

Popular Remedies

By Leon du Plessis

High Fibre diet for good health!

Do you lack fibre? This is a question that can well be asked in our modern, western society. It has often been said that we eat ourselves into our graves. This is fact. Bad diets, like eating the wrong foods, leads to obesity and in many instances is followed by heart ailments, and death.

But who is to be blamed for this sad state of affairs? A very big part of life in this modern society is the eating of refined, processed foods, which do not contain any crude fibre, so necessary for a healthy, balanced diet.

People are warned to eat or not to eat certain foods or not to eat too much of it. It's like trying to tell an inveterate smoker to stop. He knows smoking is bad for him, but carries on — "afterall, it's my life", he says.

So, what do we do? Harry Lazarus believes his company can make a vital contribution towards finding the answer.

Health conscious, Mr. Lazarus, Dip. Pharm., and general manager of Intal Ethical Promotions in Johannesburg, says good health can be maintained and even regained simply by eating a high-fibre diet.

His contribution is a high fibre tastefully acceptable biscuit, suitable for all age groups.

"It's not just a biscuit", he told S.A. FAMILY PRACTICE. It's a dietary supplement, which gives our bodies the fibre we lack today when we are eating between one-fifth and one-tenth of the fibre eaten by our forefathers."

Mr. Lazarus said that after seeing a trend towards the use of fibre by the medical profession in 1977, he embarked on a research programme to find a suitable product for consumption.

"I worked with the Potchefstroom University's pharmaceutical section, where we developed a one-gram fibre tablet only to discover later that about 20 tablets had to be taken daily to get any results, so we abandoned it.

"We then started looking at the possibility of a big tablet and struck on the idea of the high fibre biscuit.

"I went to the research laboratories at Premier Milling in Johannesburg and explained that I wanted to make an acceptable brand biscuit.

"We started experimenting with different types of fibre and after much testing, mixing, formulating and tasting samples from 150 batches of biscuits we found the right fibre combination which was acceptable."

Mr. Lazarus said the research group comprising himself, Dr. Gerrie van Noort and Dr. H.S. Hurwitz; Mr. George McKenzie, Premier's biscuit maker, and Mr. E.J. Rodkin, an Intal pharmacist, had "found the highest concentration of fibre (in the form of a biscuit), which was tastefully acceptable for a person to eat, after two years of research and development.

"We were then in a position to put the Intal high-fibre biscuit, containing 4,67 grams of fibre, on the market."

Dr. A.R.P. Walker, in his summary of his article 'Health Implication of Fibre-Depleted Diets', October, 1977, aptly puts it "that fibre-depleted diets are a major, or perhaps even the basic cause of the increasing prevalence of several degenerative diseases.

"Although much further research is essential, available evidence warrants recommending an increase in the intake of fibre-containing foods, especially those of cereal origin."

N.S. Painter, senior surgeon, Manor House Hospital, writes on 'constipation' in The Practitioner, April 1980: "The purpose of this article is to show that simple constipation is not just a nuisance to be dismissed with physic, but often is the result of our over-refined, fibre-deficient Western diet.

"Once investigations have excluded the presence of some dreaded disease, most patients can be reassured that their bowels are normal and can cure themselves by taking a high-fibre diet."

"Many diseases have become common in the affluent Western nations only in the last century whilst remaining rare or unknown in rural Africans and Asians who eat plenty of fibre and little refined sugar."

"They do not suffer from constipation, appendicitis, diabetes mellitus, cancer of the colon, Crohn's disease, haemorrhoids, gall stones, coronary disease or obesity. They pass

large soft stools easily whilst many of us often strain to pass small, stiff stools infrequently."

"Bran fibre alters cholesterol metabolism and fibre-deficiency probably hinders the excretion of cholesterol. This may account for the increase in atheroma, coronary disease and cholesterol gallstones in countries where constipation is common."

Painter concludes: "Secondary constipation and its causes are well-known and usually it is treated competently and quickly, but the attitude that simple constipation is a nuisance requiring only a prescription still persists. "This attitude should be changed. Simple constipation can be cured cheaply and safely by eating a high-fibre diet and bran."

Says Mr. Lazarus: "The natural diet of any plant-eating animal, including man, is obviously a fibre-rich diet. In 'discovering' fibre, modern man is waking up to the fact that his food is systematically deprived of fibre on its journey from the field to the grocery store."

"A modicum of food processing is inevitable in urban civilisation, if only to keep food fresh. But food technology has recently developed a momentum of its own, and supermarket shelves are now crowded with high-contrived products. Almost all of these contain refined — that is, fibre-depleted — carbohydrate, especially sugar and white flour.

"Today most people get most of their carbohydrate in these forms. Consequently the average person obtains 80 per cent of his daily calories from fibre-free sugar and about 20 per cent from wheat flour that retains only a third of its original fibre."

Mr. Lazarus has recently returned from the United States where he concluded an agreement with a multinational pharmaceutical company who have been given the rights for the product to be marketed in America, Canada and Europe.

"Subsequent to our development and research we've received enquiries from all over the world for the high fibre biscuits," said Mr. Lazarus.

Topics

Sole Sub-Agent

Hoechst South Africa (Pty) Ltd has appointed Holpro Analytics (Pty) Ltd as sole sub-agent for Riedel-de Haën laboratory reagent chemicals in small packs for the Republic of South Africa, and the Homelands.

Riedel-de Haën, a subsidiary of Hoechst AG, is an international company with a worldwide reputation for the manufacture of high purity chemical reagents. It has sold its products in South Africa for many years.

Hoechst needed a sub-agent to handle this specialised chemical reselling. "We chose Holpro Analytics, a well-known company in South Africa, which distributes and is an agent for a vast range of chemicals and pharmaceutical products," says Mr K J Schoemaker, Deputy MD of Hoechst SA.

Second skin for Ostomates

One of the major obstacles to successful rehabilitation of stoma patients is sore skin. Removing adhesive bags excoriates the skin and subsequent changing aggravates the problem until at times it becomes intolerable.

Hollister Skin Gel, a peristomal protective film for ostomates, has recently been introduced to prevent irritation associated with repeated use of adhesive appliances and tapes.

A very thin application of Skin Gel over the peristomal area, dries to form a tough, resilient film which acts as a "second skin" onto which the new bag can be applied.

When the bag is removed, this "second skin" reduces the pain associated with bag changing, and can improve the patients' mental attitude to their new situation, facilitating a more successful rehabilitation.

Skin Gel is contra-indicated for use on severely irritated or excoriated skin, and open cuts or sores.

Further details on Hollister Skin Gel and Trial Samples are available from the Professional Services Department, Abbott Laboratories, (Pty) Ltd, 2 Samuel Evans Road, Alberton.