

Applying Functional Medicine in Clinical Practice® - UK

Hilton Metropole
London, UK

Food / Menu Guide



THE INSTITUTE FOR
FUNCTIONAL
MEDICINE®





THE INSTITUTE FOR
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The Institute for Functional Medicine's
2012 Annual International Conference

A New Era in Preventing, Managing, and Reversing Cardiovascular and Metabolic Dysfunction

Featuring:

Jeffrey Bland, PhD, FACP, CNS

Ermina Guarneri, MD, FACC

Mark Houston, MD

Kristi Hughes, ND

Mark Hyman, MD

Shilpa Saxena, MD

SOLD OUT
Waiting list available

May 31-June 3
Westin Kierland
Scottsdale, AZ

KPM

All attendees at the Annual Conference will automatically receive
credit for the Cardiometabolic Advanced Practice Module.®

For registration information, please visit: functionalmedicine.org/AnnualConference or call 00 1 253 228 0622.

Introduction

AFMCP™-UK Food Awards 2012

Welcome to the **2012 AFMCP™-UK Food & Drink Awards**, the winners of which are all selected by you!

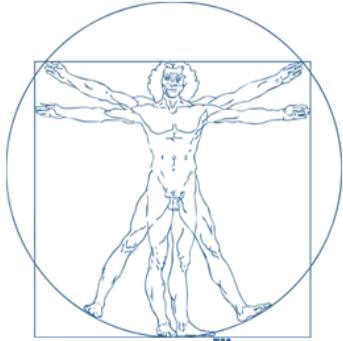
The AFMCP™-UK Food & Drink Awards, now in its second successive year, is an **exciting highlight to the AFMCP™-UK schedule**. Following the overwhelming support for the inaugural event, we are proud to announce that this year's awards presentation will take place during an exclusive **gala evening**, featuring entertainment and special guest speaker Dr. Robert Verkerk PhD; Executive & scientific director, Alliance for Natural Health International, with his after dinner presentation 'Musings on the Future of Healthcare'.

A **pre-gala drinks reception** offers a further networking opportunity for delegates to rub shoulders with 2011 graduates and other special guests, while enjoying good quality wines.

We know there are countless awards events in the natural & organic products industry, so we thought we would do something a little different and let you sample each and every one of our food and drink products throughout the week, before **voting for your favourites**. It will be easy to spot our awards entrants

featured in the refreshment breaks and lunches, all of which you will find printed on the **daily menu cards and in the food booklet**. Of course we haven't forgotten to provide you with all the information you will need to make your decisions. Look out for information about the products in the booklet, and in the catering areas next to each entrant. Please also **visit stand number 6**, where you can read more about the nutritional information for each individual product being presented.

You will be provided with your voting forms at the beginning of the week within the food booklet. The first delegates who attended AFMCP™-UK in 2011 found our unique voting system very easy to engage with, and certainly enjoyed sampling all the food and drink on offer! We will certainly be reminding you every day to savour every bite and taste and note down your favourites before making your final decisions.



AFMCP™-UK
Food & Drink Awards

VISIT STAND

6

Introduction

AFMCP™-UK Food Awards 2012

We encourage you all to make your opinions known and hand in your voting forms to the awards organiser Adele Wolstenhulme, or any of the Nutri-Link team, **no later than at the end of the refreshment break on Thursday May 3rd**. After this point voting will close, with the winners announced that evening during the gala dinner.



The gala dinner's **delicious 3-course meal** is kindly **sponsored by Doctor's Data Inc., and Nutritional Therapeutics Inc.**, and is included in your ticket price. Special thanks go to the London Hilton Metropole head chef David Pradelle, Executive Chef Nigel Frost and their fantastic catering team for the personal attention to detail on every aspect of this menu and the rest of the menus for AFMCP™ -UK 2012.

Finally, we would like to thank all our food and drink suppliers for their generous support of AFMCP™-UK 2012. And we wish them the best of luck in the awards!

We hope you enjoy all the culinary delights throughout what is sure to be a **stimulating week of education and business building**.

Adele Wolstenhulme.

Consultant Head of Exhibition/Sponsorship & Catering, AFMCP™-UK Training Event, April 30 - May 4, 2012

Gala Dinner

is sponsored by

Thursday 3rd - 7pm

MENU

Starter

- * Home made smoked salmon with cress salad
- * (Vegetarian Option) Evesham asparagus with broccoli sprouts and goat cheese, shallot vinaigrette

Main Course

- * Marinated Bolton Abbey rump of lamb with sundried tomato and garlic, Black Eye Peas and Root Vegetables Ragout, Minted Jus
- * (Vegetarian Option) Roasted butternut squash with red chard and feta parcel, Black Eye Peas and Root Vegetables Ragout, sweet basil sauce

* Gluten-Free Bread Basket by Artisan Bread Company

Dessert

- * Pineapple & Lemongrass Delice with Lemon Verbena Sauce & Booja Booja Coconut Hullabaloo dairy free ice cream



To celebrate the progression of your AFMCP™-UK experience we invite you to attend our Gala Dinner. Join us to enjoy fine food, fantastic company and to mingle with colleagues and lecturers.

The food has been chosen to reflect the principles and practices of functional medicine and to taste great too.

Please make your way to the Balmoral Suite for a 7pm Pre Dinner Drinks Reception.

Then make your way to the Sandringham Suite for an 8pm Dinner.



DOCTORS DATA INC. (DDI)

Contact: Darrell Hickok

Tel: 0871 218 0052

Web: doctorsdata.com



Doctor's Data, Inc. (DDI) a premier clinical laboratory with over 30 years' experience, provides specialty testing to healthcare practitioners around the world.

A specialist and pioneer in essential and toxic elemental testing of multiple human tissues, the laboratory offers a wide array of functional testing. DDI's tests are utilised in the assessment, detection, prevention, and treatment of heavy-metal burden, nutritional deficiencies, gastrointestinal function, hepatic detoxification, metabolic abnormalities, and diseases of environmental origin.

DDI is a licensed CLIA laboratory with appropriate state certifications and participates in numerous quality assurance/proficiency testing programs including the College of American Pathology, New York State DOH and Le Centre de Toxicologie du Quebec.



NUTRITIONAL THERAPEUTICS INC. (NTI)

Tel: +44 (0) 8450 760 402

Web: nutri-linkltd.co.uk

Nutritional Therapeutics Inc is a science led food supplement company, with over 30 years' experience in the development and application of food products for the improvement of human health.

