Focus on Nutrition and Lifestyle

Introduction
Phi’on aims to support health and wellbeing in the modern era, and to maximise the use of nutrient dense food in the diet. Phi’on products are nutrient dense food for the gut and the skin, and are not medicinal products.

The human body is a highly complex, self-healing and self-regulating system that relies on nutrient dense food, microbial balance in the gut and a high quality water to sustain health and prevent disease. The human gut has about 2kg of microbes (thousands of species) to transform minerals and other nutrients through metabolic pathways that enable the body to function. To a large extent, we only have to give the microbes the materials they need and they do the rest.

Skin is a major pathway for water absorption into the body, as well as protecting the body against water loss. When we bathe or swim in sea or fresh water we absorb water through our skin, including the colloidal minerals in that water. Consequently, the skin is also a pathway for toxic chemicals to enter human cells from the air, water and other surfaces. The thousands of species of beneficial microbes on the skin have a role to play in moderating cell exposure to pathogenic microbes from our environment (eg. soil, air and water).

Lifestyle is also critical to health through adequate exposure to sunlight energy in the morning, adequate sleep, exercise muscles with work or sport and regular physical contact with nature, eg. sea and river water (recreation), soil (gardening), walking in the bush, on the beach and other natural environments.

Outlined below are the reasons why Phi’on has developed and produced a range of nutrient and/or mineral dense foods for the gut and skin. Phi’on uses natural, nutrient and mineral dense ingredients (including the minerals and biology from sea, spring and pristine river waters). The ingredients for the skin food products also include plant essential oils, clays (eg. zeolite and diatomaceous clays) and essential acids (eg. Humic and Fulvic acids). Phi’on has developed a range of techniques to use seawater minerals as a skin food, as sea water has a natural balance of all elements (eg. minerals) known to man.

Basic Principles of Health
The human body is composed of trillions of tiny, living cells, each one made up of an infinitesimal but perfectly balanced quantity of three classes of materials: water, organic substances and inorganic substances. The greater portion of the body comprises water (70%) and has a negative voltage (-20mV—50mV), along with organic matter such as sugar and fatty substances. The inorganic (mineral) elements, although present in very much smaller quantities, are the really vital elements, the active workers which utilise the inactive substances in building the millions of cells. The life of these cells is of short duration: millions of them are constantly breaking down and new ones are just as rapidly being built up, the necessary material for this continuous rebuilding being supplied from the blood stream. If the blood lacks the necessary quantities of these active, life-giving, inorganic elements then the rebuilding process cannot proceed in a normal, orderly manner, and the resulting disturbance gives rise to what is called disease in one of its many forms.
The five basic principles of good health are:

- **A balanced gut biology** that comprises predominately beneficial microbes that initiate metabolic pathways, fundamental to all body functions, eg. cell metabolism
- Disease does not occur if cell metabolism is normal or not compromised by gut (biology) and nutrient (eg. mineral) imbalances. Cell metabolism is in turn normal if cell nutrition is adequate and the gut biology has all of the materials (minerals and nutrients) essential for life
- Nutritional substances are either of an organic or inorganic form that are primarily available from natural (wild) food and water
- The ability of the body cells to assimilate and to excrete (eg. toxins) and further to utilise nutritional material is impaired if there is a deficiency in the inorganic mineral (eg. tissue salts) constituent of cellular tissues
- Adequate cell nutrition may be restored and cellular metabolism normalised by supplying the required nutrients to the cells.

The effectiveness of the processes described above is therefore largely dependent on the quality and integrity of food and water. There are other wellbeing and environmental factors that influence health and these include adequate sunlight exposure, hydration, physical activity and sleep.

Modern medicines are not a replacement for nutrient dense food. People with disease have choices, eg:

1. Conventional medications from a doctor (primarily synthetic drugs)
2. Alternative or complementary medicines from alternative health practitioners (primarily natural supplements of minerals and other nutrients, including probiotics)
3. Food supplementation to address gut biology and nutrient (eg. mineral) imbalances, using both whole foods and food composites (liquid concentrates of minerals, nutrient compounds and beneficial microbes)
4. Combination of 1-3.

**Phi’on** products only address option 3 above. **Phi’on** products are formulated from composite foods and minerals derived from natural waters (including seawater), clays and rock dusts to replicate a complete nutrient dense food supplementation.

