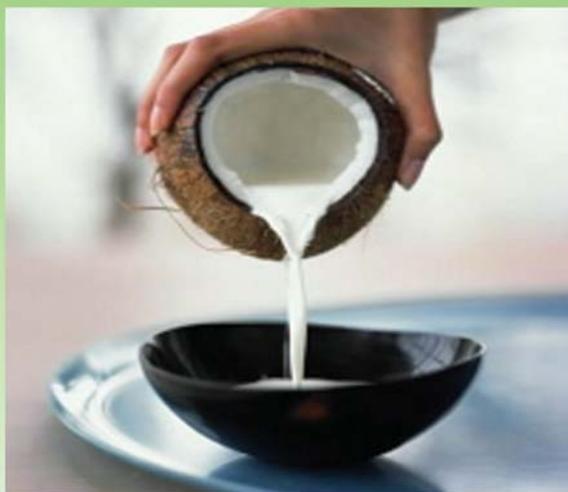


The Untold Truth About Virgin Coconut Oil



Ian Blair Hamilton
& Cassandra Bond



We admit that the title of this book is a bit sensationalist. That's because it has one aim; for you to pick it up and find out what it is all

about. My co-writer and partner - and I - wrote down around fifty different "The Untold Truth About..." alternatives before choosing what you see today. So please forgive us, but we know that what you'll read here is very, very important health information.

It was a difficult choice because we so want to awaken people to this amazing untold truth.

If enough people heard the facts we are about to relate, thousands of people would be re-employed, a serious poison would be taken off the market due to loss of sales, and millions of people across the world would enjoy a happier, healthier, more vital and thinner lifestyle.

The hardest thing today is to change the way people think, and we have come to understand the way big business uses fear and misinformation to change the way we all think, buy and react. When it is the biggest corporations in the world, with marketing budgets larger than some of the countries it competes against, it is quite absurd to think that we can withstand the combined force of market psychologists, strategists, media experts, global press and political lobbyists. Corporations of this size don't change to suit the market; they change the market to suit their products.

We are reminded of the story about one mega corporation that had a problem with its genetically modified soybean. The 'new improved model' had pesticides in its outer skin far above the accepted legal limit. The answer was simple. Fix the problem? Of course not! Lobby the government, talk to the politicians they support with donations, call in a few favours, and have the law changed to allow a higher limit. All you need is money - *in brown paper envelopes*.

So our 'sensationalist' little book title is small change compared to the market manipulations that happen every day, programmed to subvert and channel us all into more compliant and profitable consumers.

But now that you're here... take a look at what this book is all about.

- You'll learn about an edible oil that actually supports weight loss!
- You'll find out about an edible and delicious fat that doesn't get stored in the body but converts instantly to energy.
- You'll learn about a natural organic oil that people use as a deodorant rather than toxic cocktail commercial underarms
- You'll learn about an oil that people report is better than sunblock, but has no nasty chemicals. You'll also learn why you burn so easily these days - and it's not the Greenhouse effect!
- You'll learn about the massive megacorp campaign that enlisted 400,000 farmer's wives to get it off our supermarket shelves.
- You'll learn about the flawed but convenient 'scientific' evidence that was used to prevent us benefiting from this oil... and persuaded us to use proven toxic oils in its place!
- You'll learn about how this oil has been exhaustively studied for its side-effect-free effectiveness in the treatment of AIDS, heart disease,

cancer and diabetes, arthritis and many other degenerative diseases.

- You'll learn about how this oil has detoxified, and assists, the digestive system of people with first-hand reports by users.
- You'll learn about its ability to strengthen the immune system - while beautifying your skin and hair.
- You'll access great proven recipes to incorporate this oil into your daily health regimen, and you'll be able to read the experiences of some 40,000 people who applaud this rediscovered untold truth about edible oils.
- You'll also learn why the oils the vast majority of us are using are so toxic, and how this has been covered up.
- You'll also become part of a new and growing wave of informed people who will be directly assisting the very families who had their livelihood stolen by the megacorps. You'll learn about the man who started it all and his amazing self-help program for rural villagers.

Finally, you'll learn how to make sure you get the right product - in a retail *forest* of chemically altered look-alikes.

Thank you for purchasing this "Untold Truth" book. We believe your purchase will be the best value buy you have made in a long time – for yourself, for your family, and for thousands of people on the other side of the world who will regain a future because you cared enough to say "No" to the "Big Lie" people in their glass towers.

Whatever happened to make us think coconut oil was bad?

Why haven't we heard about the great benefits of coconut oil?

Why don't we hear about its use in hospitals, in baby formula?

If we feed our sick and our young with it, why don't we feed ourselves with it?

If there is information available about the benefits of this oil, why isn't it there for everyone?

One answer. Big Money.

The Real Facts about Coconut Oil

If you are among the 99.9% of people who regularly avoid or simply don't know about coconut oil, there must be a reason, even if you are not aware of it, for your decision, conscious or unconscious, against its use.

The information about coconut oil *is* available in research journals, but research journals are never made accessible to the public unless there is someone with a vested interest in its public knowledge, willing to put up the dollars to disseminate it.

In a recent report, 15% of research scientists admitted fudging figures when sponsors asked them to. These are the honest ones.

A coconut farmer in the Phillipines doesn't have much clout in our mainstream western press. But Big Business has the means and the motive to tell us why we shouldn't use coconut oil, especially if Big Business also sells the *enormously profitable* soybean.

Until the advent of the Internet, detailed scientific information was almost impossible for the public to access. However the Internet makes things happen. People in need, especially people who are sick, have been given the

goose that laid the golden egg, the trail to knowledge, health and power, and it's called "Google".



To illustrate the point, Brian and Marianita Shilhavy of Tropical Traditions, (co-authors of *Virgin Coconut Oil*), the first supplier of organic virgin coconut oil, began working in a tiny village far inland from Manila, connected to the only phone line into town. Today, many thousands of people visit their website daily in search of the truth and the facts about coconut oil.

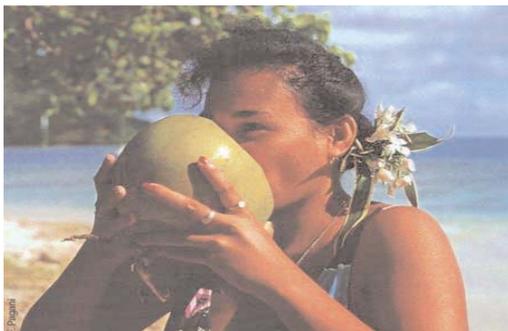
The Internet has changed the power structure of information dissemination. Power is now *with* the people.

A few clicks will take you to hard facts by people like Dr Bruce Fife, Dr Mary Enig, Sally Fallon, Brian Shilhavy and many others who have chosen to pass on the truth about the American Soy Association's highly successful but dastardly campaign to discredit coconut oil and turn consumers like you and me to the alternative, far less healthy, soy based oils and margarine.