All of our tablet and capsule products make use of NT Factor®, our proprietary tablet technology, which

[1] contributes to the nutritional value of our products,

[2] serves as a superior bio-delivery system and

[3] provides the base for an all-natural and complete food in every tablet and capsule we produce.

Prof Garth Nicolson States: NT Factor Lipids improve fatigue and mental functions as measured by the Piper Fatigue Survey by 30-40% There are also perceived improvements in mental clarity, focus and concentration, as well as energy, vitality and stamina. Results indicate NT Factor Lipids alone can reduce fatigue and improve mental function.

Represented in the UK by Nutri-Link Ltd

Monday's Menu

is sponsored by

NOW
welcomes delegates
to enjoy today's
lunch & refreshments



Nutrition for Optimal Wellness™
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MONDAY'S MENU

MORNING BREAK

- * Rude Health Gluten-free cereals selection (Puffed Rice, Honey Rice Flakes, Honey Puffed Oats) (GF, DF, V, Vegan)
- * Rude Health Ultimate Muesli Selection (The Ultimate, Early Bird, No Flairin' Raisins, No Nuts, Super Fruity) (WF, DF, V, Vegan)
with organic soya milk (GF, DF, V, Vegan)
- * Co-Yo Coconut Yoghurt (GF, V)
- * Greek yoghurt (GF, V)
- * Artisan Bread Raw Cacao Bites (sugar free) (GF, DF, V)
- * Pineapple juice (GF, DF, V, Vegan)
- * Fruit & nuts (GF, DF, V, Vegan)
- * NOW Crunchy Cluster range (Almond Nut Crunch, Cashew Nut Crunch, Nut & Berry Nut Crunch, Pumpkin Seed Crunch)
- * NOW teas selection:
PomeGreenate (green tea with pomegranate)
Pau Dar'co (traditional wellness tea with flavourful chai spice)
Green Tranquility (decaf green tea with lemon myrtle)

Foods that aid Assimilation, Digestion, and Elimination Imbalances

LUNCH

- * Conscious Food digestive mix (GF, DF, V, Vegan)
- Soup**
 - * Butternut squash soup with ginger (GF, DF, V)
- Salad**
 - * Sesame tossed beetroot salad (GF, DF, V, Vegan)
 - * Herby blueberry salad with lemon ginger dressing (GF, DF, V, Vegan)
 - * Aspall's Apple Cider Vinegar & Olive Oil salad dressing (GF, DF, V, Vegan)
 - * Assorted green leaf
- Meat & Fish**
 - * Lemon thyme grilled chicken fillet with pink grapefruit and chilli salsa (GF, DF)
 - * Steamed mahi mahi with cherry tomato and coconut milk (GF, DF)
- Vegetarian entrée**
 - * Lemon baked tofu (GF, DF, V, Vegan)
- Starch**
 - * Artisan Glutini ® Rice Bread & Glutini ® BITES Pea & Alpine Herb (GF, DF, V, Vegan)
 - * Wild rice & black beans (GF, DF, V, Vegan)
- Vegetable**
 - * Roast root vegetables and garlic with rosemary (GF, DF, V, Vegan)
- Fruit option**
 - * Ginger pineapple (GF, DF, V, Vegan)
 - * Fruit bowl

LUNCH SPONSOR FEATURE

- * NOW Crunchy Cluster range (Almond Nut Crunch; Cashew Nut Crunch; nut & Berry Nut Crunch; Pumpkin Seed Crunch)

AFTERNOON BREAK

- * Together probiotic 'Age Defence' Drink (GF, DF, V, Vegan)
- * Conscious Food Millet Friend Bites (GF, DF, V, Vegan)
- * Conscious Food Digestive Mix (GF, DF, V, Vegan)
- * Conscious Food Digestive Tea
- * NOW teas selection:
PomeGreenate (green tea with pomegranate)
Pau Dar'co (traditional wellness tea with flavourful chai spice)
Green Tranquility (decaf green tea with lemon myrtle)

KEY

- * GF - Gluten Free
- * DF - Dairy Free
- * WF - Wheat Free
- * V - Vegetarian

Tuesday's Menu

is sponsored by

ALLERGY RESEARCH GROUP

welcomes delegates
to enjoy today's
lunch & refreshments

AllergyResearchGroup®

www.nutri-linkltd.co.uk | +44(0) 8450 760 402

TUESDAY'S MENU

MORNING BREAK

- * Rude Health Ultimate Muesli Selection (The Ultimate, Early Bird, No Flamin' Raisins, No Nuts, Super Fruity) (WF, DF, V, Vegan)
- * Kara Dairy Free Coconut Milk (GF, DF, V, Vegan)
- * Pulsin' Beond Organic Bars (raw choc & acai) (GF, DF, V, Vegan)
- * Pulsin' Raw Choc Brownies (GF, DF, V, Vegan)
- * Artisan Bread Raw Cacao bites (sweetened with dates only) (GF, Vegan)
- * Fruit & nuts (GF, DF, V, Vegan)
- * Cherry Active juice (GF, DF, V, Vegan)
- * Apple juice
- * NOW Feelin' Groovy' tea (with Echinacea & Hibiscus)

LUNCH

Soup

- * Indian-spiced ginger carrot soup (GF, V)

Salad

- * Quinoa salad featuring Conscious Food Golden Organic Millet (GF, DF, V, Vegan)
- * Rocket, spinach and watercress with roast almonds and grape (GF, DF, V, Vegan)
- * Crunchy vegetable and iceberg salad

Meat & Fish

- * Grilled Turkey escalopes with lime and coriander yoghurt (GF, DF)
- * Pan-seared salmon on baby red chard and shiso cress with Honey vinegar dressing (GF, DF)

Vegetarian entrée

- * Vegetarian chilli (GF, DF, V, Vegan)

Starch

- * Brown steamed rice (GF, DF, V, Vegan)
- * Artisan Qi Quinoa Glutinis (GF, DF, V, Vegan)

Vegetable

- * Medley of green vegetables (GF, DF, V, Vegan)

Fruit option

- * Cinnamon poached Braeburn apple featuring Conscious Food Organic Cinnamon (GF, DF, V, Vegan)
- * Billy Goat Chocolate (made with pure goat's milk) (GF, V, Vegan)
- * Tropical fruit salad

