

BECOME AS STRONG AS A ROMAN GLADIATOR WITH THE FLAXSEED 9

BAR

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ANCIENT ROME wasn't built in a day but it was built on a diet of Flaxseed.

Flaxseed was once a staple food source for the ancient Greeks, Romans and Egyptians – so much so that by the 8th century, the Roman emperor Charlemagne ruled that every citizen of the Roman Empire had to consume flaxseed daily to maintain health.

Recent research has shown that Flaxseed can help benefit every molecule in the body. It improves the quality of hair, nails and skin, as well as helping to regulate bodyweight, lower cholesterol and blood pressure and prevent arthritis and cancers.

The gladiators of the Roman Empire helped build Western civilization, but today the nutritional powerhouse that is Flaxseed has almost been forgotten about – until now.

Wholebake's Flax 9 bar provides all the power of flaxseeds in a tasty snack.

The bars, which also contain hemp, contain no trans-fatty acids, are loaded with good fats Omega 3 and 6, which help lower cholesterol, and most importantly, taste great.

Mark Gould, managing director of Wholebake, said: "Flaxseeds are full of antioxidants which help to cleanse the body as well as lignans which are thought to have anti-cancer properties. The ancient Greeks and Romans were always ahead of the game and were incredibly healthy in comparison to today's society.

"People can now get their recommended daily flax in our healthy snacks and hopefully we can get our society as fighting fit as the Roman Gladiators."

The 9 Flax 9 bar is available at Tesco, Waitrose, Morrisons, Holland & Barrett and other independent health food stores.

Notes to editors:

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