

Colostrum

nature's first food



fortifying
your family's
health



Colostrum

strengthening the immune system

What is colostrum?

Colostrum is literally 'nature's first food'. It is the pre-milk fluid that all female mammals give their newborn in the first few days following the birth. It is a highly complex cocktail of vital immune and growth factors required by the baby for protection against the diseases it will be exposed to. Colostrum also assists with the development of the newborn into a strong and healthy adult.

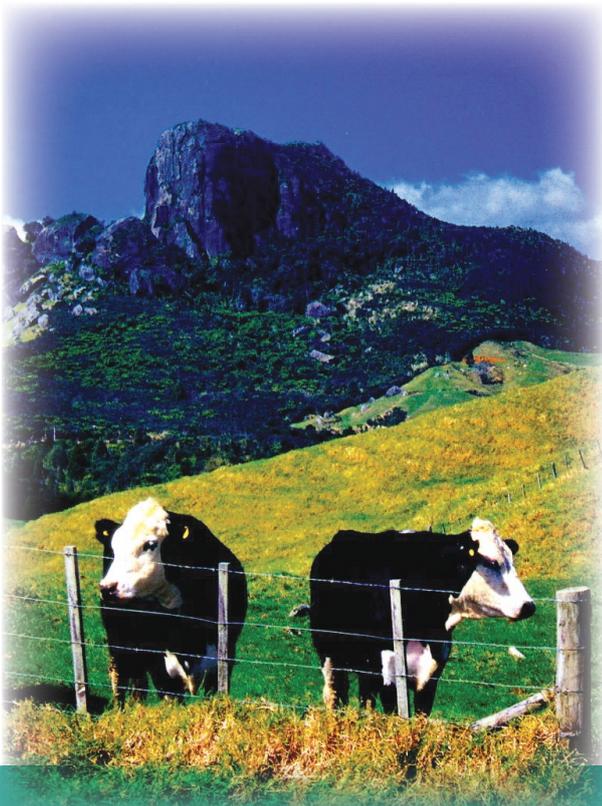
For centuries the colostrum taken from animals has been consumed by both children and adults. Colostrum has been used in India as a traditional remedy for thousands of years. Research conducted over the past two decades has proven that bovine colostrum is one of the most effective nutritional supplements available for support of the immune system. It is also well renowned for aiding tissue repair.



100% Pure New Zealand

Colostrum produced in New Zealand has earned worldwide respect for its purity and quality. Researchers and users of this unequalled health supplement have long been convinced that New Zealand dairy farmers produce the world's best. Even farmers from the United States have agreed that New Zealand has some of the best dairy farming practices seen in the world.

The New Zealand climate allows pastures to grow readily, enabling the cows to be pasture-fed all year round. Due to their daily exposure to soil bacteria these cattle have a more developed immune system. The healthy green grass as well produces beneficial enzymes, some of which are found in the colostrum and aid in its assimilation. The intensely managed, year-round pasturelands in New Zealand result in the cows requiring little or no supplemental grains.



Colostrum

manufacturing the product

The history?

Early in the 20th century scientists noted that antibody levels in the first milk produced after birth were much higher than those found in milk produced after 72 hours and prior to the development of sulphur drugs and antibiotics colostrum was recognised for its natural antibiotic properties. Physician, Albert Sabin who is credited with development of the first polio vaccine had long been an advocate of colostrum use and had in fact originally isolated the first anti-polio antibodies from bovine colostrum.

About forty years later Campbell and Peterson, using an orthodox vaccination protection theory, were to develop a programme whereby cows were immunised with a mixture of attenuated pathogens prior to the birth of their calf. The colostrum collected from these animals was referred to as immune or hyperimmunised. Research conducted on this hyperimmunised milk showed it to be prophylactically and therapeutically successful in preventing and treating pathogens capable of causing infections in the intestinal tract ranging from E coli, infant rotovirus, cryptosporidiosis, diarrhoea in AIDS and other immunodeficient patients, dental carie formation and a variety of other conditions.

In 1992 Kummer was the first to demonstrate that colostrum from non-immunised cows can prevent gastrointestinal disease in infants. Then in 1998 a study carried out at Otago University in conjunction



with the New Zealand Dairy Group demonstrated that it was possible to produce a colostrum from pasture-fed, non-immunised cows that showed greater antibody volume and activity than that of the hyperimmunised variety.

The New Zealand Dairy Industry pioneered the first commercial colostrum collection system. Hundreds of dairy farmers with more than 400 cows invested in separate stainless steel tanks and the companies developed the means by which to collect, pasteurise, dry, and store colostrum in large quantities.

