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**Rethink your  
wellbeing  
Be Superfied**

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# Rethink your wellbeing

## Be Superfied

It's about the time of the year when we expect a new 'where have you been all my life' diet to hit us – you know, backed by a report or book announcing a scientific breakthrough. Then a couple of experts saying it's rubbish and could damage our health – or it's so good that we should have been doing it years ago. It goes viral and then we're onto the next one.

Who do you trust? In the 80's eggs were off limits – they'll give you a heart attack, right? In the 90's the egg advice had spread to milk and most dairy. Butter was poison – margarine was proven to be the spread if you want to live long. Lard? Well don't even go there. But that was then, right; we're better educated now, aren't we? Fast forward to today and margarine sales have fallen so far south they're off the page, butter and eggs are back - but hold on, sugar is the devil's food and a vegan diet is the real route to healthy living isn't it? Or is it the Paleo diet? 5:2??

So, who can you trust? The Government, your GP, Google...who?? It wouldn't matter so much if it wasn't your health at stake! 'But I can just pop a pill and sort it, so what do I care?' Well if that's what you're thinking then antibiotics should be a warning light. The hospital staple has had the brakes put on it because it isn't the panacea we thought it was and the bugs are fighting back...they're tricky buggers!



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## Miracle Pills?

We've become a pill popping culture. Headache? Pop a pill. Backache? Pop a pill. Got a cold? Pop a pill... in many cases it's the same one! In the UK alone, in 2017, the NHS reported that it handed out more than 1.1 billion prescriptions<sup>1</sup> (yes, that's right, a billion) for a population of just over 60 million!! That's up 37% in ten years. The US spends more money on healthcare (twice the spend on drugs per person<sup>2</sup>) than any other developed nation in the world and yet has the lowest life expectancy among any of them. And despite all the medical advances, the World Health Organisation has warned that chronic illnesses are actually on the rise<sup>3</sup>. Ok, it's not as simple as that but you get the picture. Food for thought.

**Not only has our society become used to popping pills but we've become dependent on the State to sort our health out.**

Let's be honest, there's a certain ease about popping a pill. "My doc said it was ok; my chemist said it was ok; hell, the manufacturer said it was ok – and they were on telly so they must know what they're on about. Anyway, it worked so shove off, leave me alone and go tell someone who gives a cares... blah, blah, blah.

Well think about this. It costs over \$1.5 billion and takes up to 12 years<sup>4</sup> for big pharma to bring a new drug to market – and it's almost impossible to know every side effect of a new



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drug since there are millions of permutations (which is why it takes so long and cost so much). The body is a complex beast when you're trying to orchestrate things at a cellular level. The famous blue pill that's given many men a new lease of life was actually a side effect in the treatment of hypertension! So, do the maths - unless you're a charity, you'd want to make that money back, right? A win-win??

Do you know anyone who's had major health scare and come out of hospital - well check their prescriptions list - so many pills! A couple of drugs for the problem, another two or three to counter their side effects, then another couple for the knock-on effects. Yep, they're alive but a change in attitude now could be a good insurance policy against that kind of routine for the rest of your life.

## Time to take control?

Not only has our society become used to popping pills but we've become dependent on the State to sort our health out. Some of us have even made it State's responsibility. Yes, we pay our taxes but that's an unfair burden on it and the system's breaking - the rebound is going to hurt us unless we start to think a bit differently. The State's been propping us up for less than a hundred years so what happened before it stepped in?

For the best part of the other 5,000 years of recent civilisation, we've been helping ourselves and each other<sup>5</sup>. There's got to be something wrong when an orangutan knows what leaves it needs to use for muscle ache and we don't! (They chew dracaena canteleyi leaves which are



naturally anti-inflammatory if you're wondering - the same leaves as the indigenous tribes<sup>6</sup>).

The Greeks, Indians and Chinese (to name a few) developed medical systems that allowed our ancestors to take care of themselves to a pretty sophisticated level. Modern medicine has taken its cues from that ancient knowledge but departed from the holistic approach (treating the whole person) in favour of treating the specific symptom. Some aspects of those systems are becoming acceptable like yoga, tai chi, acupuncture and fasting but there's a lot more to them.

With technological developments, modern



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medicine is focusing on the microscopic stuff while ancient medicine has always looked at the macroscopic first. Looking at the microscopic level is obviously useful but is a never-ending road to discovery in which we're the guinea pigs – and who wants to be a guinea pig?!

