



MEDIA RELEASE: Attention health and lifestyle editors

Active boomers urged to consider nutrition to maintain vibrant lifestyle

March 12th 2009: Experts are encouraging mature Australians to consider daily nutritional supplements as an important tactic in leading an active, energetic, vibrant life.

Geraldine Georgeou, Accredited Practising Dietitian and councillor with The Gut Foundation says that some daily supplements can improve gut health, strengthen bones, enhance immune systems and maintain lean muscle mass.

According to Ms Georgeou, mature Australians are increasingly interested in vibrant lifestyles and want to "live life to the full".

"It's no longer about preparing for quiet retirement," said Ms Georgeou. "People want to live longer and do more"

"I think many people would be surprised at how much better they would feel if they incorporated a supplement into their daily routine that contains such ingredients as whey protein, (which has been scientifically proven to be a great food to help build and maintain muscle condition) the gut friendly bioactive, inulin and dietary calcium. It really is about incorporating this kind of supplement in your daily routine. Brush your teeth, do your hair and then add a nutritional supplement to keep the whole body healthy", said Ms Georgeou.

One such supplement is called Pro10 Active™, and it comes as a powder so you can mix it straight into your favourite food or drink.

"I think products like Pro10 Active™ can make a huge difference. I'm a great believer in how the right nutrition can help people stay healthy and these issues become more important as people get older," said Georgeou.

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For more information or to interview Geraldine Georgeou on these issues, contact Martin Palin at Palin Communications on 0418 419 258

Pro10 Active™ is available at My Chemist and Chemist Warehouse outlets across Australia.