Dr Bruce Fife, who penned "The Coconut Miracle". (www.amazon.com) recommends coconut oil to his patients for Chronic Psoriasis, Dandruff, Precancerous skin lesions, Influenza, Bladder Infections, Chronic Fatigue, Haemorrhoids and general health. He also cites scientific literature that adds possible use of coconut oil for dental caries, Peptic ulcers, Benign Prostatic hyperplasia, Epilepsy, Genital Herpes, Hepatitis C, HIV/AIDS and Heart Disease prevention.

He also admits, like us, to complete ignorance of its benefits until he began to research for himself.



It's not that Western Scientists aren't *aware* of coconut oil's remarkable properties.

Where there is no possibility of using soy products due to the imperative for highest health results, you'll find *coconut oil* – in baby formula, and in hospitals, where patients are suffering digestive or absorption problems. During sickness, coconut oil is relied upon to support the immune system, warding off disease and infection.

Coconuts and coconut oil have been in use for thousands of years by countless generations of happy, healthy people in Asia, the Pacific, Africa, and Central America.

In fact the present sorry state of health in many of these small nations has only happened since these people abandoned their traditional coconut-based fare – under the influence of well-intentioned but uneducated Westerners.

Before that, their almost non-existent rates of heart disease, cancer, arthritis, diabetes, gout, obesity, hypertension and degenerative disease should have made scientists beat a path to their door. Unfortunately, with our highly 'sophisticated' cultural superiority complex, we couldn't see the wood for the coconut palms.

In India, coconut oil forms the basis of many Ayurvedic remedies.

In Panama, a common palliative is a glass of coconut oil.

In Jamaica, coconut oil is used as a heart tonic.

In Nigeria coconut oil palm oil (very similar to coconut oil) is trusted to treat many illnesses.

In Polynesia the coconut is revered for its health giving properties.

Coconut Oil is the only oil that promotes weight loss. It is the world's only low calorie fat.

Why Is It So?

We are urged to reduce fat intake to a maximum of 30% of total diet per day, yet Polynesians (*before being introduced to 'superior' western nutrition in bully beef cans*) - would consume up to 60% of their total diet as coconut oil with *no adverse effect*.

The 30% rule is for the sort of fats we Westerners have been taught to consume, but it appears that it has *nothing at all* to do with an oil like coconut oil.

Coconut oil has emerged as the crème of all oils, offering health benefits that can give us a whole new way of life.

Coconut oil is saturated fat.

But as you'll see later, in a very clever 'single swoop' approach that tarnished the reputation of the good oils along with the bad - all saturated fats have been labeled as bad by the American Soya Association.

THE OIL WARS

It is perfectly understandable that most readers would be skeptical of the claims made here. After all, it's a 'fact' of our society that saturated fats are bad. It's also a 'fact' that more fats are bad rather than good for you. Isn't that *'the way it is'*?

Take this quick quiz to see how much you *really* know about the truth of edible oils.

- 1 Soya based oils are healthier than coconut oils because they are polyunsaturated. **T/F**
2. Soya has a long history of use in China **T/F**
3. Trans fatty acids are only found in saturated fatty oils. **T/F**
4. Hydrogenation, used to partially solidify and stabilize vegetable oils, create trans fatty acids. **T/F**
5. Pure Soya/vegetable oils store well without refrigeration. **T/F**
6. Coconut oil is saturated and therefore unhealthy. **T/F**
7. All saturated fats cause heart disease. **T/F**
8. Hydrogenated polyunsaturated vegetable oils/fats have less fat than coconut oil. **T/F**
9. French Fries cooked in animal fat absorb more fat than fries cooked in vegetable oil **T/F**
10. "Olestra can be a tool for a healthier diet," said Dr. John Foreyt, Director of the Nutrition Research Clinic at the Baylor College of Medicine. "Olestra works to reduce fat and calories for a very simple reason: because it tastes good." (Quote from Proctor and Gamble website) **T/F**
11. Saturated fats are like Trans fatty acids **T/F**
12. You can easily tell if polyunsaturated oils are rancid by the taste. **T/F**

Answers;

1. **False.** Polyunsaturated fats or oils are hydrogenated to stabilize them for longer shelf life. This process creates trans fatty acids, the true

villains of the picture.

2. **False.** A study of the history of soy use in Asia shows that the poor used it during times of extreme food shortage, and only then the soybeans were carefully prepared (e.g. by lengthy fermentation) to destroy the soy toxins.

According to KC Chang, editor of Food in Chinese Culture, the total caloric intake due to soy in the Chinese diet in the 1930's was only 1.5%, compared with 65% for pork.

3. **False.** No trans fatty acids are found in saturated oils.

4. **True.** Trans fatty acids are a byproduct of hydrogenation, the forced addition of Hydrogen ions into the oil's carbon chain.

5. **False.** Without hydrogenation, pure soy or vegetable oil must be kept cool and in a dark place to prevent rancidity.

6. **False.** Coconut oil is a medium chain fat. Unlike long chain fats, it has the amazing ability to be completely converted into energy. Further, no bile is required to break it down for assimilation. Unlike polyunsaturated vegetable oils, it has no oxidant capability and therefore does not create free radicals.

7. **False.** Fat that collects in arterial plaque is mostly unsaturated fats. (74%) Coconut oil is a saturated fat and unlike poly and monosaturated fats, it is not easily oxidized. Arterial plaque only consists of oxidized fats. Vegetable oils oxidize quickly when they are heated.

8. **True,** but we need to understand the difference in fats. Polyunsaturated oils have up to 48% trans fatty acids, described by Bruce Fife as perhaps the most dangerous food additive around. Coconut oil has up to 64% medium Chain Fatty Acids. All of the health benefits already outlined are dependent on the presence of this 'good fat'.

9. **False.** It's another furphy put around by the vegetable oil industry. You'll eat more saturated and trans fatty acids in fries cooked in

vegetable oil.

10. **False.** An oil's taste has nothing to do with its fat and calorie count. This quote is typical of the 'dumbing down' marketing jargon used by the industry. (Source: Proctor and Gamble website)

11. **False.** Trans fatty acids are deadly poison. The more trans fatty acids we consume, the greater the destruction of our bodies at a cellular level. Margarine may be as high as 35% trans fatty acid, up to 48%. Saturated fats come in two significantly different forms, so we can't really generalize. Coconut oil, far from being poisonous, is incredibly beneficial.

12. **False.** Jurg Loliger, Ph.D of the Nestle research Institute says that primary oxidation products of vegetable oils are generally tasteless.

How did you fare? Can you see that the mega corporation's spin doctors have done a great job on us? Their masters would be well pleased. (It's also interesting to see how you reacted to the 'voice of authority' in Q10.