Compared to earlier generations, we're in a privileged position and can have the benefits of both an integrated approach to medicine with the best of both worlds has got to be a better way. The technology advancements that are making the rest of our lives easier

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can make it easier to look after our health (smart sensors are just one aspect). Learn about your body's holistic patterns and your connection to your environment; address the root of your health issues; spot tell-tale signs of poor health and learn to sort yourself out. Or to put in another way, 'health yourself'!

### Feeling good?

"I'm in pretty good shape generally and if I have a problem, I'll deal with it then - I haven't got a disease or anything so talk to the hand". If that's what your perspective is, it's completely understandable. We all get the odd day-to-day hiccup in our general wellbeing; maybe the odd migraine, common cold or a stiff muscle. That's fine but your body's telling you something. It's telling you it's out of balance – even if it's just that day.

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When you're into the territory beyond everyday ailments like abnormal blood pressure, diabetes, eczema or arthritis it's your body turning up the volume on the message. It's the same message... there's something up that's hampering your health; your general wellbeing.

Disease is a word that spells danger in our minds. Rightly so but its French origin suggests a more everyday relevance. The old French word 'desaise' can be roughly translated as 'without comfort' ('des-aise' or dis-ease<sup>7</sup>). When the body's balanced, things are working properly and we feel good; when it's imbalanced, it's not at ease and it tells you. The more it's imbalanced, the louder the warning signs, and usually the more discomfort.

Being 'balanced' (or 'in harmony') is at the core of all ancient medical systems; a holistic view of health. Ancient wisdom suggests we are connected to our environment, not distinct from it so the idea of being in harmony with nature – and each other – is an important one for our wellbeing. It's the same rationale as needing a harmonious and well-balanced sports team to be successful.

The biggest environment of all of course is this planet and I think we're all starting to understand the importance of our actions on it. So, we are part of nature and it's a part of us and the more synched up we are the better all round, and especially for our health. The most obvious connection to nature is the local environment we live in and the food we eat. Food is a direct everyday interaction with nature (if it's natural!) and gives us a simple way



of avoiding disease. This is common sense if you think about it but somehow we've found ourselves at odds with it, to our detriment.

Ancient medical systems have always put food at the core of good health. They are holistic in their treatment but not in their targeting; they acknowledge the individual and treat all of them. That drives balance. Modern medicine has been walking the opposite path; one rule for all and treating only the symptom - and food hasn't come in to it. That's a sticking plaster on your body's balance.

## Can eating be treating?

If you buy into the idea that food is a foundation for good health, then it's probably not a stretch to think of food as medicine - your first line of defence against 'disease'.

So, do all foods have medicinal benefits or



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just the ‘superfoods’? Well, every food is a superfood. Every tree, every leaf, every flower has a medicinal benefit. It’s a case of knowing what that benefit is and matching it to your needs. That’s a science that the ancients mastered and we’ve lost touch with a lot of it – but not all of it.

The ground-up root that is turmeric, for example, is a staple of Asian cooking and has been used for thousands of years in the East as both a medicine and ingredient, verified by modern medicine. It’s not just turmeric; the same is true for foods like garlic, onions, beetroot, honey...the list goes on; foods we all know and have been eaten for thousands, if not tens of thousands, of years and are embedded in cultures across the world. Today they’ve become ingredients in familiar tasting meals but to our ancestors they were more likely to be medicines in a bowl.

The medical benefits of most staple foods are known and accessible so there’s no reason why we can’t start eating our way to perfect

health. “Well I eat lots of healthy food and I’m not in perfect health so what’s that’s about?” Well not all foods are good for all folk. That’s because we’re all different so we need the right foods, not just any foods – eating whole foods is great but doesn’t mean you’ll be perfectly balanced because of that.

Getting balanced depends on your specific biological make up and needs. One person’s (food) medicine is another person’s poison. That’s why eating a salad doesn’t work for everyone or, for example, why some people love raw onions and others can’t stand them. It’s also why some people have allergic reactions to certain foods; your body doesn’t want a particular food because it doesn’t need it or can’t cope with it and it tells you pretty quickly.

As time goes by, your body’s needs change and so should your diet. That’s not only true month-to-month throughout the year but year-on-year through your life. Get it right, and your

# Are you digesting your way to disease?

If food is medicine and a foundation for a balanced body (and therefore a healthy one) then efficient digestion of food is the crux of wellbeing – the better the digestion process, the better the assimilation of nutrients and the better you feel.

