

'TIS THE SEASON

As we head towards the end of the year and all that that entails, we wanted to say how much we appreciate the incredible support we receive from our wonderful customers and hope that the coming year brings new blessings for us all.



Join us for our CHRISTMAS FAYRE

Saturday 27th November
12pm-4pm

It has been an eventful 40th year for Fairhaven with lots of mini celebrations, competitions, and giveaways, which will culminate at our traditional Christmas Fayre on Saturday 27th November, from 12pm to 4pm. We will have supplement experts on hand from Viridian and A. Vogel to give free advice. There will be 10% off all day, a quiz and complimentary mulled wine or fruit punch; Natural Spa Beauty join us with a wonderful selection of handmade beauty products; taster sessions from Palm&Bowl sound therapy will also be available! Vintage Narratives will open their wares to the public in our upstairs treatment room, selling preloved clothes that have a story to tell! Also, we are fortunate to have local duo Pulsepasties with us selling their homemade plant-based pasties and cookies – yum!



A.Vogel

viridian
The leading brand of ethical vitamins

MORE DETAILS
COMING SOON..



@pulsepasties

DOUBLE x2 DECEMBER

Our seasonal produce has arrived, including ethical and Fairtrade gifts – something for everyone. As a thank you for shopping with us, we are giving double loyalty stamps every time you shop throughout December! Fill a card with loyalty stamps and the next time you shop get 10% off your shopping! Welcome Double December.



Full of delicious goodies, our popular hamper, worth over £100, returns and will be on display at our Christmas Fayre. Write your details each time you shop to increase your chances of winning! A

winner will be drawn from the entries on Monday 20th December – Good Luck!

CHRISTMAS & NEW YEAR OPENING HOURS

Monday, Dec 20th	9am - 4pm
Tuesday, Dec 21st	9am - 4pm
Wednesday, Dec 22nd	9am - 4pm
Thursday, Dec 23rd	9am - 4pm
Christmas Eve	9am - 1pm
Christmas Day	closed
Boxing Day	closed
Monday, Dec 27th	closed
Tuesday, Dec 28th	closed
Wednesday, Dec 29th	9am - 4pm
Thursday, Dec 30th	9am - 4pm
New Year's Eve	9am - 1pm
New Year's Day	closed
Sunday, Jan 2nd	closed
Monday, Jan 3rd	closed

Prebiotics and Probiotics

Why are they important and what is the difference?

The health benefits of our gut microbiome are being increasingly researched, discovered, documented and understood, but scientists believe that there is much more to uncover. There are trillions of microbes living in our digestive tract, together weighing up to 2kg, known to be crucial to our health, and contributing to some of the following benefits that have already been identified: diabetes support, immune function and keeping pathogens at bay, digestive support, brain and mental health, bone health, synthesising vitamins (B and K), and aiding absorption of calcium and iron as well as some other minerals. The composition inside the gut can be changed and improved using probiotics, prebiotics and Faecal Microbiota Transplants (FMT), and potentially harmed through the use of antibiotics.

Probiotics are microorganisms (such as lactobacillus or bifidobacterium) that when consumed, in food or a dietary supplement, maintain or restore beneficial bacteria to the digestive tract.

Prebiotics are undigestible fibres that probiotics feed on and are necessary to enable the microorganisms to do their job effectively and cultivate a healthy gut. Without prebiotics, probiotics do not have the food they need to survive. Examples of prebiotics are: apples, bananas, leek, garlic, onion, asparagus - see this link for a fuller list of prebiotics:

<https://m8q4i2j2.rocketcdn.me/wp-content/uploads/2019/05/Best-Prebiotic-Food-List-PDF.pdf>
or pop in for a copy.

Healthy gut bacteria produce digestive enzymes that aid in the breakdown of complex carbohydrates and proteins. As a byproduct of food break down, gut microbes produce short-chain fatty acids like butyrate, which are vital for gut health. Without our gut



microbes, substances that we can't digest alone would be eliminated in our faeces, so having adequate good gut bacteria increases the amount of nutrients you can absorb from your food, such as magnesium and zinc, both crucial to mental health, as well as calcium and iron.

Babies' gut microbiome begins to be populated from the mother's placenta, continuing at birth and is affected by the method of delivery and feeding, as well as the environment. Vaginal delivery and breastfeeding have been shown to offer the best initial colonisation of microbes for a baby's gut. The gut microbe population is seeded in early life and by the age of three is fully matured. It is then affected by diet, exercise, stress, and use of antibiotics.

The foods that are the most detrimental to the diversity and health of the gut microbiome are: sugar, refined starch, artificial sweeteners, processed foods, food colouring, preservatives and emulsifiers. Drinking a moderate amount of alcohol, particularly red wine, can be beneficial due to the polyphenols contained, however binge drinking is not.