Let's investigate how we got to such a state of propaganda-fed misinformation.

By 1920 coconut oil accounted for **45%** of all margarine oils and fats consumed in the USA.

By 1929 the figure had risen to **60%**. At this time the use of relatively small amounts of beef fats with coconut oil allowed it to be made into a quality margarine without hydrogenation.

During the post WW1 recessionary years, farm prices fell, and dairy interests poured out hostile publicity against "oleomargarine."

They lumped coconut oil in with margarine, picturing the use of cheaper, imported coconut oil as the "coconut cow," which, they claimed, threatened every American farmer.

Cottonseed and soybean farmers were quick to seize the market opportunity. With their growing strength in numbers during the early 1930s, they joined the "Battle of the Coconut Cow," opposing the import of low-cost coconut oil, arguing that domestic oils should be used instead - to 'help a depressed farm economy'. Oilseed farmers, backed by the margarine industry, formed a convenient alliance with dairy farmers against imported coconut oil - but at the same time, worked *against* dairy farmers in efforts to promote vegetable oil-only margarine.

In the late 1930s they scored their first success; a tariff of 3 cents a pound levied against imported coconut oil. Hammered by the dairy industry, the soya industry and the cottonseed industry, *King Coconut was looking decidedly shaky.*

Soy oil moved quickly to take its place. The American Soy Association began work in 14 states to change state margarine laws.

The first all-vegetable-oil margarines were developed during the 1930's. It was initially composed of cottonseed oil and later of blends of cottonseed and soya oil. The first all-soya, all-vegetable margarine, containing no products of animal origin, was introduced in 1942 by Butler Food Products at Cedar Lake Michigan.

Sold as **Soy Butter**, its main ingredients were a blend of liquid and hydrogenated soy oils, soymilk used in place of dairy milk, and perhaps soy lecithin (plus salt, carotene, vitamin A, and butter flavor).

During the war, the use of soy oil in margarine increased dramatically, conveniently replacing much of the coconut



oil cut off by the war effort and fueling spectacular additional growth in margarine production.

In the first 2 years of the war, Soy oil use in margarine jumped **160%**, from 34,292 tonnes in 1941 (accounting for 25% of all oils and fats in margarine) to 89,812 tonnes in 1943 (accounting for 40% of the total fat sales). Yet still only 17% of all soy oil was used in margarine; the lion's share was used in shortening (50%) and about 19% was used in salad and cooking oils. The men in suits could see the money that was still to be made!

The spread of home refrigerators after World War II proved to be a profitmaker extraordinaire

to margarine makers, who rushed to developed a whole new range of margarines with good consistency and 'spread-ability' straight out of the refrigerator.

Do you remember the ads on TV showing how well margarine spread? Never mind about health!

A second major factor that helped to boost margarine sales was the growing industry-supported concern over



saturated fats and cholesterol. Suddenly the nutrition debate 'seemed' to shift in strong favour of margarine over butter, since the former was free of cholesterol, low in saturated fats, and rich in polyunsaturated fatty acids and linoleic acid.

Moreover, margarines rich in polyunsaturates were easy to spread and thus more marketable to the average Jo who hated cold, hard butter.

However they still had a problem with coconut oil. It was just too darn healthy to market against without lying!

In those days few people recognised the hand of the spin doctor in health warnings. It must have been so easy for the men in suits!

By the 50's margarine and soya oils had become a real market force, with a dollar value in the multi-millions. When a market gets big

EXCLUSIVE FLAVOR PROCESS CREATES...

New Margarine Discovery!

Only Blue Bonnet

Looks Like, Cooks Like and Tastes Like

The "High-Price" Spread for Bread!

NEW SCIENTIFIC TEST SHOWS...

1. "HIGH-PRICE" SPREAD HAS "FLAVOR BEANS." With a little knife, press down and spread a part of the "high-price" spread. Look at the spreading film, you will notice it's very grainy. Never good.

2. BLUE BONNET MARGARINE HAS "FLAVOR BEANS." Now press a part of Blue Bonnet and you will see their sparkling "flavor beans." They will rub off like genuine, just as with the "high-price" spread.

3. NO OTHER MARGARINE CAN SHOW THESE "FLAVOR BEANS." Press a part of any other margarine (no matter how much you pay for it). No "flavor beans" appear. You can't make a spreading film.

Blue Bonnet's Exclusive Flavor Process Has Created The Taste You've Always Looked For In A Margarine

The science you will witness here that Blue Bonnet's exclusive flavor process has perfected the new margarine that looks like butter, cooks like butter, and spreads like butter. And, because Blue Bonnet is the only margarine that can show these sparkling "flavor beans," you can be assured, spread, Blue Bonnet is like no other margarine. That's why when you see Blue Bonnet Margarine so easy spread for bread or if you cook, you get the correct taste of butter, as you can see from the spreading film. Blue Bonnet Margarine at your grocery and discover that for a moment.

WHY THE PRODUCT OF STAMBA BRANDS INC.

Only Blue Bonnet

"Looks Like" "Cooks Like" "and Tastes Like"

THE "HIGH-PRICE" SPREAD FOR BREAD

enough, the marketers always move to 'protect their investment'. That's what globalisation is about.

"Big" = Power = Influence

By 1986's almost **half a million** US farmers supplied the industry and its own Association had the task of 'consolidating' its market.

Coconut just 'had to go'.

A campaign was evolved that would make modern spin doctors proud. With tactics as dirty as any modern one, based on market psychology and ignorance, the ASA developed a D.I.Y. 'Fat Fighter Fit' press kit 'dumbed down' to allow a Nebraska soyabean farmer's wife to contact all of her local politicians, with preformatted letters and petitions calling for the banning of, or tariff restrictions on, the dreaded coconut oil. It was incredibly successful.

Their argument was simple - yet fundamentally dishonest. By lumping coconut oil in with less healthy saturated fats, they were able to swing the public against all saturated fats, conveniently sweeping coconut oil under the same avalanche of criticism.

Coconut oil, they proclaimed to anyone and everyone who would listen, was a 'bad' saturated fat just like all the other bad saturated fats and would therefore kill you.

America had nowhere near the education we have today and took the word of 'experts', blindly accepting the line;

saturated fat = bad, polyunsaturated = good.

Third world countries that produced and exported coconut oil to the US attempted a fightback. Malaysia, a major exporter, tried, but they had neither the farmer's associations or the money or political influence to compete with the spin doctors' combination of dollars, flag waving, friends in high places and organisation that was lined up against them.

Promotional literature including the "Saturated

Fat Attack", news releases, and intense lobbying were the farmer-foot-soldiers' weapons, and a few scientifically flawed reports from laboratories supported by the lobbyists - was all it took to crack King Coconut.