AFTERNOON BREAK

- * Munchy Seeds Selection (Chilli & Ginger Choccy Seeds; Omega Sprinkles; Chilli Bites; Honey Seeds) (GF, DF, V, Vegan)
- * Food Doctor Seed Mix, Roast Soya Nuts & Roast Bean Mix (GF, DF, V, Vegan)
- * Food Doctor Apple & Walnut, Apricot & Almond and Fig & Mango (nut free) Wholesome Bars (GF, DF, V, Vegan)
- * Go Coco Coconut Water (GF, DF, V, Vegan)
- * Teapigs herbal teas selection
- * Blackberry, cinnamon and ginger iced tea featuring Conscious Food Organic Cinnamon

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Wednesday's Menu

is sponsored by

ALLERGY RESEARCH GROUP

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WEDNESDAY'S MENU

MORNING BREAK

- * Rude Health porridge Oats selection (WF, DF, V, Vegan)
- * Conscious Foods Organic Cinnamon (GF, DF, V, Vegan)
- * Designs For Health Paleo Smoothies & Paleo Bars (GF, DF, V, Vegan)
- * Carrot juice (GF, DF, V, Vegan)
- * Now 'Go With the Flow' gentle cleansing blend tea
- * Together probiotic 'Detox' drink (GF, DF, V, Vegan)
- * Teas selection

LUNCH

Soup

- * Kale and sweet potato soup (GF, DF, V, Vegan)

Salad

- * Beet salad with cinnamon & roasted hazelnut oil featuring Conscious Food Organic Cinnamon (GF, DF, V, Vegan)

- * Quinoa salad (Rocket, palm hearts, cherry tomato, broccoli, cauliflower and green beans) (GF, DF, V, Vegan)

Mixed Leaf

- * Chicken curry with cauliflower & peas (GF, DF)
- * Steamed sea bass fillet on a bed of pickled fennel with orange and coriander salsa (GF, DF)

Meat & Fish

Vegetarian entrée

- * Curried vegetable stew (GF, DF, V, Vegan)

Starch

- * Steamed brown rice and peas (GF, DF, V, Vegan)

- * Artisan Bread Pea & Alpine Herb bread (GF, DF, V)

Vegetable

- * Sesame kale & spinach tango (GF, DF, V, Vegan)

Fruit option

- * Gorgeous Chocolate Heart Company Berriballs & Cranberry Chocolate Kisses (GF, DF, V, Vegan)

- * Pomegranate & poached pear salad (GF, DF, V, Vegan)

- * Assorted sliced melon

AFTERNOON BREAK

- * James White Drinks Beet-JT® Beetroot Juice Shots (GF, DF, V, Vegan)
- * Go! Kombucha Drinks (GF, DF, V, Vegan)
- * Conscious Food Gluten-Free Savoury Dippers (GF, DF, V, Vegan)
- * G'Nosh Dips selection (GF, DF, V, Vegan)
- * Artisan Bread Soya bites (GF, DF, V)
- * Assorted vegetable crudités with dips (GF, DF, V, Vegan)
- * Apple cucumber juice (GF, DF, V, Vegan)
- * Koyu Matcha Green Tea

KEY

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Thursday's Menu

is sponsored by

BIOTICS RESEARCH
welcomes delegates
to enjoy today's
lunch & refreshments



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THURSDAY'S MENU

MORNING BREAK

- * Pulsin' Protein Sport (GF, DF, V, Vegan)
- * Clif Bar assorted bars
- * Food Doctor Porridge (WF, DF, V, Vegan)
- * Conscious Foods Organic Cinnamon (GF, DF, V, Vegan)
- * NOW 'Kick Back' relaxing, soothing, stress-relieving blend tea

LUNCH

Soup

- * Minestrone soup (GF, DF, V, Vegan)

Salad

- * Asparagus, mange tout, baby gem, and spring onion salad, tarragon dressing (GF, DF, V, Vegan)
- * Asian salad (GF, DF, V, Vegan)

Meat & Fish

- * Cajun chicken breast with red radish tzatziki (DF)
- * Panache of fish creole (GF, DF)

Vegetarian entrée

- * Black eye pea, bean & sweet potato chilli (GF, DF, V)

Starch

- * American wild rice (GF, DF, V, Vegan)
- * Quinoa Mexican style (GF, DF, V, Vegan)
- * Artisan Bread Buckwheat & Pea bread (GF, DF, V)

Vegetable

- * Steamed broccoli with chestnut (GF, DF, V, Vegan)

Fruit option

- * Booja-Booja dairy-free ice-cream trio (Hunky Punky Chocolate, Keep Smiling Vanilla M'Gorilla, Pompomous Maple Pecan) (GF, DF, V, Vegan)
- * Pineapple with jasmine syrup (GF, DF, V, Vegan)
- * Fruit Salad

AFTERNOON BREAK

- * Conscious Food Gluten-Free Savoury Dippers (GF, DF, V, Vegan)
- * Sun & Seed Nut Butter Selection (GF, DF, V, Vegan)
- * Artisan Bread Linseed Bread (GF, DF, V)
- * NOW 'Green Kick' (triple green tea with matcha and sencha)

KEY

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Fridays Menu

is sponsored by

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welcomes delegates
to enjoy today's
lunch & refreshments

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NATURALS**



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FRIDAY'S MENU Foods that support H-P-Gonadal Axis, ATP Production and Mitochondria support

MORNING BREAK

- * Rude Health Porridge Oats selection (WF, DF, V, Vegan)
- * Conscious Foods Organic Cinnamon with organic soya milk and nuts (WF, DF, V, Vegan)

LUNCH

Soup

- * Beans & greens soup (GF, DF, V, Vegan)

Salad

- * Tofu and bean salad (GF, DF, V, Vegan)
- * Chargrilled chicken and avocado salad
- * Curried lentils and cauliflower (GF, DF, V, Vegan)

Fish

- * Salmon with white bean salad and saffron tomato dressing (GF, DF)

Vegetarian entrée

- * Stir-fried tofu with lemon grass and ginger (GF, DF, V)

Starch

- * Turmeric rice (GF, DF, V, Vegan)
- * Artisan Bread Organic Pea & Alpine Herb bread croutons (GF, DF, V)

Vegetable

- * Braised cabbage and onions (GF, DF, V)

Fruit option

- * Orange cream (GF, DF, V, Vegan)
- * Artisan Bread Organic Date & Walnut Bread pudding (sweetened only with dates) (GF, DF, V)
served with warm date & vanilla syrup (GF, DF, V)
- * Fruit bowl

AFTERNOON BREAK

- * Munchy Seeds (Chilli & Ginger Choccy Seeds; Omega Sprinkles; Chilli Bites; Honey Seeds) (GF, DF, V, Vegan)
- * Pulsin' Beond Organic Bars (raw choc & acai) & Pulsin' Raw Choc Brownies (GF, DF, V, Vegan)
- * Together probiotic 'Energy' drink (GF, DF, V, Vegan)
- * Apfelschorle (GF, DF, V, Vegan)
- * Teas selection

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Apple Cyder Vinegar (salad dressing during Monday lunch)

By Aspall

ASPALL

Contact: Helen Ramnought

Tel: +44 (0)1728 862278

Email: info@aspall.co.uk

Web: aspall.co.uk



Established in 1728 by Clement Chevallier, Aspall produces a range of award winning apple juices, ciders and vinegars.

