



Dear

June 2008 e-newsletter

JUNE is our FIRST BIRTHDAY and what a year it's been. We've had a wonderful response and have customers in all corners of NZ. **We extend a huge and sincere thank you to all our customers for your support and feedback.** The feedback from those who have experienced significant blood pressure reductions has been tremendous and we welcome more. To celebrate we are offering a [BIRTHDAY SPECIAL 6 Pack](#) of our mid-priced quality Madiran healthy wines. Six great Madirans for the price of 5.

Many thanks to all the new customers who made their first purchase after they saw the feature article in **June's** edition of **NEXT Magazine**. We hope you enjoyed our wonderful Madiran wines and are tempted by the birthday special.

In this issue:

- **\$169 1st Birthday Special 6 pack**
- **More procyanidin research**

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

1st BIRTHDAY SPECIAL 6 pack

2 each of our quality mid-priced Madirans. These wines have it all - 4 & 5 healthy ♥♥♥♥ heart rated, from the best winemakers, low-cropped, concentrated and complex Madirans. Drinking now or will develop beautifully in the cellar for at least another 10 years. [Jump to the web special](#)

The pack contains 2 each of –

[Chateau Bouscasse 2002](#) ♥♥♥♥ typical Madiran, red-black colour, strong characteristics, fruity, elegant, with mature and rounded tannins. Black fruits and wood at the finish. 65% Tannat, 25% Cabernet Sauvignon, 10% Cabernet Franc. 15 to 20 years old vines.

[Chateau Crouseilles 2003](#) ♥♥♥♥ from a cooperative where care in the vineyard and during production is uppermost.

Rich purple red colour, dominant blackcurrant, with spicy notes of black pepper, cloves, liquorice and vanilla. Supple and harmonious while full-bodied and concentrated. 80% Tannat and 20% Cabernet Franc from mature vines.

[Chapelle Lenclos 2003](#) ♥♥♥♥ Small single vineyard estate of Tannat grapes owned by the famous Patrick Docournau. Good balance of fruits, spices and oaky notes on the nose. Pronounced blackberry aromas. The mouth is full and elegant but not aggressive. Hugely good value 100% Tannat from 25 year old vines.



Consider This -

A comment I think is most interesting is that perhaps there is significance for our health that with the prevalence of refined foods today, our intake of procyanidin is much lower than the amount we likely evolved with!

By all accounts we die of heart disease in a greater percentage than previously.

A Wise Woman



Honestly, I'm not sure how this relates to wine and health, but it certainly relates to our everyday life and how we project ourselves to others! Loved the woman and love the quote –

**Sex appeal is 50% what you've got and 50% what people think you've got.-
*Sophia Loren***

10% Discount for regular orders program

Join our regular purchaser program and receive 10% discount on every delivery. For your convenience we will ship an order as regularly as suits you and

Other Procyanidin Research

There has been a lot of research into the benefits of Procyanidin (aka OPC, proanthocyanidin, etc) in recent years and it appears the benefits of procyanidin extend beyond Professor Roger Corder's area of interest - heart disease.

In the future, health care providers may hand out procyanidin pills (the wines good too!) as readily as they recommend aspirin today. A steady stream of animal and in vitro studies supplemented by epidemiological evidence and a few human studies reveal numerous health benefits associated with these compounds. Chief among the benefits is antioxidant protection against heart disease and cancer.

Procyanidin is expert at treating vascular diseases because it actually increases the structural strength of weakened blood vessels, maintaining their permeability and elasticity. This occurs because OPCs can help neutralize the underlying chemical cause (free radicals-that cause living cells to be oxidised) that promotes many diseases. OPC is one of the most potent antioxidants known - 50 times more powerful than vitamin E and 20 times more so than vitamin C, according to some tests.

Other research identifies that procyanidin may 1/ protect against viruses. In in vitro studies, OPCs killed the herpes (HSV-1) and HIV viruses, 2/ protect the body from some toxins, 3/ may make us more youthful looking because they prevent oxidation damage to skin cells. [Read the Full Report](#)

While a healthy diet of polyphenols, antioxidants and vitamins is desirable there are numerous reports that suggest large doses in supplements are not proven over a long period. A [report in the Telegraph](#) in April quoted researchers saying that popular vitamin supplements taken by millions of people in the hope of improving their health may do no good and could increase the risk of a premature death. The Danish research, released by the influential Cochrane Library, applied only to synthetic supplements and not to vitamins that occur naturally in vegetables and fruit.

The Final Word

If you have any questions we are here to serve you.
Rob and Dr Erica Lauder and team

www.lifestylewines.co.nz

Toasting your health

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

That's it for May so if you have not already done so you can jump to the website by clicking on www.Lifestylewines.co.nz or go directly to the Madiran wines by [clicking here](#)



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.

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If you login before ordering then your account details automatically populate the Checkout page. You can also see your order history and perform administration tasks.

To receive membership loyalty discounts you must logon before selecting items.