Accuracy was not an issue. Nutritional biochemist Mary G. Enig Ph.D says, *"There were a lot of substantive mistakes in the booklet, including errors in the description of the biochemistry of fats and oil composition of many of the products."*

To the average American, however, it was from the revered mouths of 'science', and that was good enough to convince millions to shun coconut oil.

The campaign condemned Americans, and eventually the world, to perhaps the most unhealthy dietary oils ever produced.

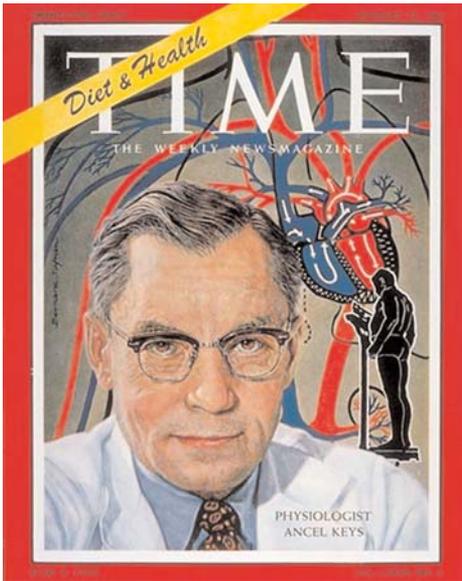
One stunning example of the sort of science we were fed came from Dr Ancel keys.

Dr. Keys is almost singularly responsible for initiating the anti-saturated fat movement in the USA. From 1953 to 1957 Keys made a series of statements regarding the 'atherogenicity' (*plaque building ability*) of fats.

His pronouncements included:

1. *All fats raise serum cholesterol.*
2. *Nearly half of total fat comes from vegetable fats and oils.*
3. *There is no difference between animal and vegetable fats in effect on Coronary Heart Disease (1953).*
4. *Type of fat makes no difference.*
5. *We need to reduce margarine and shortening (1956)*
6. *All fats are comparable.*
7. *Saturated fats raise and polyunsaturated fats lower serum cholesterol.*
8. *Hydrogenated vegetable fats are the problem;*
9. *Animal fats are the problem (1957-1959).*

Though not many people are aware of it, numerous subsequent studies seriously



THE UNTOLD TRUTH ABOUT FATS

So let's now take a closer look at the real science of fats. This data is readily available courtesy of Google and everything you see here has been exhaustively cross-referenced for accuracy.

IMPORTANT FAT-FACT #1

There are four forms of fats.

Doctors and scientists often use the term **lipid** in referring to fat. The only difference between a fat and an oil is that fats are considered solid at room temperature while oils remain liquid.

Both fats and oils are fats.

All fats are fatty acids.

1. Very Long Chain Fatty Acids:

Contains:	Highest Source:
Omega 3 EPA (<i>Eicosapentaenoic</i>), Omega 3 DHA (<i>Docosahexaenoic</i>) fatty acids	Fish Oils
Omega 6 (<i>Arachidonic</i>) fatty acid	Lecithin
Erucic Fatty Acid: Very toxic to the heart.	Rapeseed Oil has genetically changed to take out most of the Erucic acid and is now called Canola Oil

2. Long Chain Fatty Acids

Contains:	Highest Source:
Linoleic Fatty Acid (Omega 6 - when converted by the body)	Sunflower and Safflower Oil
Alpha Linolenic Fatty Acid (Omega 3 when converted by the body)	Linseed Oil
Oleic Fatty Acids:	Olive Oil
Palmitoleic fatty acid	Butterfat

questioned Keys' data and conclusions.

Today, with the benefit of history, it's easy to see his findings were inconsistent. However, for his efforts he made it to the cover of Time Magazine. He is still highly regarded as a great man of American Science.

Keys' articles received far more publicity than the studies that contradicted him. In retrospect, it is easy to understand why. The vegetable oil and food processing industries, the main beneficiaries of Keys' theories, had already begun their infamous 'Fat Fighter Kit' campaign, promoting and funding research designed to support those theories.

There are many people who claim that Keys used hydrogenated coconut oil for his studies, which would have skewed results wildly into the 'bad' category. Because we have not been able to check on this, we leave it to the reader.

3. Medium Chain Fatty Acids:

Contains:	Highest Source:
Lauric, Caprylic, Capric, Myristic fatty acids.	Coconut Oil
Palmitoleic fatty acid	Butterfat

4. Short Chain Fatty Acids:

Contains:	Highest Source:
Butyric and Caproic fatty acids	Coconut Oil
Acetic fatty acid	Vinegar

IMPORTANT FAT-FACT #2

Fats may be polyunsaturated, mono-unsaturated or saturated.

Note: No fat is only saturated or unsaturated.

1. Polyunsaturated Fat

Sources: seeds, nuts, grains, and vegetables.(EFA's)

The more **unsaturated** the fat or oil, the greater will be its susceptibility to oxidative rancidity. (*Going rotten*) Polyunsaturated oils such as soybean, cottonseed, or corn oil are *much less stable* than saturated oils such as coconut oil.

2. Monounsaturated Fat



OLIVE OIL

Most animal & vegetable fats contain monounsaturated fat, but in varying quantities. **Olive Oil** and **Canola Oil** have the highest levels of monounsaturated fats.

3. Saturated Fat

Sources: Animal fats, butter, cream, whole milk, palm oil and coconut oils

Essential Fatty Acids

Omega-3 and Omega-6 (**EFA's**) are a type of polyunsaturated fatty acids essential for the body. The body cannot produce these fatty acids so we need to find them in our food.

To be effective, we must get **EFA's** in the proper ratio of one part Omega-3's to four parts Omega-6's. Sadly, the western type diet (*S.A.D. Standard American Diet*) provides far more Omega-6 type essential fatty acids from the oils that we now eat. *We are very often Omega-3 deficient because of the excess of Omega-6 and trans fatty acids* (see below)

Flax seed is the highest plant food rich in Omega 3's but because the EFA's we ingest are not in the correct ratio we cannot convert the alpha linolenic acid (long chain Omega 3) in flax seed to the useable very long chain Omega 3.

Another reason for poor Omega-3 uptake is the hydrogenation of oils. Common manufactured oils are molecularly changed to preserve shelf life, but they become toxic to the body in the process by creation of trans fatty acids.



The best Omega 3's fatty acids (*very long chain*) come from sardines, herring,

tuna, wild salmon and cod liver oil.

Beef and dairy from cows that are pasture raised (grass fed) have *two to six times* more long chain Omega 3s than grain-fed cows! **Olive oil** is much more stable than polyunsaturated oil and therefore doesn't oxidize and go rancid as easily.

Most saturated fats are solid at room temperature. Coconut oil is stable with heating. It can be left sitting at room temperature for more than a year and it will not oxidize or go rancid. (more later)

Polyunsaturated Fats: The Big Sell and the Untold Truth

Back in the 1960s, you'll remember that we were told we should cut back on butter, cream, eggs and red meat. Our revered experts never suggested that we try a low fat diet like the Japanese, nor to use monounsaturated oils like the Greeks or Italians.

