

A HEALTHIER WAY FOR WEIGHTLOSS

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ESKIMO 3 FISH OIL

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Insulin resistance, or Syndrome X as it has been called, is not just an excuse for not being able to lose weight. It is a real condition which seriously effects a great many people especially women. If you have "middle age" spread or all your excess weight tends to puddle around your waist then there is a fair chance you could be Insulin resistance.

Basically what happens is that your body converts food to sugars which is a form that makes it easily taken up by the cells which in turn converts it into energy. This up take is regulated by insulin, secreted by the Pancreas, which acts as a key and unlocks the cells making it easier for them to take what they need out of the blood stream. Insulin resistance occurs when the normal amount of insulin secreted by the pancreas is not able to remove glucose from the blood because the cells don't recognise the insulin key.

You feel tired and lack energy, and usually what you crave is carbohydrates so you eat. This then raises your blood sugar and your pancreas pumps out insulin in a desperate effort to reduce the blood sugar in your blood but the cells just don't react as they should. Instead of being converted into useable energy the excess blood sugar is just stored as fat, usually around the middle area of the body, and so the whole cycle continues.

So if you suspect that you might be insulin resistant, and, if you know the symptoms, it is easy to diagnose. Apple-shaped women, or those who tend to gain most of their weight around their waist tend to show less tolerance for insulin. To assess your risk, measure yourself around the smallest part of your waist (don't hold your stomach in!) and the biggest part of your hips. Divide the waist measurement by the hip measurement. A ratio bigger than 0.8 for women (or 1.0 for men) indicates that your abdomen is obese and you are at risk for developing insulin resistance.

The good news is that this condition can easily be treated by making simple changes in your diet and including a daily fish oil supplement such as Eskimo 3.

Eskimo 3 Nutritionist, Katy Petter, has some advice to help "by following a simple diet of low GI foods which keeps the insulin level low your body will burn fat more efficiently."

The beneficial oils found in Eskimo 3 helps because it will actually improve the way your body handles blood sugar and insulin and help other problems such as arthritis, cardio vascular conditions and female hormonal problems.

The advice is to substitute foods that are high in refined carbohydrates or sugars such as white bread, white rice, crisps, biscuits and sugared cereals with their whole grain equivalent. Brown rice and pasta, new potatoes cooked in their skins, beans and lentils and porridge not only do you good because

they contain more fibre which makes them slower to digest which in turn prevents a surge in blood sugar and the resultant insulin response.

A diet that consists mainly of lean meats and dairy; high-fibre grains, vegetables and legumes; leafy greens; and fruit will help the body's natural ability to balance insulin levels. A recommended daily meal plan should consist of breakfast, lunch, dinner, and two snacks. Each meal should have 15 grams of carbohydrates in the form of vegetables and fruits and some lean protein. Each snack should contain only 7 grams of similar carbohydrates.

As well as taking Eskimo 3 include other healthy fats such as those found in found in avocados, cold-water fish e.g. salmon, mackerel and herring, flax seed, and eggs.

It may take a week or so to get used to eating this way but it wont be long before you will begin to feel the benefits which are:

- no food cravings
- more control over your appetite
- more energy
- fat loss particularly around the midriff and tummy
- glossier hair
- improved skin condition

In other words a win/win situation all round and a diet that is easy to follow with all the health and beauty benefits to last a lifetime!

The Eskimo 3 range is available through independent health food stores -- for stockists telephone: 020 8973 1790. Also available mail order telephone :0800 212 742

There are three products in the Eskimo range, Eskimo 3 capsules available in two sizes -- 105 (£13.60) and 250 (£24.95) -- and the liquid in a 105 ml (£12.70) or a 210 ml (£20.95) bottle. Eskimo Kids is available in two sizes -- 105 ml (£9.95) or 210 ml (£15.95).

FOR FURTHER INFORMATION, CASE STUDIES, SAMPLES AND IMAGES PLEASE CONTACT:

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