



If You Drink Alcohol . . . A Measure of Protection Makes Sense

Whether you plan to "tie one on" during a holiday, or just sip a little wine with dinner, you should be aware that you may experience a form of low-level toxicity. When you drink, your body converts alcohol into toxic by-products, especially one called acetaldehyde. These toxins cause free radical damage and other problems, and are to blame for the hangover experience.

HANGOVER FORMULA from Source Naturals may help to prevent and relieve some of the causes of hangovers. Its potent combination of antioxidants and Western and Chinese herbs is designed to help neutralize the negative effects of alcohol and replenish the nutrients it destroys.



SOURCE NATURALS™

Hangover Formula™

SOURCE



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Fight Free Radicals

Acetaldehyde causes the creation of free radicals, which can disrupt cellular activities throughout your body. This causes damage that accumulates with continued use, and is particularly threatening in its effect on the liver. But research shows that Vitamins C and E, and the amino acid Cysteine, act as an antioxidant force to counter the acetaldehyde-produced free radicals, helping to protect against long-term damage. HANGOVER FORMULA provides substantial amounts of these nutrients, and includes Cysteine both in its free form and as the powerful N-Acetyl Cysteine.

Help Counteract the Energy Drain

Acetaldehyde also poisons the energy-generating processes in our cells, the Krebs and glycolytic cycles. It breaks down the protein fraction of enzymes needed to keep these energy generation cycles going. It also damages enzymes that help carry nutrients through the intestinal walls, and others used by the liver to activate vitamins so they can be used in the body. This destruction of critical enzyme systems causes the intense fatigue and the feeling of literally being poisoned that are associated with hangovers and with too much drink, too fast.

HANGOVER FORMULA provides the vitamins and minerals necessary to replace the damaged enzymes and keep the Krebs and glycolytic energy cycles going. The result? You feel better — stronger and healthier — than you might otherwise.

Guard Against Severe Depletion of Critical Vitamins and Minerals

Alcohol impairs absorption of a wide range of essential vitamins and minerals by the intestines. Many of the vitamins at particular risk are B-Vitamins such as B1, or Thiamine.

Alcohol also disrupts the kidneys' ability to conserve the mineral Magnesium, which is then flushed out in the urine. To help reduce the risk of severe depletion, HANGOVER FORMULA provides two of the principal minerals related to nerve function — Calcium and Magnesium — plus substantial amounts of all the B-Vitamins, with an especially high level of Thiamine.

The Acetylcholine Connection

Another major effect of alcohol in the body is the destruction of acetylcholine, one of the body's most important neurotransmitters. HANGOVER FORMULA includes Phosphatidyl Choline, Choline Bitartrate, and DMAE (dimethylaminoethanol), which are precursors for acetylcholine.

Alcohol also causes the brain's sensitive cell membranes to get very "puffy" (or "fluidized" in scientific terms). This is followed by a rebound effect, and the cell membranes get too "thin," which can result

in a lack of coordination and focus. The acetylcholine precursors in HANGOVER FORMULA also help restore the normal levels of fluidity to these cell membranes, and assist in clearing and focusing the mind again.

Herbal Approaches

Naturopaths worldwide address hangovers with cleansing herbs that help the body regain its natural balance. HANGOVER FORMULA employs a sophisticated selection of these powerful herbs. Chinese Herbology contributes Pueraria Flowers (Ko Hua), specifically to cleanse; Magnolia Bark (Hou Pu), to relieve food stagnation; and Gastrodia Root (Tien Ma), to relieve tension and excessive "liver yang." Western Herbology provides Gravel Root, Slippery Elm, and Peach Leaves to restore fluid balance, plus Fennel Seeds, Cloves, and Mint to enhance assimilation. Other herbs of benefit include Germinated Rice, Crysanthemum Flowers, Marshmallow Root, and most importantly, Feverfew Leaf and Milk Thistle Seeds.

Numerous studies in the scientific publication *Lancet* have demonstrated the amazing efficacy of the Feverfew Leaf. This traditional herbal remedy apparently helps to block the effects of hormone-like biochemicals called *leukotrienes*, which — when out of control — cause intense discomfort, until the body can once again get in balance. Three tablets of HANGOVER FORMULA provides 100 mg of a very potent Feverfew Extract.

Silymarin, an extract of Milk Thistle Seeds, is the most popular herb in Germany for the liver. It helps keep this major cleansing organ in optimal working order by fighting free radicals and thus minimizing damage. In addition, Silymarin enhances the unique self-regenerative properties of the liver by helping accelerate repair when damage has been done.

Complete Nutritional & Herbal Support

To counter nutrient depletion and ease discomfort during hangover miseries, HANGOVER FORMULA is here to help.

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