Instead, we were advised to replace saturated fat with polyunsaturated oils - usually corn oil and safflower. Was there research to find whether this new form of artificially shelf life enhanced oil was safe? We found none.

Increasing the degree of 'unsaturation' in an oil increases the vulnerability to oxidation, causing rancidity. The greater the vulnerability of an oil to oxidation - the more free radical damage it will inflict on the user.



Sun Damage

Since 1974, the increased use of polyunsaturated fats has begun to be blamed for the alarming increase in malignant melanoma (skin cancer) in Australia.

We are all told that the sun causes it. Are Australians going out in the sun any more now than they were fifty years ago?

They are eating more polyunsaturated oils.

Victims of the disease have been found to have polyunsaturated oils in their skin cells. Polyunsaturated oils are oxidized readily by ultra-violet radiation from the sun and form harmful 'free radicals'. These are known to damage the cell's DNA and this can lead to the deregulation we call cancer. Saturated fats are stable. They do not oxidize.

Polyunsaturated fats are very Immunosuppressive.

Anything that suppresses the immune system is likely to cause cancer. In one study, kidney transplant surgeons fed their patients linoleic acid because of its immunosuppressive ability to suppress immunity. (Linoleic acid is the major polyunsaturated fatty acid in vegetable oils).

The transplant doctors were astonished to see how quickly their patients developed cancers. Some cancers were up to twenty times as frequent as was expected.

In the effort to reduce this tendency to rancidity, manufacturers used hydrogenation. It solved the rancidity problem by masking it. Clever? Yes. But healthy? No way, Jose!

Free radicals deplete our antioxidant reserves and cause chemical reactions that damage tissues and cells. They have also been linked to cancer and ageing.

Commercial polyunsaturated oil looks and tastes normal even when rancid. This is because the primary oxidation (rotten) products of the oil have no flavor or taste. Consequently you can never know whether you just consumed dangerous rancid oil.

Monounsaturated Fats: Nice Guys... But Not All Of Them...

Olive Oil and Canola (*genetically engineered Rapeseed*) Oil are the oils highest in monounsaturated fats.

Olive Oil has been hailed as one of the "good" oils because those people who eat it in place of other oils have less heart disease. The diet the Mediterraneans eat has a high olive oil content.

However not all monounsaturated fats are

healthy. Research at the University of Florida–Gainesville, USA found nearly 5% of all the fatty acids in canola oil were trans fatty acids due to the refining process.

This occurs because all food grade canola oil, (including the varieties sold in health food stores), are deodorized from its natural horrid stink, using 150°C refining process. This is a high enough temperature to cause oxidation.

Note: Further studies have shown oxidation and hydrogenation occurs to a lesser degree in olive oil than in other polyunsaturated or monounsaturated oils.

Although olive oil (specifically virgin olive oil) - doesn't endanger our critical Omega 6:3 ratio, it shouldn't be used as cooking oil. It is highly susceptible to oxidative damage when heated.

Ensure the olive oil you are buying is 100%. In 1996 the NY Times revealed FDA's findings on 73 oils. Only 4 of them proved to be pure.

Enter The Real Villain!



**Trans Fatty Acids
(A.K.A. Partially Hydrogenated
or Hydrogenated Oil
AKA Trans Fat).**

Trans fats are *not* natural. They are created in refinery-like factories which take unsaturated vegetable oil (i.e. soy bean or corn oil) and modify it to give it a longer shelf life. In a 6-8 hour process of bubbling hydrogen gas through extremely hot (160° to 210°C) vegetable oil in the presence of a metal catalyst, usually nickel (a confirmed carcinogen) or platinum. This 6-8 hour process is known as hydrogenation.

Many shortenings including margarine, and commercially baked goods (i.e bread) are very high in trans-fatty acids.

Hydrogenated or partially hydrogenated fats or vegetable shortening are less likely to turn

rancid, which is why the commercial food industry use it to create foods with a longer apparent shelf life.

They are also used as cooking oils (called "liquid shortening") for frying in restaurants. Hydrogenation also provides a certain kind of texture or "mouthfeel." Like the now famous 12-month old McDonalds burger, fully hydrogenated products will not go rancid for a very long time. **HYDROGENATION CREATES TRANS FATS AS A 'BYPRODUCT'**.

In 2006 the U.S.A. FDA will implement a law requiring food manufacturers to list trans fat on Nutrition Facts labels.



McDonald's announced in September 2002 that it was voluntarily changing to a cooking oil with less trans fat and that the change would be completed by Feb 2003.

McDonald's watchers have yet to see that promise fulfilled.

Denmark has already imposed a ban on trans fats. Oils and fats are forbidden on the Danish market if they contain more than **2%** trans fat.

Choice magazine in Australia released results of a survey of trans fats in over 50 processed foods available from supermarkets and takeaways. About 30% contained levels of trans fat far above accepted safe levels. (2% trans fat content).

The Australia New Zealand Food Standards (ANZFS) Code has no requirement for manufacturers to tell us trans fat content in what we buy, even though it is an acknowledged poison.

In 2004, a study revealed some foods containing as much as **35.3%** trans fats. The highest percentage was in bread, cakes and baked goods.

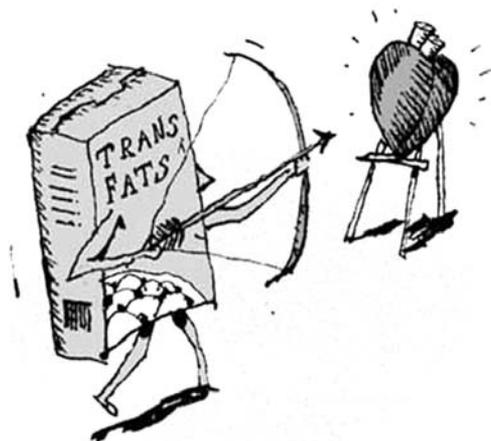
Over **90%** of today's manufactured foods contain hydrogenated oils - *and therefore trans fats*.

It wasn't long after we began getting trans fatty foods that significant increases in rates of a number of diseases occurred.

*One particular strain of ailment showed up that had never been seen before and it took some years for the scientific community to admit they had a new kid on the block. Today we know it as **Diabetes II**. Since its 'discovery', it has increased by **1000%** - a statistic not unlike our increase in consumption of trans fatty acids.*

Trans fatty acids cause serious lowering of HDL (*good*) cholesterol and significant increase in LDL (*bad*) cholesterol. They cause arteries to become rigid and clot. They cause insulin resistance, cause or assist in the cause of Diabetes II make the arteries more rigid; cause major clogging of arteries; cause or contribute to type 2 diabetes. They also cause or are precursors of other major health problems.