**Background**

A fundamental aspect of health and wellbeing is having a biologically balanced gut, on the skin, in the mouth, ears, etc. The human (and animal) body is designed to have the beneficial and pathogenic microbes in balance whereby the pathogenic microbes are controlled by competitive exclusion through predominance of beneficial microbes (bacteria, yeast, fungi, etc.) on and within the body (including the respiratory/lung system, mouth, nose and ears). In fact, many infections and diseases (including and possibly Lyme Disease) result from airborne pathogens. The human body is literally bombarded continuously with pathogenic microbes from all surfaces (air, water, food, etc.) and will cause ill-health if the body’s defences are compromised with biology imbalances and a weak immune system.

The human body is 99% genetically the same as humans 60,000 years ago and these people walked bare footed on the Earth and ate wild food from the natural environment. This food was essentially nutrient rich and covered with thousands of species of microbes. The ingestion of these microbes improved the immune system and capacity to adapt to environmental stresses. The concept of the germ is a modern day myth that propels the pharmaceutical and medical system into suppression of
natural biological balance and promotion by the pharmaceutical and medical system of practices that support sickness. Sickness is a very lucrative industry dominated by money and control of government health and food policies. These regulative policies of governments consequently suppress the fundamental base of health and wellbeing through the denial of natural or self-regulating and self-healing processes of the body through nutrition. The Government’s inadequate regulation of chemical exposure to humans and animals in food, air and water pollution is the major health tragedy of this era.

Furthermore, traditional medicine (allopathy) lacks belief that the body, through lifestyle, nutrition and natural means, could address many health issues (even serious ones). Traditional medicine is particularly dependent on drugs that largely mask symptoms. None of these medical approaches encourages empowerment of people to independently pursue better health strategies. Rather, it makes the medical system most susceptible to being co-opted by the pharmaceutical agenda to maximise drug use in a false belief for cure.

We know that the food and medical systems are failing to support health, as the incidence of chronic disease since the 1970’s is significantly increasing for:

- breast cancer in young women
- autism in very young children
- obesity in children
- cancer, auto-immune and heart disease in middle aged people

The subsequent national costs in health and welfare to address these issues in the future will bankrupt nations, and impact severely on economic and social wellbeing.

**Phi’on’s food products for the gut and skin contain high concentrations of minerals and other nutrients and in this respect we are doing our bit to draw attention to the exploitation of medications by the pharmaceutical industry.** **Nutrients enhance health and medications (drugs) degrade health.**

**The Loss of Nutrients in Food**

The modern diet (since about 1970) of the western world (including Australia) causes disease. This diet has moved away from natural foods to a high consumption of processed (dead) fast and synthetic foods. This modern diet is composed of 25 percent animal products and 62 percent processed (unnatural) foods and only 5 percent of nutrients from organic fruits and vegetables.

Nutrients for health are delivered in whole, living foods, eg. a whole apple that has essential nutrients in the skin and these nutrients are integral to the rest of the nutrients in the apple. Also, the natural biology on wild and most organic food is an integral part of the food. For example, a natural probiotic is a wild food that is nutrient dense and covered with the natural microbes of its growing environment. On the other hand, processed food disentangles, removes or destroys nutrients and biology, and the natural cohesion and harmony of the whole food. On the other hand, food that is fermented with microbes (eg. a liquid probiotic) enhances the nutrient availability to the gut.

Unfortunately, food has also become less nutritious as a result of the food processing industry (since agriculture commenced) due to preferences for sweeter fruits and vegetables, and the rejection of the disease fighting astringent foods (eg. mustard greens, Brussels sprout, etc.). That is, it is cheaper
for the food industry to mass produce low nutrient and carbohydrate (sugar) high foods than nutrient dense food. Unwittingly, we have accepted the stripping of phytoneutrients from our diet since we stopped foraging for wild plants some 10,000 years ago and started growing plants in agriculture. Consequently, modern day food has a small fraction of the nutrient diversity and abundance of wild collected food.