Or if you look at it another way, the poorer your digestion (i.e. the lower its efficiency) the fewer nutrients to go in, the more toxins arise and so the more chances of imbalance and therefore disease.

## Step 1: You Eat

The higher the quality of food, the better your chances of feeding your body with nutrients instead of them sitting round and becoming toxic in your body.

## Step 3: You assimilate

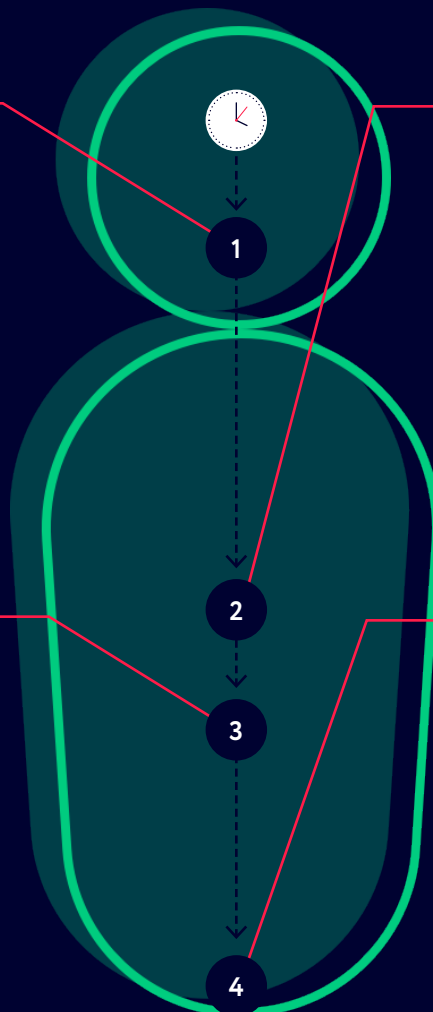
The better your energy flow, the better your chance of getting those nutrients across the body wherever they're needed.

## Step 2: You digest

The better your energy flow and gut microbe, the better your chance of extracting all the nutrients in the foods.

## Step 4: You excrete

The better your energy flow, the better your chance of eliminating all the waste.





# An inefficient consideration

If you imagine your food to be 100% healthy and your digestion system to be 100% efficient, then everything's working perfectly – you get maximum gain from what you've eaten. You break down, assimilate and excrete food perfectly, on time, for maximum benefit.

Now, imagine you've eaten food that's 100% healthy but your body's digestion is only 70% efficient. In that case, instead of being shown the way out, 30% of the waste products have been invited into the bloodstream for a tour of your body, settling wherever there's not enough energy to move them on. An accumulation of this toxic waste (toxins) at that spot creates a problem that you then recognise as a symptom. It's oversimplified but you get the picture.

Undigested food becomes harmful to the body no matter how nutritious it was if it's not been digested properly. Your digestion can be inefficient if it's too sluggish or too aggressive, in both cases leading to toxins entering your bloodstream. How balanced your body is determines that. So you can see the importance of food, energy flow and your gut microbe.

The food is directly and indirectly responsible for energy flow and your gut microbe, so that underlines its importance. It's also self-fulfilling – the more imbalanced the body gets, the more chance of further imbalance due to poorer digestion.

## Mind how you eat!

Our emotions – both positive and negative – are powerful influencers on our health. We've all experienced stress. That's really just having too many negative emotions stressing the body and pushing it out of balance.

Now think of that in the context of digestion; the latest science shows a clear mind-gut connection and that the gut is our 'second brain' with over 100 million neurons ('nerve cells')<sup>8</sup>.



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When the gut is compromised it affects our ability to think clearly ('brain fog') and when the mind's overworked and compromised, it impacts our digestion (e.g. IBS).

If we add the latest science on microbes to this, we have an interesting dynamic. Microbes are bacteria, fungi, viruses and micro-organisms called archaea and there are more of them in and on our body than we may think. We have at least as many microbes as cells (if not a lot more) and we have an estimated 100 trillion of them! We are a mass of good and bad microbes.

There are over 4,000 varieties of gut microbes alone<sup>9</sup> (called the 'gut microbiome') and there's a delicate balance between the ratio of good

## **Emerging evidence suggests microbes not only effect our ability to think clearly but also how we think, our mood and our behaviour.**

and bad microbes. In simple terms, think of it as the more the balance tips in favour of the bad guys, the lower our digestive efficiency.

