

Activator™

Natural support to get you going again

THE NUMBERS

- ❑ Close to 100 million Americans are affected by digestive disorders
- ❑ Constipation is one of the most common gastrointestinal complaints in the U.S., accounting for more than 2.5 million physician visits per year
- ❑ Americans spend more than \$725 million a year on over-the-counter laxatives
- ❑ The average American eats 10-15 grams of fiber daily, far short of the recommended 20-35 grams
- ❑ Colon-rectal cancer is the number one cancer among men and women together

DIGESTIVE DISORDERS: NOT YOUR AVERAGE UPSET STOMACH

Digestive disorders are one of the most frustrating, irritating, expensive, and debilitating health complaints in America today. Watch an hour of TV any evening, and it seems the ads jump back and forth between fast food offerings and remedies -- both over-the-counter and prescription -- for various digestive problems.

Common digestive disorders range from stomach upset, gas

and bloating, heartburn, and diarrhea, to acid reflux disease, diverticular disease, hemorrhoids, irritable bowel syndrome, ulcerative colitis, Crohn's disease, and constipation.

WHEN THINGS COME TO A STANDSTILL

Traditionally defined as the passage of small amounts of hard, dry bowel movements, usually three times a week or less, constipation is a problem we will all have to deal with. Actually, today, many progressive practitioners think it's better to have one bowel movement today for each full meal you consumed yesterday. Constipation's causes are many: not eating enough fiber or drinking enough water, lack of enzymes in the food we eat, not getting enough exercise, emotional and psychological problems, even ignoring the urge to have a bowel movement. It can also be caused by a reaction to prescription medications and antacids, or an overuse or abuse of laxatives. Constipation is often precipitated by life changes -- pregnancy, aging, and even travel.

At best, constipation creates discomfort -- bloating, abdominal pain, a feeling of not having completely cleared the intestines. But constipation can also lead to more

serious situations. If you've ever had to deal with a clogged drain, you know exactly what types of problems occur when things are not running smoothly. So it is also with constipation -- impactions can occur. The straining that follows can cause problems like hemorrhoids and prolapsed rectum and uterus. This strain also can cause diverticuli (herniations or bulges in the intestinal wall) that lead to diverticulosis or, even worse, diverticulitis. Things ultimately get backed up in the rest of the body, particularly the liver. Plus, constipation can be a sign of a more serious condition, such as irritable bowel syndrome, colon-rectal cancer, diabetes, Parkinson's disease, multiple sclerosis, or depression.

SO, EXACTLY HOW DOES THAT COLON WORK?

The large intestine, or colon, is the last section of the gastrointestinal tract. As digested food moves through the colon, it absorbs water as it forms waste products (the stool). Muscle contractions, or peristalsis, push the stool toward the rectum. Think of these peristalsis contractions as waves washing a boat onto the shore. By the time the stool reaches the rectum, it's solid, since

most of the water has already been absorbed.

Hard, dry stools occur when the colon absorbs too much water, or if the muscle contractions are sluggish, causing the stool to move too slowly through the colon.

ELIMINATING THE PROBLEM

Dietary and lifestyle changes are certainly helpful in eliminating occasional constipation. However, studies have shown that fiber alone is not enough to help many of those dealing with chronic constipation. And for everyone who suffers from constipation (and we all will at some point in our lives), however brief or long-term our experience with this condition is, it has adverse effects on our bodies.

The stool is made up mostly of the body's trash -- leftovers that cannot be digested or utilized by the body, and by-products of metabolism. That waste contains toxins -- even carcinogens -- that are both a product of daily digestive processes and part and parcel of the air, water, and over-processed food we daily take into our bodies. Constipation means the retained stool (10-20 pounds is not unusual) sits in contact with the colon walls for longer periods of time. This means that the toxic components of the stool are also in contact with mucous membranes for longer periods of time, giving more opportunity for them to be reabsorbed by the body. This longer exposure to toxic waste left sitting in the colon also

means more likelihood of cancer development. It's not a good situation.

The only solution is to try to get things moving -- and keep them moving -- again. The ingredients in Colon Activator can help make that happen. Plus, they can help soothe and cleanse the mucous membranes of the digestive tract.