A poor gut microbiome has been shown to result in increased susceptibility to infection and dysbiosis – a state where non-beneficial microbes and pathogens are able to flourish, causing disease, such as 'leaky gut' and IBS. Aging also affects the gut microbial community due to less movement, dietary changes, dental changes affecting chewing all which then lead to a lower level of some bacteria like the Bifidobacterium species; more

degradation of proteins and fewer short chain fatty acids; low-grade inflammation. The use of probiotic supplements such as Optibac's Every Day can help to counter these effects. (Use Optibac's Bifidobacteria & Fibre if constipation is an issue, or regularity of bowel movements need to be harmonised) Eat foods rich in polyphenols (see our instore display) which feed the good gut microbes. Extra-virgin olive oil is also full of beneficial polyphenols. Fermented foods are highly nutritious and add diversity to your diet, also enhancing gut health. Use kefir in smoothies instead of milk, use miso as a base for soups and sauces, or add tempeh to your favourite stir-fry recipes. Sauerkraut and kimchi are also excellent sources of healthy bacteria. Eat a wide range of plant-based foods for full benefits as well as sourdough bread which has fermented slowly using a wide range of bacteria and fungi found naturally in the air and ingredients.



Useful supplements include: Lepicol, inulin, caprylic acid, FOS (fructooligosaccharides) and psyllium husk.

The short chain fatty acids (SCFAs) created by gut microbes communicate with cells which produce serotonin, a neurotransmitter (and a hormone) that regulates your mood, as well as levels of anxiety and happiness, so your gut microbes can help your body produce more serotonin and some probiotic gut bacteria can even produce GABA (another neurotransmitter, Gamma-Aminobutyric Acid, which regulates and improves mood) themselves for your body.

The Enteric Nervous System, also known as the 'second brain' is the gateway for the bidirectional communication between the brain and the gut, mostly through the vagus nerve. SCFAs and in particular butyrate, have anti-inflammatory effects both in the gut and throughout the entire body, and help to heal a leaky gut.

So gut microbes are vital, providing many health benefits which support your gut, brain, and whole body, reducing the risk of disease.

**Hippocrates – the father of modern medicine, stated,
"All diseases begin in the gut"
c. 460 BCE - c. 375 BCE**

SPECIAL OFFER



OptiBac
probiotics

10% off Optibac products throughout November and December. In-store and online. More on the gut and lectins in the next issue of our newsletter!

Think of the gut microbiome as a 'vital organ' that needs to be looked after, so that ultimately ... it can look after you!

References & Website links:

<https://www.healthline.com/nutrition/gut-microbiome-and-health#> || <https://www.healthline.com/nutrition/probiotics-and-prebiotics>
<https://www.theguardian.com/society/2021/jul/11/unlocking-the-gut-microbiome-and-its-massive-significance-to-our-health>
<https://www.niehs.nih.gov/health/topics/science/microbiome/index.cfm> || <https://www.thegoodgut.org/8-foods-toxins-that-harm-our-gut-bacteria/>
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3983973/> || https://www.bbc.co.uk/food/articles/what_should_you_eat_for_a_healthy_gut
<https://atlasbiomed.com/blog/9-ways-gut-bacteria-and-mental-health-probiotics-and-depression-are-linked/>
<https://www.frontiersin.org/articles/10.3389/fendo.2020.00025/full>



AWARENESS DAYS

NOVEMBER

Veg Pledge – go vegetarian for a month and raise money for Cancer Research – see some of our favourite staff recipes in store!

Mouth, Lung and Pancreatic Cancer Awareness Month



November – raising awareness of Men’s Health

- 1st All Saints Day and World Vegan Day
- 1st – 5th International Stress Awareness Week
- 1st – 6th Global Prebiotics Week
(Read this months Hot Topic)
- 5th Bonfire night
- 8th – 14th Sugar awareness week
- 9th Social Media Kindness Day
- 11th Remembrance Day
- 13th World Kindness Day
- 14th World Diabetes Day
- 15th – 19th Anti-bullying Week
- 19th International Men’s Day
- 25th White Ribbon Day
- #endthecycle:stop family violence
- 28th Beginning of Advent
- 30th St Andrews Day

DECEMBER

Decembeard – Bowel Cancer Awareness

- 1st - World Aids Day
- 2nd - International Day for the Abolition of Slavery
- 2nd – 7th National Grief Awareness Week
- 3rd International Day of Persons with Disabilities
- 4th - World Wildlife Conservation Day
- 5th - World Soil Day & International Volunteer’s Day
- 10th - World Human Rights Day, International Animal Rights Day & Christmas Jumper Day
- 15th International Tea Day
- 18th International Migrants Day
- 20th International Human Solidarity Day
- 21st National Robin Day
- 25th Christmas Day
- 31st New Year’s Eve & National Champagne Day!



FROM THE FAIRHAVEN TEAM



All the team at Fairhaven send thanks and very best wishes to our customers and supporters and hope that Christmas brings us all a peaceful, restful, and joyous time. We look forward to and hope for a happy and healthy New Year!

SEE YOU AT OUR CHRISTMAS FAYRE!