In 1993 from the first batch produced, New Image International pioneered the supply of colostrum to the public with the creation of their product called Lifeline™. Supplied in powdered form and used to mix a colostrum drink,

Lifeline™ was to become one of the best known and leading colostrum's in the world.



Colostrum

the wellbeing of the animals



Once a cow has given birth, she produces approximately 30 litres of colostrum over the following 72 hours. The first five litres of the colostrum is given to the calf. This colostrum is not only vital to the calf's health but also contains high levels of blood, pus and other matter which some consider unfit for human consumption. These first five litres for the calf however, ensure that adequate nutrition is provided and that ongoing herd quality and subsequent production of colostrum and milk for the future is maintained.

The remaining colostrum is then collected, skimmed and flash-pasteurised at 72^o for 15 seconds. This is long enough to destroy any microbes, but not long

enough to damage the delicate bioactive elements. The product is then low-heat dried maintaining the bioactivity and leaving a white powder.

This low-heat drying process has a loss of bioactivity of less than 3 percent. From this stage it is manufactured into capsules tablets and powdered drinks.

In New Zealand the cows all calve at the same time of the year, so the colostrum is collected fresh and processed immediately. In most other countries calving occurs all year round and the colostrum must be frozen prior to processing. Colostrum processed from fresh is believed to be far more effective.



Colostrum and your pet



Even the health of your beloved pets can be enhanced by the addition of colostrum to their diet. If your kittens or puppies are failing to thrive, if one of your animals has a wound, abscess, stomach bug or coats are not gleaming with good health, they could well benefit from the goodness of colostrum powder. Diarrhoea can be a common problem in recently weaned puppies and studies have shown that

supplementation with bovine colostrum can assist in the reduction of symptoms and improve faecal quality. It can be sprinkled on to their food or given in a more concentrated form mixed with water or honey to aid an upset stomach or to fight infection.

So whether your pet is a top show animal or simply a loved member of the family unit, be they young or old, just like their owners they can benefit from the addition of a daily dose of colostrum.



Colostrum

and peak performance



What makes the difference between a winner, and just another competitor in the sports arena? Often it can come down to just a few vital seconds.

To have a winning edge they have to have the ability to hold off other competitors! They need the strength and endurance to keep going, no matter the circumstances. They need natural stamina.

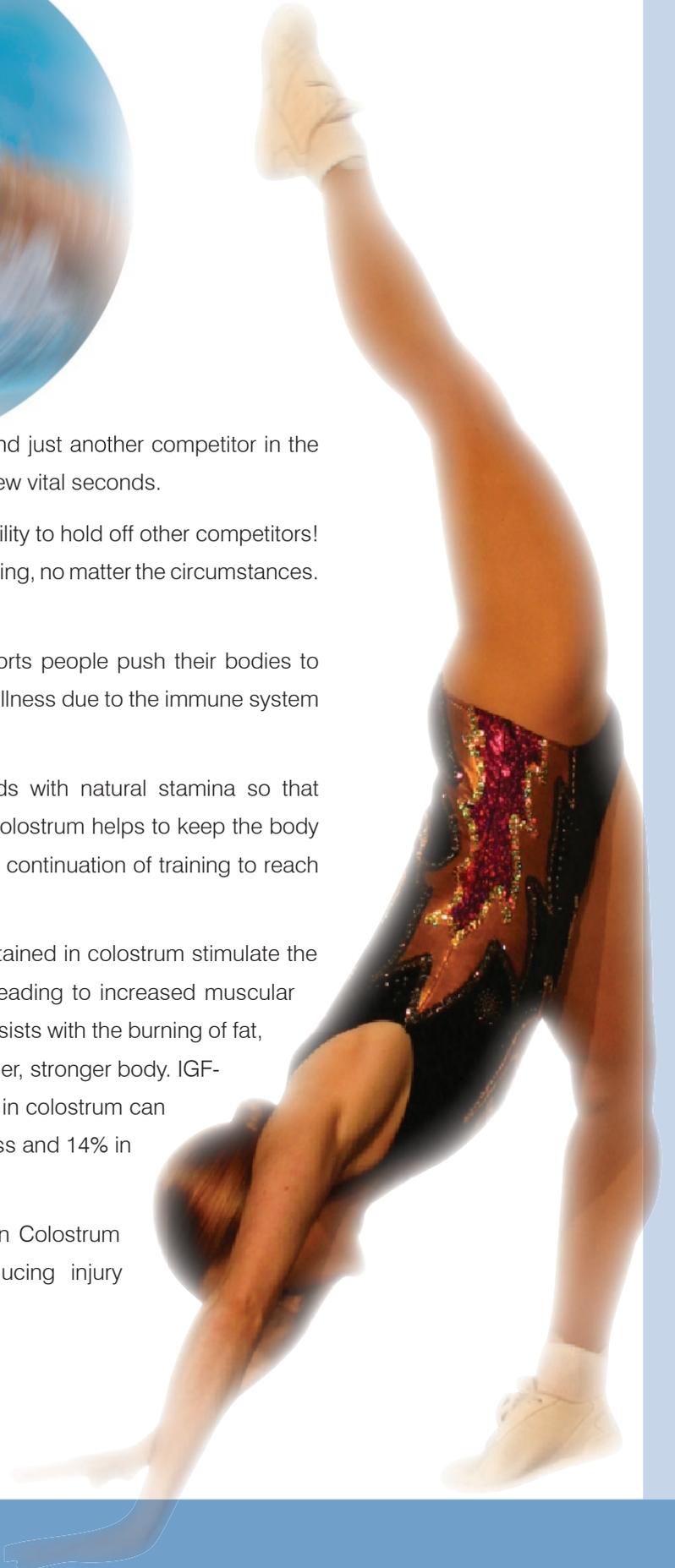
High performance athletes and professional sports people push their bodies to the limits. In doing so they can become prone to illness due to the immune system becoming depressed after exercise.