Cape Aloe

A native of Africa, Cape Aloe embodies all the soothing and healthful properties of its aloe cousins. Health practitioners around the world have been using aloes for years to help speed the healing of wounds, burns, and abrasions, and to stimulate the digestive system. Its use as a purgative (something that stimulates bowel movements) is well documented. The gel of the Cape Aloe contains particularly high amounts of calcium and over 34 amino acids. And the dried latex taken from the sheaf cells in the leaves is used as a laxative. In fact, it's listed as an official drug in the U.S. Pharmacopia.

Cape Aloe's work as a laxative can most likely be traced to its high concentration of anthraquinone glycosides, which are converted into aglycones by intestinal bacteria. They interact with the cells in the colon walls, increasing the transportation of water and salts from the cells into the intestinal tract.

Senna

A beneficial plant with an Arabian name, Senna has been

cultivated in Egypt, Arabia, and environs since ancient times. A member of the pea family, senna's purgative elements are close to aloe and rhubarb in that the active ingredients are the anthraquinone glycosides. The active purgative property, discovered in 1866, was named cathartic acid. Senna appears to especially stimulate peristalsis in the colon. It also has a mild cathartic or cleansing effect on the GI tract.

Cascara Sagrada

Its name means "sacred bark," and its usefulness for helping ease constipation and upset stomachs was introduced to the Spanish and Mexican explorers by Native Americans in the 17th century. Cascara sagrada is commonly used to help alleviate problems with chronic constipation. Known for its mildness as a laxative, it can also help strengthen the colon, liver, gall bladder, and entire digestive system. It has been shown to help with cleansing and detoxifying the digestive tract. It also has antiparasitic properties.

Barberry Rootbark

A brushy shrub found throughout much of Europe, Northern Africa, and Asia, barberry is a bushy shrub. It has health benefits as a tonic, purgative, and antiseptic. Health practitioners around the world have used barberry for thousands of years for everything from dysentery and stomach problems to skin conditions, inflammation, high blood pressure, and as an appetite stimulant.

One of its key active ingredi-

ents, the alkaloid berberine, is the focus of much of the research into the health benefits of barberry as they relate to its antibacterial capacities. Berberine appears actually to inhibit bacteria from attaching to cell walls in the body, helping to keep infection at bay. The alkaloids and other bitter compounds in barberry appear to stimulate digestive function, particularly by helping to increase the flow of bile into the GI tract.

Ginger Root

Used for centuries to stop scurvy, sea-sickness, hair loss, and generally aid in digestion, ginger root is considered the "universal medicine" by India's Ayurvedic herbalists. It appears to increase the production of digestive fluids and saliva, and thus helps to relieve indigestion and various stomach and digestive disturbances, including motion sickness. Ginger is thought to increase the tone and movement of the intestines.

African Bird Pepper (Cayenne)

The potent cayenne pepper has been used for centuries to help ease stomach pains, cramping, and gas, as well as to treat circulatory system problems. African Bird Pepper has a pungent, hot taste, and works well as a stimulant and anti-inflammatory agent. It stimulates gastric secretions and metabolic activity.

Fennel

The seeds of the fennel plant are well known to most cooks as a flavorful addition to many dishes,

from meats to soups. This common herb is often used to promote good digestion. It is known as a carminative, which means it helps relieve intestinal gas and cramps. One of fennel's major constituents -- terpenoid anethole -- inhibits spasms in smooth muscles, such as are found in the digestive tract. This is likely the source of fennel's carminative reputation.

FROM BEGINNING TO END

A properly functioning gastrointestinal system moves food, water, and nutrients effectively through the body, giving us the sustenance we need for daily living. At the heart of the digestive system is motion -- keeping things moving from beginning to end. When the system stalls, as occurs with constipation, the entire digestive process is affected. A variety of problems can occur as a result. Keeping the digestive tract moving is essential to keeping the body healthy.

CAUTIONS

Colon Activator is not intended for regular use over prolonged periods of time. Follow instructions carefully.

These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease, but rather is a dietary supplement intended solely for nutritional support.

SOURCES

Tramonte SM, et al. The treatment of chronic constipation: a systematic review. *Journal of General Internal Medicine* 1997 12:15-24.

Fairbairn JW. The anthraquinone laxatives. Biological assay and its relation to chemical structure. *Pharmacology* 1976 14 Suppl 1:48-61.

Longmead L, Rampton DS. Herbal treatment in gastrointestinal and liver disease -- benefits and dangers. *Ailment Pharmacological Therapies* 2001 Sep; 15(9):1239-52.

Duke JA. *CRC Handbook of Medicinal Herbs*. Boca Raton, FL: CRC Press, 1985, 78.