

National Depression Week

19th-25th April 2005

A Good Time to Consider the Nation's Diet.

World-leading researcher, professor and author, who has pioneered the use of natural fatty acids to treat successfully a variety of types of depression, is imploring people to ensure that they consume enough - and the right types - of natural

fatty acids.

Professor Basant K. Puri is Professor and Consultant at Hammersmith Hospital (London) and Imperial College London. For the last five years he has been using omega-3 and omega-6 natural fatty acids to treat patients with depression including moderate, major and manic-depression, as well as other brain disorders like schizophrenia, attention-deficit hyperactivity disorder (ADHD), chronic fatigue syndrome (also known as M.E.) and Huntington's chorea, with extremely positive results.

Unlike other treatments for depression, there are only positive side-effects of taking the 100 per cent natural fatty acids used by Professor Puri. These include lower blood pressure, shinier hair, healthier joints, more youthful skin, improved concentration and sleep.

Professor Puri explains: "By taking a combination of ultra-pure EPA and virgin evening primrose oil, the body obtains the right fatty acids to rejuvenate the structure and functioning of the brain. The antidepressant action of this combination is just as good as, if not better, than that of conventional medicines, but without the adverse side-effects. In addition there are excellent benefits for the heart and circulation. The sleep experienced is of the highest quality and very refreshing. People find they have more energy. The skin is also nourished naturally and rejuvenated, and actually looks and feels younger within six weeks."

Depression has now reached epidemic proportions across the world and more than 2.9 million people in the UK are diagnosed as having depression at any one time. As such the leading charity, Depression Alliance, established National Depression Week, with the aim of raising awareness about the illness. This year it's taking place from 19th until 25th April 2005.

Professor Puri's message regarding the importance of natural fatty acids is particularly relevant in light of the following facts:

- Two-thirds of people in the UK suffering from major depression are never correctly diagnosed and therefore never treated for depression. (1)
- Everyone will, at some time in their life, be affected by depression - their own or someone else's, according to Australian Government statistics. (Depression statistics in Australia are comparable to those of the US and UK.) (2)
- The rate of increase of depression among children is a staggering 23 per cent per annum. (3)
- The World Health Organisation has warned that by 2020 Major Depression will rank second on the list of illnesses to pose the greatest global health burden, in terms of early death, lost man-hours and use of medical resources. (Heart Disease is top of the list.) (4)
- Fifteen per cent of the population of most developed countries suffer severe depression. (5)

Professor Puri gained his primary medical degrees at Cambridge University and then went on to train in Cambridge and London. His treatment approach and research findings have been published in authoritative medical journals and he has given many talks at international medical conferences. He has also written over 26 books including *The Natural Way to Beat Depression* - The groundbreaking discovery of EPA to change your life, which has just been launched in the USA following its success in the UK, and *Chronic Fatigue Syndrome - A natural way to treat M.E.* (6) Professor Puri is an independent researcher. The natural fatty acid supplement he currently uses to treat his patients, namely VegEPA, uniquely contains the combination of ultra-pure EPA (an omega-3 fatty acid) with virgin evening primrose oil (containing the omega-6 fatty acid GLA).