One study on women suggested that total fat and saturated and monounsaturated fatty acid intakes do not increase risk of Diabetes II in women, but that trans fatty acids do.



Another study found that blood vessels dilation ability was reduced by almost a third in high trans fat diets compared to saturated fat diets. Blood levels of HDL (*good*) cholesterol were 21% lower in the high trans fat diet group when compared to those in the saturated fat group.

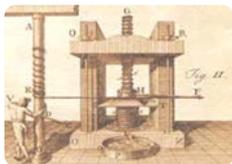
Yet Another recent study indicates that keeping HDL cholesterol high may help to reduce the risk of clot-related stroke in elderly men. Yet another study found that systemic inflammation in women was seen to be directly related to trans fat ingestion.

Systemic inflammation is now a common risk factor for coronary artery disease, insulin resistance, diabetes, dyslipidemia, and heart failure.

A happy little byproduct - particularly from the cooking of hydrogenated oils - is Acrylamide. It causes cancer in the reproductive organs of laboratory animals exposed to high levels, has been known to cause cancer since 1990, but it was not discovered in foods until 2002.

Legal Threat to Potato Chip Makers (SMH June 18 2005)

A California group has filed notices that it plans to sue food manufacturers to require them to put warnings on potato chips, which contain high amounts of a cancer-causing chemical formed when starchy foods are cooked at high temperatures. The Environmental Law Foundation reported.. that it had tested a dozen types of potato chip and all of them contained excessive levels of Acrylamide. Twelve chips were tested, made by Lay's, Kettle Chips, Cape Cod and Pringles. Cape Cod Robust Russet contained 6.5 ppm - 910 times more acrylamide than the level that California's environmental health agency deems acceptable.



How Oils are Extracted and Why You Should Care

It has taken us *years* of consumer education to accept that cold preseed virgin olive oil is better for us than chemically extracted.

But we still accept that other oils and fats are OK if chemicals are used in the extraction process. So to understand why we should say no to chemical extraction, we need to learn what happens to oils and fats that make them so toxic. Then we can make an educated choice based on knowledge rather than what the label or the advert 'informs' us.

Many fats and oil are produced with refining or rendering processes that usually involve heat.

Some are obtained through a simple pressing. Oils that are obtained through cold extraction, such as virgin olive and coconut oil, are usually more expensive than highly refined oils and fats obtained through high heat extraction methods.

Cold Methods



1. Cold Pressed

Cold pressing refers to oils obtained through pressing and grinding fruit or seeds with the use of heavy granite millstones or modern stainless steel presses. Pressing and grinding produces heat through friction but temperature must not rise above

48°C for an oil to be considered cold pressed. The maximum temperature for cold pressed olive oil is even lower. Olive, coconut, sesame, peanut, and sunflower are among the oils that may be obtained from cold pressing.

Cold pressed oils retain all of their flavor, aroma, and nutritional value.

2. Vacuum Extraction

Vacuum extraction is another method of cold extraction that produces oils with an expeller process. The process occurs in an atmosphere with no oxygen or light to prevent oxidation. The temperature during the expeller process may be as low as 70°F.

Hot Methods

1. Expeller Pressed

Expeller pressing is similar to cold pressing, except extreme pressure is added. Pressure up to 15 tons per square inch squeezes oil from fruit or seeds. The high pressure produces high heat (*as high as 150°C*) Oils produced by expeller process cannot, therefore, be considered cold pressed as the heat causes partial oxidation. The oils obtained with this method retain much of their flavor, aroma, and nutritional value, but not to the extent of cold pressed oils.

2. Solvent Extraction

Chemical solvents are often used to extract oil, which is then boiled to vapourize most of the solvents. Further refining such as bleaching, deodorizing, and heating to high temperatures cleanses the oil, resulting in a product that has very little of the original flavor, aroma, or nutrients contained in the seeds or fruit before processing.

Most of the oils produced with this method have a high 'smoke point' and a long shelf life. Most commercially produced vegetable oils are produced with this method.

The table on the next page details what we get after extraction. As we mentioned earlier, no fat is only one form of fat. They are all a composition of saturated, Monounsaturated and Polyunsaturated. The table shows the percentages of each form within all common oils.

Types Of Edible Fats and their Composition

Type of Oil or Fat	Saturated					Mono Unsaturated Oleic Acid%	PolyUnsaturated	
	CAPRIC ACID%	LAURIC ACID%	MYRISTIC ACID%	PALMITIC ACID%	STEARIC ACID%		LINEOLIC ACID (Omega 6)	ALPHA LINEOLIC ACID(O3)
Almond Oil	0	3	0	7	2	69	17	0
Beef Tallow	0	3	3	24	19	43	3	1
Butterfat Cow	3	5	11	27	12	29	2	1
Butterfat Goat	7	0	9	25	12	27	3	1
Butterfat Human	2	0	8	25	8	35	9	1
Canola Oil	0	0	0	4	2	62	22	10
Cocoa Butter	0	47	0	25	38	32	3	0
Cod Liver Oil	0	0	8	17	0	22	5	0
Coconut Oil	6	44	18	9	3	6	2	0
Corn Oil (Maize)	0	0	0	11	2	28	58	1
Cottonseed Oil	0	0	1	22	3	19	54	1
Flaxseed Oil	0	0	0	3	7	21	16	53
Grapeseed Oil	0	0	0	8	4	15	73	0
Lard (Pork Fat)	0	0	2	26	14	44	10	0
Olive Oil	0	0	0	13	3	71	10	1
Palm Oil	0	0	1	45	4	40	10	0
Palm Olein	0	0	1	37	4	46	11	0
Palm Kernel Oil	4	48	16	8	3	15	2	0
Peanut Oil	0	0	0	11	2	48	32	0
Safflower Oil	0	0	0	7	2	13	78	0
Sesame Oil	0	0	0	9	4	41	45	0
Soya Bean Oil	0	0	0	11	4	24	54	7
Sunflower Oil	0	0	0	7	5	19	68	1
Walnut Oil	0	0	0	11	5	28	51	5

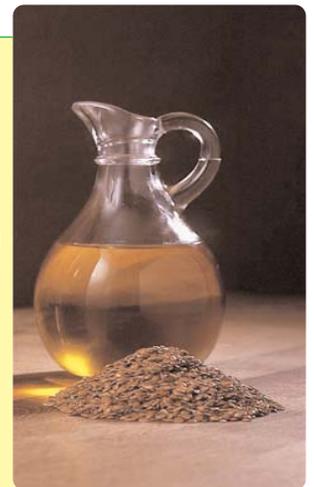
Flax Oil Compared With Fish Oil

Many people have read that flax seed is ‘the answer’.

