting in print or online media. However, this is done solely in a "private" capacity.



## ASA Ltd update

The advert Protein world, that has caused so much controversy and had nearly 400 complaints from the general public for objectifying women was not upheld by the ASA last week. Interestingly Protein World asked CAP for advice before it ran the advert...

The ASA Ltd said ...'Although we understood the claim "Are you beach body ready?" invited readers to think about their figures, we did not consider the image of the model would shame women who had different body shapes into believing they needed to take a slimming supplement to feel confident wearing swimwear in public'. For that reason, we concluded the ad was not irresponsible'. What do you think about this decision, surely this is a time when over 395 people have complained that the ASA should have stepped in?

Companies in the Holistic world that are on the ' unofficial 'naughty list that we have looked into in the last few weeks that have not had adjudication ' upheld'

Yoga and fitness instructor Mariam Scudamore

<http://www.mariamscudamore.co.uk/>

Also Yoga international Magazine.

<https://yogainternational.com/>

As well as City Hypnosis

<http://www.cityhypnosis.com/treatments>



## Rhodiola rosea can this traditional herbal medicine help with depression?



A Study, published in *Phytomedicine*, looked at the use of *Rhodiola rosea*, also known as roseroot, in terms of the potential to support and alleviate depression. Roseroot has been used in traditional folk medicine to promote work endurance, increase longevity and promote resistance to several health conditions including fatigue altitude sickness for many hundreds of years.

<http://www.medicalnewstoday.com/articles/291596.php>

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<https://twitter.com/>

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### David Tredinnick: Advocate of alternative medicines wants to chair House of Commons Health Select Committee

David Tredinnick, Parliament's out-spoken advocate of alternative medicines has put his hat into the ring to become the next chair of the House of Commons Health Select Committee.

David is a lifelong advocate of Homeopathy and has talked about Herbal medicine as well as other complementary medicines before and goes head to head

with the current Chair on the position. Tredinnick, believes resistance to homeopathy was the result "vested interests protecting their interests" and said the NHS should be willing to look at "a wider range of options".

<http://www.independent.co.uk/life-style/health-and-families/health-news/david-tredinnick-advocate-of-alternative-medicines-wants-to-chair-house-of-commons-health-select-committee-10311289.html>