

# HAPPY 2025 NEW YEAR

Happy 2025 to all our customers and welcome to a new year! We hope you had a wonderful Christmas!

The winter winds are bound to be chilling, so wrap up warm, and to help boost your immune system, ask about supplements that may help you fight off any winter bugs. Come and check out our ranges from Viridian, Terranova and BetterYou and feel free to ask Fairhaven staff for assistance.



## Vitamin D3

During the darker winter months, it is advised to supplement with Vitamin D due to the lack of available sunlight. Decreased Vitamin D levels can over time lead to issues such as low mood or depression and reduced bone health. At Fairhaven we offer Vitamin D and Vitamin K2 supplements in both capsule form (from Viridian) and spray form (from BetterYou).

This includes therapeutic doses of:

- ✓ B12 and iron to assist with optimal energy levels and brain function
- ✓ Vitamin K2 and D3 for bone strength and mood support
- ✓ Choline to support liver function
- ✓ Biotin to aid skin, hair and nail health

The addition of spirulina, alfalfa and bilberry helps the body to utilise an optimal amount of the supplement. Additionally, spirulina, alfalfa and bilberry are all rich sources of antioxidants (plant-based compounds that fight damaging Free Radicals in our bodies), along with each having their own health benefits:

**Alfalfa** - Due to its elevated quantity of Vitamin K, may assist in improving blood clotting - its high fibre content helps balance blood sugar and it may also decrease inflammation and cholesterol. **Bilberry** - bilberry is a dark blue skinned berry that may have health benefits that include assisting eye health and fatigue, decreasing the risk of heart disease, Alzheimer's and diabetes and can lower inflammation.

**Spirulina** - this blue-green algae has long been recognised as a superfood for its amazing benefits. It is a source of vegan protein, may improve heart health, act as an allergy relief due to its anti-inflammatory effects and improve oral and eye health due to its zeaxanthin content. Additionally, its content of Vitamin E, C and B6 supports immune system health.

At Fairhaven we stock Viridian's Essential Vegan Multivitamin in both 30 capsule and 90 capsule options. Take advantage of our special offer throughout January!

## VEGAN MULTIVITAMIN SUPPLEMENT SPOTLIGHT

Viridian is one of our bestselling supplement brands at Fairhaven and their Essential Vegan Multivitamin is just what it says - essential for vegans!

This multivitamin is targeted towards those following a fully or temporary plant-based diet and contains 27 different crucial vitamin and mineral nutrients all obtained from vegan origins

# THROUGH 10% OFF JANUARY



# VEGANUARY IN-DEPTH

## Hot topic

Every January Veganuary celebrates the vegan philosophy, bringing awareness to vegan diets and lifestyles. Wholly vegan individuals do not consume, wear or use any animal products or products that have been tested on animals. Here we will discuss what it means to follow a vegan diet and the associated benefits and considerations.

Those following a vegan diet will consume only plant-based foods and no animal produce (meat, dairy, fish or eggs). There are a plethora of reasons why individuals may decide to take up a vegan diet including the ethical grounds of not harming animals, environmental protection or the associated health benefits.

There are a range of different vegan diets, some of which involve focussing on certain macronutrients or ways of preparing food. For example:

**Raw vegan diets:** where food is consumed in its raw form. This diet may have some benefits as certain nutrients are lost through the process of cooking. However, there are some nutrients that are more bioavailable once they have undergone the process of cooking.

**Diabetic vegan diets:** focus on reduced carbohydrate intake (especially refined carbohydrates). Instead, usually fibrous wholegrains, beans and legumes are consumed which reduces blood sugar. Additionally, plant-based proteins such as nuts, seeds, beans and tempeh and healthy fats including avocado, nuts, seeds and coconut oil are eaten.

**Vegan anti-inflammatory diet:** this is ultimately a balanced vegan diet however an individual may consume more anti-inflammatory foods such as turmeric or garlic and reduce heavy vegan proteins such as soya. Decreasing inflammation in the body by eating fewer animal products has been shown to lower the risk of diseases including diabetes, heart disease and cancer.



Vegan diets allow for the consumption of a diversity of delicious, nutritious and healthy foods including fruit, vegetables, nuts, seeds, legumes, pulses, beans, tofu, tempeh, seitan, vegan milks, vegan cheeses, vegan meats or any other product that is made plant based. A consideration can be the lack of animal-based protein, but if following a vegan diet correctly, individuals can get an adequate amount of protein through foods such as tofu, tempeh, seitan, beans, legumes, nuts, seeds and vegan products created to be 'high protein'. Whilst following a vegan diet individuals can tend to reach for the more familiar but processed foods such as vegan pizzas, burgers, cheeses or meats. Although these can be a speedy meal, moderation is key as they fall under the category of **ultra-processed foods** and can contain chemicals and additives that are harmful to health.

Natural vegan diets can offer up a wide diversity of crucial nutrients and minerals including Folic Acid, Vitamin C, Vitamin E, Magnesium, Potassium, phytochemicals, fibre and predominantly unsaturated fats which have incredible health benefits. Studies have shown that plant-based diets can reduce Type 2 Diabetes risk by 23%. Additionally, men following a vegan diet had a 35% lower risk of Prostate Cancer than those following a carnivorous diet. Other research has shown vegan diets to decrease cardiovascular disease risk, promote healthy weight management, improve beneficial gut flora and offer overall better protection against disease.

There can be certain micronutrients that may be depleted when following a vegan diet due to the absence of animal-based products. The issue lies in plant-based sources of certain nutrients not being as bioavailable to the body or being available in the quantities the body requires. In most cases individuals would be advised to consider additional supplementation alongside consuming vegan sources of the nutrients .

At Fairhaven we stock a wide range of vegan products, from organic fresh fruit and vegetables, legumes, pulses, breads, snacks, seeds, fortified yeasts and nuts to vegan cheeses, spreads, milks, cereals and protein powders. We also offer a diverse range of supplements beneficial to those following a vegan diet. See our instore displays for menu ideas.

Feel free to ask any of us here at Fairhaven for extra assistance and for additional information about going vegan refer to the Vegan Society website at: <https://www.vegansociety.com/>