Part of the reason for this sudden increase in sickness since the 1970’s, is that the nutritional content of the modern processed food supply system has been rapidly declining as a natural consequence of increasing chemical contaminated soils that suppress microbial life and uptake of nutrients, eg. zinc and phosphorous. Also, the introduction of genetically modified (GM) food has became the vehicle for the carriage of the toxic chemical glyphosate into the cells of food plants and meat, and then into human cells. There is now very good scientific evidence emerging from American scientists that glyphosate blocks numerous metabolic pathways in the human body including the synthesis of hormones, sulphates (eg. Vitamin D activation), etc. The glyphosate chemical has been passing through the placenta to foetuses for decades. This chemical blocking action is now implicated in the onset of autism, cancer, diabetes, inflammation, heart-disease and many other diseases including auto-immune diseases. The tragedy of this industrialisation of food is increasing sickness and that most people have outsources their health and wellbeing to the medical and pharmaceutical industries.

During the past 40 years, mothers have been passing to their unborn children the triggers for sickness through poor gut biology balance, poor nutrition, toxic chemical exposure in the air, water and food, inappropriate medications and recreational drugs; and other environmental factors (eg. exposure to loud noise and electro-magnetic emissions from electronic devices, loss of regular physical interaction with nature, and loss of daily exposure to morning sunlight energy and harmonic music)

The modern, western diet is a cancer-and heart-attack-causing diet that is causing a massive increase in health and welfare costs. These combined costs now account for about 50% of national budgets. Our nation’s food choices have produced a population with widespread chronic sickness costs that are spiraling out of control. You cannot escape from the biological law of cause and effect that bad food choices are the most significant cause of disease and premature death. It is also the major reason that most babies are now born with a high level of chemical toxicity and propensity for health issues from birth (eg. autism). We cannot win the war on these diseases by putting more money into medical interventions or drugs. We must unleash the disease by changing what happens in the kitchen and people taking responsibility for their own health and the health of their families.

The key to excellent health and longevity is to eat a high ratio of micronutrients to macronutrients. Macronutrients contain calories such as saturated fat, carbohydrate and protein that supply energy to the body. Micronutrients (eg. trace minerals), such as vitamins, minerals, and phyto-nutrients do not contain calories, but have other essential roles. Thousands of these compounds work synergistically to detoxify carcinogens, deactivate free radicals, enable DNA repair, and maintain immune defences. The lack of phyto-nutrients due to a low-micronutrient diet has an inevitable consequence that includes chronic disease, including auto-immune diseases. Low-nutrient foods (fast foods and processed foods) also stimulate overeating, particularly of sugars or carbohydrates. Low-nutrient, high-calorie food is known to alter gut biology composition and balance, and
consequently be physiologically addictive; having effects on the brain similar to those of illegal drugs. Dieting by portion control without probiotics and nutrient dense food doesn’t work because it is constantly fighting addictive drives, eg. sugar or carbohydrates. However, the drive to over-consume calories is reversed by high-micronutrient food from vegetables and fruit (grown naturally without chemicals).

**Conclusion**

*Phi’on*’s nutritional food products work with the body’s systems to provide resources that support the body in sustaining or restoring health, in the same manner as ingesting whole, natural foods. In this process, the body will generally and naturally detoxify and readjust (ie. self-regulate or balance) in a manner that most people experience as an increase in wellbeing. Occasionally, some people experience certain indicators that cell cleansing or body adjustment is occurring. Any process of detoxification or cell cleansing is a serious endeavor that is better taken slowly and supported with an abundance of nutrient dense food and adequate water in the diet. Body harmony through self-regulation (eg. balancing) establishes a foundation upon which healthful practices can be developed with aging.

The more illness one experiences, the more margin or gain there is to experience in well being. Regardless of whether you already enjoy good health or have minor health issues, the use of *Phi’on* products is a strategy that goes hand in hand with the regular use of nutrient dense food and avoidance of toxic environments and addictive lifestyle practices. Your health may be set back if you eat junk food, take abusive substances, or engage in damaging practices and expect a product to overcome such assaults. One can expect these products to support people who are willing to take responsibility for their own health.

**Disclaimer**

*The information in this paper is not intended as medical advice, and nor do the opinions in this paper infer a therapeutic effect for any products. Everyone is encouraged to critically evaluate any information relating to health and wellbeing, including the information on websites and other parts of the Internet that promote both traditional and alternative medicines. This paper is not a discussion about medicines, in the conventional sense, however it is a discussion about food and the changes in food quality and integrity since the 1970’s and the impact of this change on health. Your health and wellbeing are dependent on you making informed and wise choices: nobody else has as much at stake as yourself.*