



2. Lucky Star Pilchards are a rich source of Selenium

What is selenium? Selenium is a mineral that was once believed to be toxic but now it is regarded as an essential mineral needed by us in small daily amounts. It has been found to be important in its contribution to the prevention of cancer and cardiovascular disease.

What are its sources? Selenium is found in the soil. In areas where there is a low selenium level it has been shown that there is a higher cancer rate than in areas where there is a high selenium level. Many natural foods contain selenium. It can be present in drinking water. Mother's milk is rich in it, more so than cow's milk. Brewer's yeast, wheat germ and health foods contain high concentrations of it as do many vegetables, whole grains, nuts and molasses. Animal sources such as liver, butter and lamb have adequate amounts and so do Pilchards and other fish.

Functions: Selenium prevents or slows the biochemical ageing process of tissue degeneration and hardening - loss of youthful elasticity. It also benefits the cardiovascular system (heart and blood vessels) and protects against cancer. We need adequate amounts of selenium for the maintenance of these functions. It also increases the formation of antibodies that fight disease in the body. Selenium is an excellent immune system booster. Good selenium levels correlate with low cancer rates; research is still being done on this but it is thought that it decreases cell division or helps cell repair. People with adequate levels of selenium have fewer adverse effects from cigarette smoking, alcohol, oxidized fats and mercury and cadmium poisoning. Doctors suggest that it also may aid in protein synthesis, that is growth and development and fertility, especially in males.

Uses: It is used in treating a variety of inflammatory problems and is helpful in treating degenerative diseases. It also shows promise in treating arthritis and research on this is continuing. It decreases the risk of heart attacks and strokes. Where the soil is found to be rich in selenium, decreased cancer rates and cancer deaths especially from breast, colon, prostate, lung, ovary, bladder, pancreas and skin cancers have been found. Selenium can help to prevent disease by increasing our resistance. In some cases it promotes more rapid recovery from many basic disease processes. Its cell-membrane-protecting influence on improving tissue elasticity needs further research but it, with vitamin E, does appear to be helpful in treating acne and other skin conditions.

AIDS: There is a theory that several little known genes in HIV control the formation of proteins which have an enormous appetite for selenium. When the virus depletes all of the selenium in an HIV-infected cell, it reproduces and begins to attack other cells in search of more selenium. The more selenium the virus uses the less is available for the body's immune system (selenium is essential for our immune systems) and so AIDS patients become more vulnerable to life threatening infections. Supplemental selenium then would do two things: first it would provide the HIV virus with the selenium it needs so it would not spread throughout and second, it would keep the person's overall immune system functioning so it could resist the secondary infections that usually kill HIV patients. Genetic evidence and clinical studies using selenium in the treatment of AIDS suggest this theory is true.





Selenium delivery: It has been suggested by medical experts that a deficiency in selenium may bring increased risk of certain cancers, cardiovascular disease, hypertension, strokes and kidney disease. Other problems thought possibly to be related to selenium deficiency are: eczema, rheumatoid arthritis, cataracts and alcoholism.

Requirement: Doctors suggest that we need about 100mcg daily to support some of selenium's functions, though further