Still owned and managed by the eighth generation of the Chevallier family, we continue to practice the values and commitment to quality set in place by Clement all those years ago. Aspall were founder members of The Soil Association in 1946, and were the first producer / processors to be organically accredited in the UK. Committed to healthy living, the family take a dessertspoonful of cyder vinegar in a glass of water 3 times a day as a health tonic.



Gluten-Free Pea Bites; Alpine Herb Glutini Bites; Raw Cacao Bite; Rice Glutinis; Quinoa Glutinis; Soya, Buckwheat and Linseed Breads; Date & Walnut Bread Pudding

By Artisan Bread Organic

ARTISAN BREAD (ABO)

Contact: Ingrid Eissfeldt

Tel: +44 (0)1227 771 881

Web: artisanbread-abo.com



ALL THE RIGHT INGREDIENTS!

There is a range of bread that you can recommend to your clients that not only ticks all the right boxes, but also tastes utterly delicious and is enjoyed by foodies and people with intolerances alike. ABO only use freshly milled flour from nine different grains, seed and legumes. There is even a 100% sprouted grain Essene bread made without flour, sugar or salt. We have a very large range of naturally gluten-free products, including fresh flour, recipe mixes and pizza bases.

Our products are certified organic and biodynamic, are free from dairy, sugar, baker's yeast, Xanthan gum, potato flour and enzymes, and are made with organic gluten-free baking ferment developed for people with intolerances to sourdough and yeast.

Web shop with nationwide and Ireland home delivery from just £10. We use supplement grade ingredients, clearly evident on our nutrition labels eg. Seagreens® seaweed (*Hebridean Ascophyllum nodosum*)

Aquamin F® calcium from seaweed (*Lithothamnion sp*)

Our recipes have been formulated to naturopathic principles to create the world's first Genotyped BREAD BASKET, which includes breads that can help weight-loss! All our breads are labelled with suitability for the Blood Group and the GenoType® diet.

Come and taste the breads on our stand in the Jackson Room! They are all different – find your favourite! Ingrid and Eve are looking forward to meeting you. Ask for 'prescription' cards and product leaflets to give to your clients.

Billy Goat Chocolate (Goat's Milk Chocolate)

By Billy Goat Stuff

BILLY GOAT STUFF

Contact: Linda Mercer

Tel: +44 (0)7898 215364

Email: info@billygoatstuff.co.uk

Web: billygoatstuff.co.uk

Billy Goat Stuff produces Goats' Milk Chocolate & Fudge for those like me that have intolerances towards Cows' Dairy & Soya. Our website offers a wide selection of Bars, Shapes, Gift Boxes, & Seasonal Chocolate. There is something for everyone – adults and children. We produce Milk Chocolate, Plain & White Chocolate. Our chocolate is made from raw ingredients & is FREE **FROM:** **Cows' Dairy, Soya, Nuts, Gluten, Wheat & Eggs.**

This lovely creamy chocolate is great for everyone even those without intolerances. Look at our website and try some today.



Booja-Booja Dairy-Free Ice Cream selection: Coconut Hullabaloo; Hunky Punky Chocolate; Keep Smiling Vanilla M'Gorilla; Pompomous Maple Pecan (as featured with the Gala dinner desserts)

By The Booja-Booja Company

THE BOOJA-BOOJA COMPANY

Contact: Laura Herrell

Tel: +44 (0)1508 557 843

Email: laura@boojabooja.com

Web: boojabooja.com



Booja-Booja

Dairy Free Chocolates and 'Ice Cream'

Booja-Booja offers you guilt-free, gloriously scrumptious organic chocolates and a delicious alternative to dairy ice cream. You can trust that everything we make is dairy-free, vegan, organic and utterly delicious. We have just launched 3 scrumptious new truffle flavours, a brand new range of exquisite gift boxes and re-packaged our round boxes into sleek square boxes. Look out for them at your local stockist!

"Much more delicious than dairy ice cream" - Mister Booja-Booja.

Our amazing dairy and gluten-free 'ice cream' is made using a unique process which combines cashews, agave syrup, and pure water from reverse osmosis. Ours was the first dairy free, soya free, mostly raw 'ice cream' that competes highly on flavour with dairy ice creams. Each tantalising flavour has only 4 or 5 ingredients; none of which have been near a cow's teat.

We have been honoured with 51 awards over the last 11 years; 35 for our exquisite ambient truffles, 12 for our delightful 'ice cream' and 2 for our extraordinary Chilled Truffles. This includes 20 Great Taste Awards and even a Best Stand in Show Award from the Natural & Organic Products Show.

Clifbar bar variety

By Clifbar

CLIFBAR

Contact: Kylie Hendrie

Tel: 0844 811 2001

Email: kyliehendrie@2pure.co.uk

Web: clifbar.com



Clif Bar & Company is a leading maker of wholesome and nutritious foods and drinks for people on-the-go, helping people do better in sport and lead healthy lives. They are foodies and athletes with a passion for making healthy snacks that are good for people and respectful of the planet.

Since the creation of the first original Clif Bar was born in 1990, the product range has grown and now has 'Builders Bar's' which deliver 20g of protein in the form of a very tasty bar and Luna Bars which are specifically designed for female nutrition. There is also the popular 'Clif SHOT Electrolyte' range of energy products in the form of chews, gels and drinks.



