



Dear

April 2008 e-newsletter

This month I emphasize what's compelling and unique about procyanidins and Madiran and St Mont wines. Please note the comment from Decanter's Consultant Editor and I hope you enjoy the wine joke.

In this issue:

- **Why you need a healthy heart strategy**
- **What the experts are saying about Madiran red wines**
- **Wine joke - the ladies will love it**
- **Featured wine - Ch d'Aydie 2004 \$35.00 Trophy medal**
- **Regular order program with 10% DISCOUNT**

If you have not experienced healthy [Madiran & St Mont](#) red wines before then now is the time. Our customer [TESTIMONIALS](#) confirm the research.

Live Better ... Live Longer

Jump to www.lifestylewines.co.nz for the -

WORLDS MOST POTENT WINES THAT PROTECT AGAINST HEART DISEASE

Why YOU need a healthy heart strategy

Why not live LONG and HEALTHY like the population of the Madiran. The world is your oyster if you are healthy. It may be for the pleasure of friends, family and grandchildren, a long and enjoyable golfing retirement, or the wonderful travel and food experiences here in the best country in the world and other exotic destinations.

We have seen the centenarians of the Madiran who still work and generally have good health. Large doses of [Procyanidins](#) in the Madiran wines (and other foods) is not just about achieving old age, its about HEALTHY ACTIVE OLD AGE. This is the proposition.

So a daily glass of Madiran is a brilliant strategy for the over 40s to protect against heart disease. Arguably there is no greater health issue than heart disease, from which half of us die - that's a World Health Organisation (WHO) fact.

WHAT DIFFERENTIATES OUR HEALTH MESSAGE FROM OTHERS?

We believe the **unique and utterly compelling** answer is -

- the [research](#) is backed up by epidemiological studies which reveal **populations that consume high dose procyanidin foods have the greatest longevity,**
- the **research was conducted on cultured human tissue** – not other animals,
- this is a **healthy compound occurring in high doses as part of a natural diet** – NOT an unnaturally high-dose supplement that is possibly not even absorbed fully as has been observed about some supplements,
- our customer's experiences and [testimonials](#) support the research that **after just one glass per day for 2 weeks their blood pressure has significantly reduced,**

Featured Wine

[Ch d'Aydie Madiran 2004](#)

\$35.00, Was \$39.50

This fabulous Madiran won Decanter's 2007 **Trophy Medal for Regional French Red Over £10**. It's sold out in Europe!

Dark, intense, ruby red colour. Elegant, complex aroma, a mixture of fruit of the forest and coffee. Supple attack, followed by soft tannins. Delicate woody notes. This is an exceptional Madiran, powerful and complex. May be cellared for up to 10 years.



10% Discount for regular orders program

Join our regular purchasers program and receive 10% discount on every delivery. For your convenience we will ship an order as regularly as suits you and charge your credit card automatically. Either define your selection or discuss with us how we can deliver a varied selection each order that suits your budget.

To see and print the subscription form [> click here](#)

If you have any questions just phone us, or fax or email us and we will call you back. Click here for [Contact Us](#) details.

- our range of Madiran wines are **tested to be sure they have the highest concentrations of procyanidins** which in general is 10 times more health potent than the average new-world (soft, sweet, easy drinking) style red wines.

The photo is of Victor Barre from the Madiran. Victor is 97, he works each day in the vineyard, he walks straight without sticks and does not wear glasses.



On the subject of life and time, **Charles Darwin said "A man who dares to waste one hour of time has not discovered the values of life."**

What the experts are saying

Steven Spurrier, DECANTER Consultant Editor & renowned taster

"I tasted his (Alain Brumont - Montus & Bouscasse) 2006 wines from barrel before going to Bordeaux. My money is on the Madirans"

A WISE WOMAN

For all of us who are married, were married, wish they were married, or wish they weren't married, this is something to smile about the next time you see a bottle of wine!



Sally was driving home from one of her business trips in Northern Arizona when she saw an elderly Navajo woman walking on the side of the road. As the trip was a long and quiet one, she stopped the car and asked the Navajo woman if she would like a ride.

With a silent nod of thanks, the woman got into the car. Resuming the journey, Sally tried in vain to make a bit of small talk with the Navajo woman. The old woman just sat silently, looking intently at everything she saw, studying every little detail, until she noticed a brown bag on the seat next to Sally. 'What in bag?' asked the old woman inquisitively. Sally looked down at the brown bag and said, 'Oh, it's a bottle of wine. I got it for my husband.'

The Navajo woman was silent for another moment or two. Then speaking with the quiet wisdom of an elder, she said: 'Good trade.....'

The Final Word

Well there is nothing more to say but, if you have not already done so, then you can jump to the website by clicking on www.Lifestylewines.co.nz or go directly to the Madiran wines by [> clicking here](#)

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www.lifestylewines.co.nz

Toasting your health

Rob and Dr Erica Lauder and team

Ph: 09 4452945 or send an email reply to this e-newsletter