Contrary to advertising, Alpha Lineolic Acid (ALA), found in flax seed is only the precursor of Omega-3 fats, (*not actually Omega=3 itself*). It can be converted by the body to long-chain Omega-3 fats and so it may be substituted for fish oils.

However, **ALA** is not equivalent in its biological effects to the long-chain Omega-3 fats found in marine oils. EPA and DHA are more rapidly incorporated into plasma and membrane lipids and produce more rapid effects than does **ALA**. Studies suggest that intake of 3-4 grams of ALA per day is equivalent to 0.3 grams (300 mg) EPA per day. (*around ten times more effective*)

Relatively large reserves of Lineolic acid (*not ALA*) in body fat, found in vegans or in the diet of omnivores in Western societies, would tend to slow down the formation of long-chain Omega-3 fats like EPA and DHA from ALA.



The History of Coconut Oil; A Window on the Wily Ways of Western Business Ethics.

Coconut palms have been used since ancient times as a source of food, fiber, fuel, water, and shelter, and many of these uses are still important today.

For almost 4000 years the news about coconut oil uses has all been good. Even using modern sustainable resources criteria, its many uses profoundly influence the lives of tropical communities. Of all its uses, however, the most important were its dietary uses for its fruit, the flesh, water, milk and oil.

Coconut oil may have been the first plant oil ever to be utilized. Before long, it was the leading consumed vegetable oil - until 1962 when it was scuttled by soybean oil.

Its use and subsequent reduction of use had profound effects on tropical communities and economies in South and Central America, Africa, the Indian subcontinent, Micro-, Mela- and Polynesia and most of Asia

Uses were even documented by Ayurvedic physicians from 1500BC, in areas relating to mind, body and spirit. Early European explorers including Captain Cook were enraptured by the vitality of communities across the Pacific who chose to use coconut oil daily.

After WWII, coconut oil was sold as "margarine" in the UK and as "coconut butter" in the USA. Dessicated coconut plants and coconut oil mills were established for the rapidly expanding baking industry.



Green coconut water isn't just a great drink.. During WW2 it was often used as a substitute for glucose when there was no other sterile glucose available.

A clean green coconut is internally sterile, containing about two tablespoons of sugar.

Coconut oil started to ease its way into the local economy as well, but at that time even the coconut oil made from copra (*dried coconut meat*) was refined using solvent-less mechanical pressing.

As always, the ease and economy of processing created more profits to be used to persuade consumers to switch to chemically processed oils. Some people still extracted coconut oil the "old fashioned" way, but many bought the new - *cheaper* - odorless coconut oil in the markets. Our diet in those days was definitely high in the saturated fat of coconut oil.

Coconuts and their edible products, such as coconut oil and coconut milk, have suffered from repeated misinformation, manipulation and politicization of oils and fats..

Even though, as we have already discussed, we were 'dissuaded' from the use of coconut oil, there was no shortage of scientific studies that conclusively proved its health superiority.

Some of the studies reported thirty and more years ago should have cleared coconut oil of any implication in the development of coronary heart disease (CHD). They were heard, but they were not listened to. Here are just a few examples.

In 1957 Ahrens and colleagues had shown that adding coconut oil to the diet of hypercholesteroleemics lowers serum cholesterol from, e.g., 450 mg/dl to 367 mg/dl. This is hardly a cholesterol-raising effect.

In 1959 Hashim and colleagues had shown quite clearly that feeding a fat supplement to hypercholesteroleemics, where half of the supplement (21% of energy) was coconut oil (and the other half was safflower oil), resulted in significant reductions in total serum cholesterol. The reductions averaged -29% and ranged from -6.8 to -41.2%.

In 1961 Frantz and Carey fed an additional 810 kcal/day fat supplement for a whole month to

males with high normal serum cholesterol levels. There was no significant difference from the original levels even though the fat supplement was hydrogenated coconut oil.

In 1961 Halden and Lieb showed similar results in a group of hypercholesteroleemics (people with very high cholesterol) when coconut oil was included in their diets. Original serum cholesterol levels were reported as 170 to 370 mg/dl. Straight coconut oil produced a range from 170 to 270 mg/dl. Coconut oil combined with 5% sunflower oil and 5% olive oil produced a range of 140 to 240 mg/dl.

In 1967 Bierenbaum et al followed 100 young men with documented myocardial infarction for 5 years on diets with fat restricted to 28% of energy. There was no significant difference between the two different fat mixtures (50/50 corn and safflower oils or 50/50 coconut and peanut oils), which were fed as half of the total fat allowance; both diets reduced serum cholesterol. This study clearly showed that 7% of energy as coconut oil was as beneficial to the 50 men who consumed it as for the 50 men who consumed 7% of energy as other oils such as corn oil or safflower. Both groups fared better than the untreated controls.

In 1963, the only tropical fat or oil singled out as high in saturated fats was coconut oil. Palm oil had not entered the U.S. food supply to any extent, had not become a commercial threat to the domestic oils, and was not even recognized in any of the early texts.



The Chemistry of Coconut Oil

Coconuts have always played a specific and unique role in the diets of mankind.

The secrets that give this unique role are found in the fat part of whole coconut, in the fat part of desiccated coconut, and in extracted coconut oil.

Lauric acid makes up nearly 50% of the fatty acids from the fat of the coconut. Only coconut and palm kernel oil have any significant amounts of lauric acid.

Lauric acid has greater antiviral activity than any other saturated fatty acid; more than either of its fellow coconut ingredients, caprylic acid, or capric acid. It has only been in recent years that Lauric acid has been recognized for its unique properties in food use, related to its antiviral, antibacterial, and antiprotozoal functions. It is also found in mothers milk.

Caprylic acid makes up about 7-8% of coconut oils fatty acids and is an effective anti-fungal.

Capric acid makes up 6-7% of coconut's oils fatty acids. This is another medium chain fatty acid that has a similar benefit to lauric acid. It has been added to the list of coconut's antimicrobial components. These fatty acids are found in the largest amounts in coconut.

Myristic acid is yet another medium chain fatty acid makes up about 17% of coconut oil.

Kidneys Prefer...

The kidneys have been found to preferentially use saturated fats for protective cushioning and as a quick energy source. Commonly occurring saturated fats in the kidney storage depots include: myristic, palmitic and stearic acids.

Kidney function

can be enhanced by the high content of myristic acid found in coconut oil. Myristic acid helps signaling across the kidney cell membrane, hence the importance of saturated fats in cellular communication.

Anti-Fungal, Anti-Viral, Anti-bacterial, Antiprotozoan

Medium-chain saturated fatty acids in coconut oil are potent antimicrobial agents, effective against fungi, viruses and many bacteria.

The most effective fatty acids are lauric acid, caprylic acid and capric acid. They appear to work by causing microbial cell walls to actually disintegrate.

Anti-Inflammatory

Recently published research says that natural coconut fat in the diet leads to a normalization of body lipids (fats) improves the immune system's anti-inflammatory response and protects against alcohol damage to the liver.