Pure Organic Millet; Organic Cinnamon; Millet Friend Bites & Millet with Cinnamon biscuits; Brown Rice Savoury Dippers; Finger Millet Dippers; Digestive Mix and Digestive Tea

CONSCIOUS FOOD

Contact: Kristina Locke, Managing Director

Tel: +44 (0)845 233 5000

Email: Kristina@consciousfood.co.uk

Web: consciousfood.co.uk



Conscious Food is dedicated to producing exquisite, healthy food products from the purest, highest quality ingredients to enhance people's health. All ingredients sourced from small organic farms and cooperatives in India, creating a positive value for business, health, society and our planet. For once, it is not taste versus health, so you are not forced to choose. Our delicious multi award-winning range of handmade gourmet snacks are gluten-, wheat-, dairy- and yeast-free and feature 'stress-busting' superfood millet. Our savoury snacks are ideal with hummus, cheese and other dips or can be eaten on their own instead of crisps.

Our Digestive Mix is a true life-changer, offering a new approach to digestive healthcare. New for 2012, our alkalisng millet grain and single-estate spices.

We use three varieties of wholegrain millet flour (pearl, finger and sorghum); an ancient, sacred, resili-ent grain that is traditionally farmed and helps promote bio-diversity in the areas in which it is grown. Millet is one of the planet's most nutrient-dense grains, high in protein, alkalisng and rich in vitamins and minerals and adds more variety into our diet.

So if you are bored of oat and rice cakes and looking for a tastier snack, then Conscious Food, the multi-award winning snacks (Great Taste Awards, Free From Food Awards Winner) introduces a new concept in healthy snacking. A delicious, healthy, guilt-free indulgence.

Co Yo Coconut Yoghurt

By Planet Coconut Limited

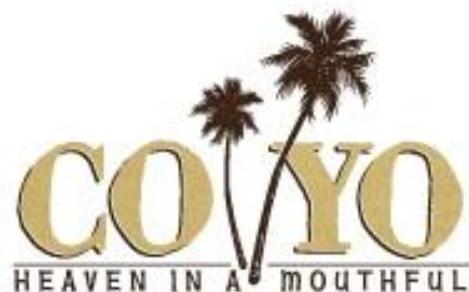
PLANET COCONUT LIMITED

Contact: Bethany Eaton

Tel: +44 (0)208 2953443

Email: info@coyo.co.uk

Web: coyo.co.uk



CO YO Coconut Milk yoghurt has taken the refreshingly smooth taste of the coconut and combined this with Probiotic cultures to produce a dairy free, gluten free, soya free, sugar free, lactose free, high quality, nutritious yoghurt. CO YO is the UK's first dairy and soya free alternative yoghurt and has been shortlisted for four free from food awards and was winner of Best New Special Diet Product at the Natural Products Show 2012.

CO YO is also a vegan product. Heaven in a mouthful!

Paleo Smoothies and PaleoBar-DF™

By Designs For Health (distributed by Nutrition Geeks)

DESIGNS FOR HEALTH (DISTRIBUTED BY NUTRITION GEEKS)

Contact: Sophie Gill

Tel: +44 (0)1865 338045

Email: info@nutritiongeeks.co.uk

Web: nutritiongeeks.co.uk



PaleoCleanse Smoothie

PaleoCleanse is a food and nutrient concentrate. It has a pea protein base and contains key nutrients needed to support and balance phase 1 and 2 metabolic pathways a high levels of antioxidants and nutrients support optimal liver function and elimination.

The powder tastes great on its own, blended with water. Or it can be blended into a smoothie and used as part of a detoxification support protocol.

The recipe we like to use and will be sampling at AFMCP™-UK involves two scoops of PaleoCleanse, frozen berries, ground flaxseed, coconut milk and water. This provides approx' 18g protein (15 from powder and 3g from 15g of ground flaxseeds). if additional protein is required then we recommend WheyCool as a premium quality whey product with high levels of branch chain amino for it's immuno-globulin's and glutathione precursor content.

Paleo Bars are healthy and nutritious snack bars that come in a variety of flavours, each with slightly different qualities. The bars contain good fats such as EPA, DHA, GLA and coconut oil and are high in antioxidants and nutrients to support the immune system and insulin sensitivity.

The full range of Paleo Bars and a PaleoCleanse based smoothie will be available to trial on Wednesday, the detoxification lecture day, at AFMCP™-UK 2012.



Seed Mix, Roast Soya Nuts, Roast Bean Mix, Apple & Walnut, Apricot & Almond and Fig & Mango (nut free) Wholesome Bars, Porridge

By The Food Doctor

THE FOOD DOCTOR

Contact: Michael de Costa

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Over the past 12-years The Food Doctor has established itself as both a centre for nutritional therapy at its clinic on London's Harley St, as well as a food brand designed to provide nutritious and delicious foods that fit into consumers' everyday lives.

With a team of fully qualified nutritional therapists, the practice has now introduced psychological support and counselling, along with acupuncture to offer a fully integrated approach to many of the most common health conditions that clients refer for having often exhausted their options with the medical profession.



Black Bean, Beetroot & Mint, Sundried Tomato & Basil, Muhumarra Spicy red Pepper and Babaghanoush dips

By G'Nosh

G'NOSH

Contact: Charlotte Knight

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G'NOSH

G'NOSH is a new gourmet chilled dip range with ambitions to revolutionise people's snacking, entertaining and mealtime options. Charlotte Knight (a naturalised kiwi entrepreneur) who yearned to share with her guests the kind of premium fresh dips that were available in the fridges of shops "down under", made it her mission to create great tasting fresh dips that beg to be shared, and a premium brand that stands out. Available in leading independent retailers and a national roll out this month. Share your thoughts or ideas on www.gnosh.co.uk or tweet @gnoshers or socialise through facebook/gnoshers.



Berriballs

By The Gorgeous Chocolate Heart Company Limited

THE GORGEOUS CHOCOLATE HEART COMPANY LTD

Contact: Mary Kinsella

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These Superfood Energy Balls are all about health, indulgence and passion! There is no processing, roasting, additives or messing around with all the raw ingredients, as we know the importance of not messing with something as important as pure chocolate. The Balls contain pure cacao powder and cacao butter, fruit and nuts and lots of lovely extra Superfoods, and come in four different varieties – Buziball; Spiraball; Lovebite ball; and Berriball.

Pure raw chocolate has been known for hundreds of years for its 'feel good factor' – basically it is a guilt-free sensual delight – good for the brain and body!

Mary Kinsella started her company 3 years ago, the gorgeous chocolate heart company, when, wanting to lose weight, decided to follow a raw food regime for six months, and was amazed at the results. Not only did she lose weight, but she also had so much more energy and mental clarity, and just 'get up and go'. So Mary decided, being a committed chocoholic and passionate about pure chocolate, to create a raw chocolate snack product that had lots of 'goodies' in it, that would feed her body and mind, and keep her weight under control. As an added benefit the Balls are wheat, dairy and gluten free, have a low GI Index, and contain only fruit extracts to sweeten the deal.