Emerging evidence suggests microbes not only effect our ability to think clearly but also how we think, our mood and our behaviour. What's more, new evidence suggests our gut could be the cause (and treatment of) autoimmune diseases as well as neurological disorders. On



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the flip side, our mind influences the microbial balance in our gut. So 'stress' changes our gut microbiome, tipping the balance in favour of the bad guys which directly impacts our digestive efficiency which circles back to impact the brain in a vicious circle of inefficiency.

In an ideal scenario then, you don't just need 100% healthy food and 100% efficient digestion – you also need a 100% stress-free mind when you're eating. Any stresses (or even distractions) on your mind when you're eating reduces the efficiency of your digestion. Eating mindfully is more important than you might think!

This is an ideal scenario which is hard to achieve but you can see how digestion – and therefore health – can be easily compromised, pushing you out of balance. How easily that happens to you depends on your 'body type' and consequently your ability to cope with stress.

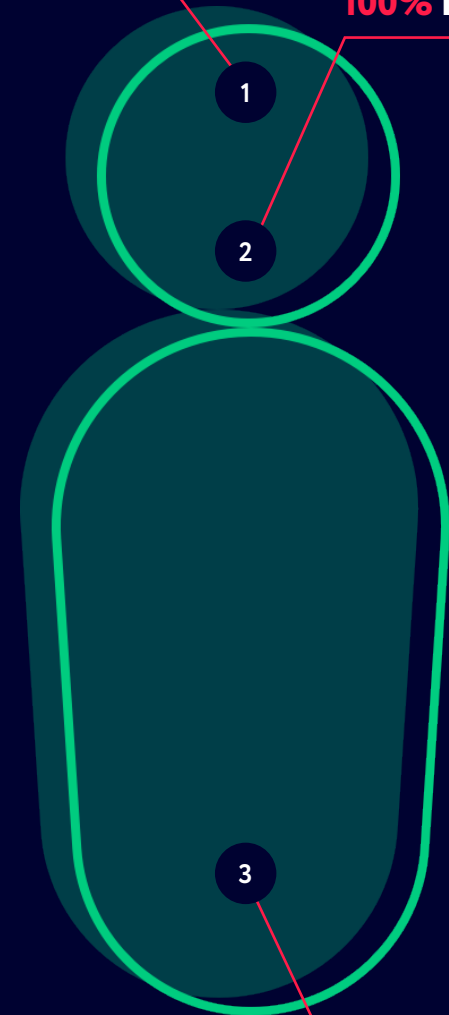
The mind-body connection is absolute<sup>10</sup>; one drives the other. Your state of mental health and your state of physical health are connected and digestion – and therefore food – is a key contributor to both.

While the latest research into microbes and the gut-brain connection gives us new evidence for this, the importance of having a balanced mind and body and the role of digestion as the foundation for health has been documented by the ancient medical systems for thousands of years; it's yet more common sense that we've lost touch with. ■

Further Reading: [10% Human](#)

**100% Mind**

**100% Food**



**100% Digestion**

**Food x Mind x Digestion  
= Perfect Assimilation**

# Believe it or not!

If you want to dig into any of the stats or statements that you've just read, here some of the references:

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### 10. UCLA Dr. Emeran Mayer 2017; Journal of Cellular Physiology 2018

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<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5772764/>



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## Got it?

So, there you have it. Perhaps you know all this already (a good start!) or maybe this has given you a different perspective. Either way, remember that you have more say over your wellbeing than you think so don't look to outsource your biggest asset in life at the drop of a hat! You can find out more about how to take a holistic approach to your wellbeing through food and practical ways to be your own fixer in the next eBook

## Why Superfied?

**Superfied** is a self-service wellness platform that helps you better understand your body and how to improve your general wellbeing by taking a more holistic approach. It integrates ancient know-how with what we know today. It's backed by over 5000 years of practice (the longest clinical trials ever?) and verified by specialists, so you don't have to decipher the latest, greatest diet or health breakthrough and play poker with your wellbeing.

**Superfied** is practical, easy and all about making you your own doctor, using food as your primary medicine for everyday wellbeing. Everything you need is in one place; diagnostics, a food medicine database, free advice and access to experts if you need them. It's a new first line of defence before you need to call the GP or pop a pill.

Our 'self-health' subscription services are an affordable way to keep yourself in good shape so there's no reason not to take control.

**#HealthYourself**