Colostrum boosts the immune system and aids with natural stamina so that athletes can achieve their best time after time. Colostrum helps to keep the body in top condition from the inside out, allowing the continuation of training to reach peak fitness levels.

The powerful combination of growth factors contained in colostrum stimulate the development of muscle tissue and bone cells leading to increased muscular strength and improved endurance. Colostrum assists with the burning of fat, whilst increasing muscle mass thus giving a leaner, stronger body. IGF-1 which is just one of the growth factors present in colostrum can promote an increase of up to 15% in muscle mass and 14% in strength.

The regenerative effects of the growth factors in Colostrum can also benefit active sportspeople by reducing injury recovery time.

greater **strength**
and **endurance**



Colostrum

the total solution

Colostrum also contains powerful anti-inflammatory agents which inhibit the activities of inflammation-causing agents inside the body, thereby reducing the inflammation and its associated pain.

During training and competitions sportspeople place stress on their entire body including the internal organs, especially the gut. Growth factors found in colostrum have been proven to aid in the healing of gut damage and in the prevention of subsequent damage. With a properly functioning gut, your body is better able to metabolise everything you put in to it.



“Colostrum is so safe, it has been prepared by nature as the first food for infants and it would be hard to imagine any substance more natural or beneficial.”

International Institute of Nutritional Research

Colostrum and aging

Extensive research has shown that colostrum is unique as it is the only substance that offers anti-aging hormones in perfect balance - just the way nature intended. This explains why there are no known negative side effects from taking colostrum, even in large doses.

When colostrum is taken regularly as a supplement, skin can appear more youthful, age and liver spots can be reduced, and bone mass, density and lean muscle mass is increased. Fat levels decrease, while energy and disease resistance levels increase. In some cases hair can begin to regain its thickness and colour.

Colostrum also contains other vital growth factors such as EGF (Epidermal Growth Factor), which demonstrates the highest ability to stimulate skin regeneration and wound healing. IGF-I and IGF-II are insulin-like growth factors which are important in reducing fat deposits as they tell your body how to store and use food for energy. IGF-I also accelerates the healing process, balances blood glucose and reduces the need for insulin. It can also increase muscle mass and strength and assists in bone growth and repair.

total health solution

Colostrum

the Alpha Lipid™ difference



the natural immunity provider

100% more effective

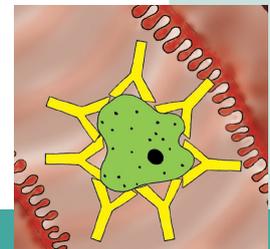
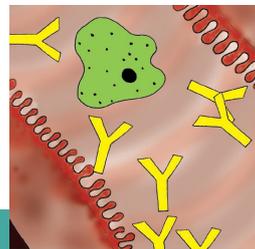
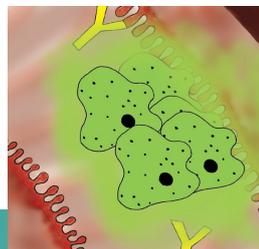
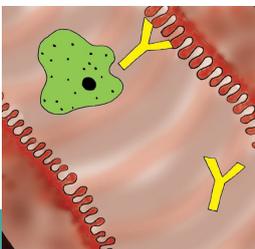
Through continued research and product development, New Image International has developed ALPHA LIPID™, a patented exclusive lipid formula which enhances the solubility of colostrum. More solubility equals more effective action. ALPHA LIPID™ is made from a dairy product derived from milk lipids (a type of milk fat), both of which are already natural to colostrum, and therefore do not cause damage to its delicate active ingredients.