These 'power packed' Balls are packed full of nutrients, trace minerals, vitamins, anti-oxidants from the cacao and from the added Superfoods of Spirulina, Maca, Goji berries, Ginseng, Chia Seed, Bee Pollen, with three vegan varieties.

Stockists are in health food outlets throughout Brighton, Hove and London. Mary offers a mail order service, as well as buying the products online.

Chilli & Ginger Choccy Seeds, Omega Sprinkles, Chilli Bites and Honey Seeds

By Munchy Seeds

MUNCHY SEEDS

Contact: Lucinda Clay

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Munchy Seeds is a family owned and run limited company that was formed by husband and wife team Crispin & Lucinda Clay in 1999. While primarily involved in the blending, flavouring, dry roasting, and packaging of healthy seed-based products under their own brand, Munchy Seeds also produce bespoke seed mixes for a limited number of customers to use as an ingredient or to market under their own label.

The Munchy Seeds range consists of six deliciously nutritious seedy mixes. Some are sweet, some are savoury and some are hot! All are free from artificial colourings and preservatives and are packed with masses of flavour and goodness. New to their range is Choccy Munchy Seeds, luxury Belgium chocolate-coated seeds blended with dark chocolate-coated dried fruit. "Seeds to feed and chocolate to burn", this new "half healthy" snack is the future of café culture.

Having pioneered the roasted and flavoured seed category in the UK, Munchy Seeds has enjoyed strong sales through direct to consumer channels and the independent sector. With the recent launch of their new award winning look they are now looking to increase both brand and product awareness by expanding their distribution into more main stream sectors and overseas markets.

Crunchy Clusters Range (Almond Nut Crunch; Cashew Nut Crunch; Nut & Berry Crunch; Pumpkin Seed Crunch).

Teas range: PomeGreenate (green tea with pomegranate), Pau Dar'co (traditional wellness tea with flavourful chai spice), Green Tranquility (decaf green tea with lemon myrtle), Feelin' Groovy, Go with the Flow, Kick-Back, Green Kick' triple green with mancha and sencha, Full Tilt' energising green with yerba mate

By NOW

NOW

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Nutrition for Optimal Wellness™

In 1968, NOW Foods was founded under the belief that good health was not a luxury available only to the wealthy. For the past forty years, we have made it our life's work to offer health food and nutritional supplements of the highest quality, at prices that are fair and affordable to all those who seek them.

Today, NOW Foods is one of the top-selling brands in health foods stores, an award-winning manufacturer, a respected advocate of the natural product industry, and a leader in the fields of nutritional science and methods development. And while we have grown considerably over the past four decades, one thing has never changed – our commitment to providing products and services that empower people to lead healthier lives.

And as part of that mission, we are pleased to announce that NOW Real Food has now launched! This complete makeover of our line of nuts, seeds, snacks, flours, and sweeteners includes eye-catching new packaging, convenient re-sealable zippers on our bags, and exciting new food items. Complete makeovers don't happen overnight, so the new packaging will be introduced in stages throughout the year.

As an extension of the NOW Real Food line, the NOW® Real Tea™ combines natural, earthly goodness with eye-popping variety and an explosion of flavour to create a line of super-healthy beverages unlike anything ever experienced! NOW Real Tea employed the talents of expert tea formulators and in-house tasters to develop a new line of teas that are both functional and great tasting. This attractive new look features colourful, bold packaging and an array of tempting flavours that offer distinct health benefits. The teas feature a unique no staples design and each bag is individually wrapped to help ensure freshness.

NOW Real Tea has 16 functional varieties of tea to choose from.

bēond Organic Food Bars (Acai & Raw Choc); Raw Choc Brownies with Peruvian Raw Chocolate, almonds & Raisins; Protein Sport Discs

By Pulsin'

PULSIN'

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At Pulsin' we make scientifically designed functional snacks using premium wholefood ingredients. Our brand new range of snacks designed specially to provide real functional benefits for every occasion. Our discs and new bēond Bars contain only 100% natural ingredients making them an ideal complement to many special diets including vegan, gluten free, and no added sugar.

Our bēond bars are named after Bēo, an ancient God of agriculture, and Bēo also means "bee" in Old English. We believe that healthy bee populations and traditional farming methods are essential to a balanced ecosystem. This is why we support the Bee Guardian Foundation, use renewable energy and organic ingredients. We hope you will agree these are the tastiest organic raw food bars available, and due to our positive environmental principles you can indulge with a clear conscience!

Our discs are also perfect for intensive athletic training and are currently used by marathon runners, cyclists, Ultimate Frisbee players and premiership football clubs. These snacks are also a great healthy alternative to an ordinary chocolate bar whenever you feel like having a nibble on something tasty. Another huge benefit of the Pulsin' range is that they are slow releasing and great at balancing blood sugar levels. They act as an excellent accompaniment to travellers on long plane journeys and boat rides because of their functional benefits, some of which help energise and beat stress and fatigue. Our Maple & Protein Sport disc was awarded Best New Sports Nutrition Product in the 2011 Natural & Organic Awards, and in 2012 we won Best New Organic Food Product for our bēond bars.

Gluten-free cereals (Puffed Rice, Honey Rice Flakies, Honey Puffed Oats); Ultimate Muesli; Early Bird Muesli; No Flaimin' Raisins; NO Nuts Muesli and Super Fruity Muesli

By Rude Health

RUDE HEALTH

Contact: Charlotte Griffin

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rude health

At Rude Health we believe in breakfasting like a king so when we make our award-winning granolas, organic porridges, organic mueslis and wholesome cereals we make sure they are as naturally healthy as possible. With the rise in obesity and food-related ailments, we have found that people are becoming increasingly aware of what's in food, especially their fat, salt and refined sugar content and with this in mind we made it our goal to offer naturally good-for-you and great tasting food with no added salt, refined sugars or artificial anythings. Now with our experience of using the finest quality grains behind us, we have developed a collection of unique wholegrain Thins, set to revolutionise the way people enjoy a guilt-free nibble.



Nut & Seed Butters

By Sun & Seed

SUN & SEED

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Sun & Seed started as a family business, with its production facility as a part of converted traditional farm.

Sun & Seed has grown into co-operative with both neighbouring and far-flung farms.

We now work with small-scale organic farmers around the world, always looking for new and interesting ways to include healthy food in our customers' daily diet.

Aside from nutritional properties our main aim is to create products that taste exceptionally good.



CherryActive Juice

By CherryActive

CHERRYACTIVE

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Award-winning CherryActive Concentrate is 100% concentrated Montmorency cherry juice, with no additives or added sugars. Special techniques are used to optimise its natural antioxidant and anti-inflammatory nutrients. Recent scientific research studies demonstrate how drinking Montmorency cherry juice may offer a number of functional benefits. These include helping reduce joint soreness; helping to maintain normal uric acid levels; improving sleep quality & duration and speeding muscle recovery after training and sport. Analysis has shown CherryActive Concentrate to have exceptionally high antioxidant properties (8260 ORAC units (umol TE) per 30ml portion). Naturally occurring nutrients identified in the juice include anthocyanins and melatonin.



Go CoCo Coconut Water

By Go CoCo Drinks

GO COCO DRINKS

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Go Coco coconut water is 100% natural and uses the clear water of Thailand's young, green coconuts, specifically chosen for their distinct vanilla, nutty flavour, to provide a refreshing, naturally sweet drink. Its natural isotonic properties and perfect balance of electrolytes make it a great choice for rehydrating, a refreshing change as a healthy alternative to water or sports drinks. Flexible packaging, re-sealable PET bottle, with a range of four flavours, Natural, Pineapple, Mango, Lychee & Lemon. Endorsed by James Ellington, team GB Olympic Sprinter as his choice of healthy drink. For Fast, Natural, Hydration drink Gococo.



Go! Kombucha

By Go! Kombucha

GO! KOMBUCHA

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KOMBUCHA TEA is an Ancient Chinese remedy for detoxing and cleansing the body. It is a fermented, live tea rich in probiotic bacteria, digestive enzymes, antioxidants, vitamins and minerals. The live acids go to work on restoring and balancing the body's functions, and when the body is in harmony it feels energised and revitalised. It was Hippocrates who observed. 'Let food be thy medicine, and medicine be thy food', and kombucha tea is one of the best examples of a living food in action:- an adaptogen that encourages the body to support and protect itself from the hazards of modern living arising from poor diet, stress and environmental pollution.



Koyu Matcha Green Tea

By Koyu Matcha

KOYU MATCHA

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KOYU MATCHA

Koyu Matcha is green tea at its purest and most potent. Koyu Matcha tea is the highest grade of organic tea leaves ground to a fine powder. Because the leaves are consumed whole in teas, smoothies or juices, drinking matcha gives 10 times the nutrients and over 130 times the antioxidants of regular steeped green tea. Koyu matcha also has high levels of L-theanine, the amino acid that calms, focuses and lifts mood. Renowned for simultaneously boosting energy while relaxing the mind, its also very beneficial to those with skin, weight and inflammatory conditions. This is the ultimate green tea.



Tea Selection

By teapigs

TEAPIGS

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teapigs.

teapigs is on a mission to get the nation drinking real tea. Their teas contain only the very best quality whole leaf teas, whole herbs, whole berries and whole flowers (no dusty stuff in sight!). The teas are in special tea temples – a biodegradable mesh bag that gives the tea all the room it needs to infuse properly. Their tea taster and co-founder Louise says: "Tea drinkers deserve better - drink real tea!" The teapigs range is very exciting. It covers all the classics, like English breakfast and darjeeling earl grey, but has some adventurous teas too like chilli chai and popcorn tea – they even have a chocolate tea!



Beet-IT® Beetroot Juice

By James White Drinks

JAMES WHITE DRINKS

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Beet IT® Concentrated Organic Beetroot Shots – the natural way to boost Nitric Oxide (NO) in the blood stream. Research at William Harvey Research Institute and Exeter University using Beet It beetroot juice has demonstrated the dramatic impact beetroot juice can have on lowering blood pressure and improve stamina levels and enhance oxygen usage efficiency. These benefits arise directly from raised Nitric Oxide levels derived from the dietary nitrate found naturally in beetroots.

The 1998 Nobel Prize for Medicine was awarded for the discovery of the important role of Nitric oxide in the blood system. The 7cl Beet It shots are made only from concentrated beetroot juice cut with lemon juice to counter its natural sweetness and contain 4 mMol of natural dietary nitrate, the equivalent to that found in about 25cl beetroot juice.

Quick and easy to take and the Beet It shots have neither the smell or the distinctive taste of Beetroot – not everyone's favourite vegetable! Specifically designed for the elite sporting world who have adopted it with enthusiasm (including most international rugby, many premiership football and most UK Olympic teams and many individuals), it is certified by Informed Sports for reassurance to the sporting elite. It is also Soil Association certified organic.

Coconut milk (Chocolate and Original)

By Kara Dairy Free

KARA DAIRY FREE

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Kara Dairy Free is the first coconut based dairy-free milk, and offers a superior taste and texture to other dairy-free milks. Enriched with calcium, Kara Dairy Free contains the same fat content as semi-skimmed milk, and is 100% dairy, soya and cholesterol free.

Kara Dairy Free is created from freshly pressed coconuts. Unlike soya bean and rice grain milk, there's no soaking, grinding, or extracting involved. It's also free from artificial flavourings, colourings or preservatives. Kara Dairy Free has a delicate, subtle, flavour making it versatile in a variety of applications as a replacement for dairy milk to make anything from a sauce to a rice pudding or as an accompaniment with cereals. Kara also works perfectly in tea and coffee without curdling unlike some other dairy alternative products.

The coconut milk in Kara comes from our own family owned coconut groves in Indonesia. We have been growing coconuts since 1986 in a fully sustainable way, respecting both the environment and the welfare of our employees.

Approved by the Vegan, Vegetarian and Coeliac Societies.

Probiotic Drinks: Acai Age Defence, Aloe Detox Digest and Goji Natural Energy

By Together Drinks

TOGETHER DRINKS

Contact: Robert Clough

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Together Drinks are a range of healthy drinks which combine fruit juices and purees, a nutrient dense superfood, supplements and herbal extracts in a convenient single dose bottle. Even with a balanced diet it is not always possible to get all the necessary nutrients to support the body's different lifestyle needs. So we created a range of supplement drinks designed to help health conscious people.

The range includes:

Acai Age Defence - packed with antioxidants and omega oils, for the brain and skin. Lutein, for healthy eyes and skin and gingko biloba to guard against stress.

Aloe Detox Digest - contains Aloe vera to aid digestion; prebiotics to increase friendly bacteria and milk thistle to protect the liver. Artichoke and ginger stimulate and soothe digestion.