Phospholipids and sphingomyelin help dissolve the colostrum in the gut and have been shown to improve solubility by 100%. In addition to assisting colostrum's effectiveness, these specialist dairy ingredients have a positive effect on the liver, gut and brain function.

Phospholipids are found almost exclusively in cellular membranes and in the lipoprotein fraction of plasma. They function primarily as structural elements and are essential for the growth, maturation and correct functioning of the cells in the body. Eighty percent of the brain is comprised of sphingomyelin.

Colostrum in action

1. Germs enter the body and make their way to the gut wall.
2. Once attached to the gut wall, germs begin to multiply freely, causing illness and disease.
3. The antibodies in colostrum remain in the gut, increasing your natural antibody levels. When a germ invades they attach themselves to it.
4. Once the antibodies are attached, the germ cannot stick to the gut wall, and passes harmlessly through your system.

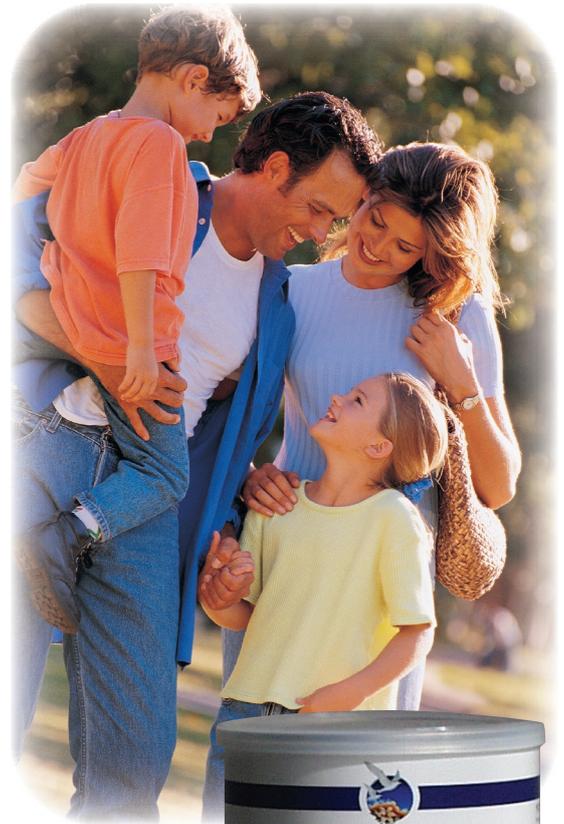


Colostrum

fortifying the immune system

FluNOX Oral Spray

A unique oral spray that allows powerful Bioactives in the solution to be immediately absorbed through the mucous membranes in the mouth and oesophagus



Immufort Colostrum Tablets

A high potency colostrum tablet with 40% IgG. Each delicious vanilla flavoured chewable tablet contains 550mg of bovine colostrum.

The ALPHA LIPID™ Colostrums

ALPHA LIPID™

Capsules

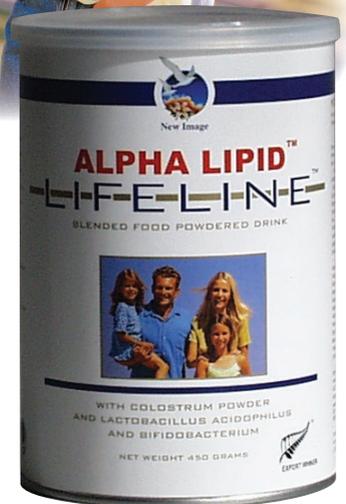
Each capsule contains 455mg of bovine colostrum. Packed in bottles of 120 or 60 caps.



ALPHA LIPID™

LIFELINE™ Powder

Powder formula mixes with water to become the ultimate healthy family breakfast drink. 450g can provides 28 servings.



ALPHA LIPID™

Tablets

Each vanilla flavoured chewable tablet contains 500mg of bovine colostrum. Packed in bottles of 120 or 60 tabs.



FLUNOX ORAL SPRAY

125 ml Bottle - Code 6850

IMMUFORT HIGH POTENCY TABLETS

60 Tabs - Code 6390

ALPHA LIPID™ CAPSULES

120 Caps - Code 6355 60 Caps - Code 6350

ALPHA LIPID™ TABLETS

120 Tabs - Code 6345 60 Tabs - Code 6325

ALPHA LIPID™ LIFELINE™

450g can - Code 8413