Goji Natural Energy - contains vitamin and mineral rich Goji berries, carnitine, to improve performance and coenzyme Q10, which converts food to energy. Ginseng will give you a natural energy boost and liquorice supports the adrenal glands.

Pome Multi Vitamin - contains antioxidant rich pomegranates, 7 vitamins at 100% RDA and 4 essential minerals. We added green tea and ginseng for an additional boost and to get you back on your game as soon as possible.

GET JUICED

If you're looking for an instant boost to your health and vitality there's no easier way than to get juicing.

Christine Bailey, Nutritionist, Chef, Consultant and author of numerous recipe books including *The Juice Diet Book* (Duncan Baird 2011) and *The Raw Food Diet* (Duncan Baird 2012) will be creating some simple health promoting juices for you to enjoy. Christine is also a member of the Nutri-Link Education Technical Team.

Forget sugary sports drinks, squash and soda if you want to take your health and fitness to a new level making your own juices and smoothies is a must. Juices, specifically vegetable based juices are simultaneously energising, nourishing and cleansing. Easy to digest, drinking a fresh juice is an excellent way to cram in more antioxidant and enzyme rich vegetables and fruits in your diet.

The Juice Diet Book is a valuable resource for anyone wanting to supercharge their diet, promote a cleaner, leaner body and boost energy levels. The book includes recipes and menu plans to help you lose weight and shape up whether you're looking for a short weekend plan, week long programme or something longer term. It also contains chapters on Beauty juices, Power juices and Immunity Juices including blended smoothies and shakes. Unlike many other juice books the focus is on nutritious combinations including a whole range of vegetables and green foods.

Christine will be creating a selection of juices to sample at the Welcome Drinks Reception

Lemon Green Cleanser

Kick start your day with this super cleansing juice. Bursting with chlorophyll, potassium and vitamin C this amazing green cocktail is a nutrient dense alkalisng green juice. Kale is rich in phytochemicals and has powerful anti-cancer properties being rich in glucosinolates which have powerful actions in detoxifying toxins as well as flavonoids and carotenoids including beta-carotene, lutein and zeaxanthin. These chemicals help support immune function and protect the eyes from age related macular degeneration. A superb cleansing cruciferous vegetable and a good source of vitamin K needed for bone health.

CHRISTINE BAILEY

THE JUICE DIET

THE HEALTHY WAY TO LOSE WEIGHT



GET JUICED

Lemon Green Cleanser (continued)

Serves 2

2 sticks celery

3 handfuls kale

2 apples

1 lemon, peeled

1tsp superfood green powder (optional)

Juice the ingredients then stir in the superfood powder if using.

Antioxidant Reviver

A wonderfully refreshing drink, packed with phytonutrients especially bioflavonoids and anthocyanidins and vitamin C – perfect for the summer months when berries are in season. You need a masticating juicer to get best results such as the Omega Vert.

Serves 2

2 punnets of strawberries or raspberries

2 apples

1 lime

Fizzy water to serve

Juice the strawberries, apples and lime

Dilute with fizzy water if wished to serve.

Easy Budget Vegetable Ginger Juice

A sweet tasting juice, perfect if you're new to juicing. Celery is rich in both potassium and sodium, the minerals most important for regulating fluid balance. It also contains active compounds called phthalides, which can help relax the muscles around arteries and allow those vessels to dilate. With more space inside the arteries, the blood can flow at a lower pressure. Phthalides also reduce stress hormones, one of whose effects is to cause blood vessels to constrict. In studies of animals celery juice has been shown to lower cholesterol by increasing bile acid secretion. Carrots are loaded with vitamins and minerals particularly protective carotenoids to support eye and skin health. Carrot juice is sweet and creamy, easy to digest and very soothing for the digestive tract.

GET JUICED

Easy Budget Vegetable Ginger Juice (continued)

Serves 1

4 small carrots

2 stalks celery

2 green apples

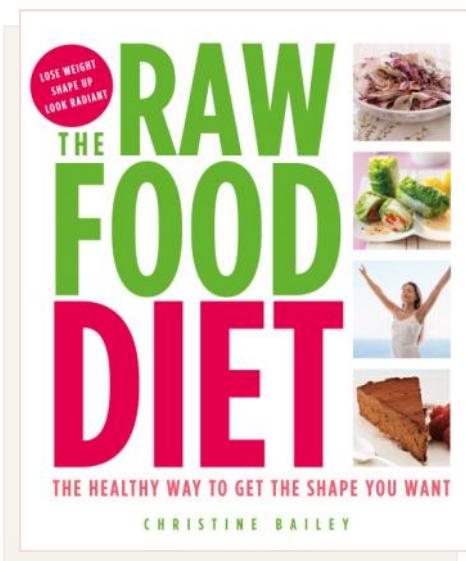
1 lemon, peeled

1 inch piece of ginger

Place all the ingredients through the juicer – this juice can be done quickly in a centrifugal juicer.

© Recipes adapted from Christine Bailey's The Juice Diet Book (Duncan Baird 2011)

Christine Bailey MSc PGCE MBANT CNHC



Christine Bailey is a renowned Nutritionist, Speaker, Chef, Food and Health Consultant and Author with over 16 years of experience. A specialist in allergy free food she was awarded Coeliac Chef of the Year 2009 and supports many individuals and corporates on allergy free diets. She is a member of BANT (The British Association for Applied Nutrition and Nutritional Therapy), CNHC (Complementary & Natural Healthcare Council) and is a graduate member of AFMCP™-UK 2011 Institute of Functional Medicine.

She is a member of the Guild of Health Writers and writes regularly for many national magazines including Health & Fitness, BBC Good Food, Cook Vegetarian, Women's fitness, Men's fitness, BodyFit and

Natural Lifestyle as well as websites on food, health, family and women's health. She is the author of numerous health and recipe books including The Top 100 Low Salt Recipes (Duncan Baird Publishers 2009), The Intelligent Way to Lose Weight (co-authored with Dr Mark Atkinson, Higher Nature 2009), The Vitamix Cook Book (Duncan Baird Publishers 2009) and The Top 100 Recipes for Brainy Kids (Duncan Baird Publishers September 2009), The Juice Diet Book (2010), The Raw Food Diet (Duncan Baird 2012) and The Top 100 Finger Foods (Duncan Baird 2012). She regularly sees clients at her nutrition clinic in Reading and London as well as in workplace for Corporates and Health clubs.

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NOTES



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