Fast Energy Access

Shorter-chained saturated fats like coconut oil have been used by physicians as conjunctive treatment in liver disease. Short and medium chain fatty acids are directly absorbed into the bloodstream and utilized by the liver. Their short chain length allows these fats to be directly converted into energy.

This reduced metabolic load allows the liver to get on with its primary function of detoxifying, producing bile, and maintaining blood sugar levels.

Protection Against Carcinogens

Studies have also shown that the short and medium chain saturated fatty acids found in coconut oil provide protection against carcinogenic compounds.

Enzymes:

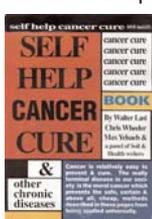
There are no enzymes in coconut oil. If there were, the oil would quickly deteriorate and have a very short shelf life. Enzymes' role in plants is to break things down and initiate the process of decomposition.

High quality coconut oils, particularly Virgin Coconut Oil, have a very long shelf life (2 years or more) and therefore have no appreciable amounts of enzymes in the oil.

"There are no enzymes in coconut oil, nor any other edible oil for that matter." - Mary Enig, Ph.D. author "Know Your Fats"

Lipase

Like raw butter and cream, fresh raw coconut has the fat splitting enzyme Lipase.



Walter Last, nutritionalist and author of *The Natural Way to Heal* and *Self Help Cancer Cure* says: "Lipase has vast importance for our health, not just in regard to the commonly recognized diseases of the fat metabolism such as overweight and underweight, cardiovascular disease, diabetes, strokes and degenerative muscle diseases, but also for skin problems, autoimmune diseases, cancer, degenerative diseases of the brain and nervous system, and also for rejuvenation and regeneration in general."

Lauric Acid and Monolaurin

Lauric acid is formed into monolaurin in the human or animal body. A number of patents have been granted in the United States for medical uses of lauric oils, lauric acid, and monolaurin. Although one earlier patent was granted more than three decades ago, the rest of these patents have been granted within the past decade.

Monolaurin

Monolaurin is the antiviral, antibacterial, and antiprotozoal monoglyceride used by humans and animals to destroy fat-coated viruses including:

Herpes: Recent research shows that Herpes virus has a causative role in the initial formation of atherosclerotic plaques and the reclogging of arteries after angioplasty.

Measles: There is published scientific research identifying low level measles virus as a major cause of chronic Crohn's disease.

Cytomegalovirus, or CMV, is a common virus that infects most people worldwide. CMV infection is usually harmless and rarely causes illness. A healthy immune system can hold the virus in check. However, if a person's immune system is seriously weakened in any way, the virus can become active and cause CMV disease.

Influenza

Pathogenic bacteria including *listeria monocytogenes*: The manifestations of this bacteria include septicemia, meningitis, encephalitis, and intrauterine or cervical infections in pregnant women, which may result in spontaneous abortion or stillbirth.

Helicobacter Pylori: is a major causative factor of 90% of gastric and 75% of duodenal ulcers. In Western countries the prevalence of *Helicobacter Pylori* infections roughly matches age (i.e., 20% at age 20, 30% at age 30, 80% at age 80 etc). Transmission is by food and human contact, sharing food utensils etc. A minority of cases of *Helicobacter* infection will eventually lead to an ulcer and a larger proportion of people will get non-specific discomfort, abdominal pain or gastritis.

Protozoa such as Cryptosporidium; one of the most resistant parasites to water chemical treatments ever encountered. This makes treating water for *Cryptosporidium* very difficult. The

parasite responds somewhat to chlorine but only in high doses and it is resistant to many commonly used hospital and laboratory disinfectants.

In recent years *Cryptosporidium* has been regarded as the most dangerous waterborne human pathogen in developed countries.

Giardia Lambdia: In Australia, *Giardia* rears its head in the less common instance of infection through water supplies and swimming pools. During the past 2 decades, *Giardia* infection has become recognized as one of the most common causes of waterborne disease. The most publicized incident of drinking water contamination in Australia occurred in July – September 1998 in Sydney. High numbers of *Cryptosporidium* and *Giardia* were reported for treated water, and boil-water notices were issued for 3 million residents.

Caprylic Acid and Candida

Caprylic Acid is one of the fatty acids found in coconut oil that has been used for quite some time in fighting *Candida*. William Crook, M.D., the author of *The Yeast Connection*, reports that many physicians have used caprylic acid suc-

During the early part of the 20th Century and up until the late 1950s many people consumed heavy cream and high fat milk. These foods would have provided approximately 3 grams of lauric acid per day to many individuals. In addition, desiccated coconut was a popular food in homemade cakes, pies and cookies, as well as in commercial baked goods.

Adults may well benefit from the consumption of 10 to 20 grams of lauric acid per day. Growing children probably need about the same amounts as adults. According to Dr Mary Enig, it is quite possible that Lauric acid may prove to be an almost essential saturated fatty acid.

Monolaurin does not appear to have any adverse effect on desirable gut bacteria, but affects only potentially pathogenic microorganisms.

cessfully to support overcoming yeast and that it works especially well for those patients who have adverse reactions to antifungal drugs.

Capric Acid and HIV

Capric acid is formed into monocaprin in the human or animal body. Monocaprin has also been shown to have antiviral effects against HIV and is currently being tested for antiviral effects against Herpes Simplex and antibacterial effects against Chlamydia and other sexually transmitted bacteria.

Besides Capric acid, two other medium chain fatty acids found in coconut oil have been found to support suppression of Candida Albicans. A study done at the University of Iceland found capric acid causes the fastest and most effective, killing of all three strains of Candida Albicans tested, leaving the cytoplasm disorganized and shrunken because of a disrupted or disintegrated plasma membrane. Lauric acid was the most active at lower concentrations. This study shows great promise that all the medium chain fatty acids in coconut oil work together to overcome Candida albicans. Chlamydia trachomatis is inactivated by Lauric acid, Capric acid, and monocaprin.

Nutritional and Dietary Information for Virgin Coconut Oil		
	Per 100g	Per 15g
Energy in kJ/kcal	3760/900	564/135
Carbohydrates	0g	0g
Sugars	0g	0g
Fat	100g	15g
Saturated	92.1g	13.7g
(Of which:)		
Medium Chain Fatty Acids	8g	1.2g
Caprylic C8	10g	1.5g
Capric C10	48g	7.2g
Lauric C12	17g	2.6g
Myristic C14		
Long Chain Fatty Acids		
Palmitic C16	9g	1.4g
Stearic C18	2.0g	0.3g
Unsaturated	6.2g	1g
Polyunsaturated	2.1g	0.3g
Sodium	0g	0g

VIRGIN COCONUT OIL AND YOU

(all the stories here come from Tropical Traditions Website Coconut Oil forums)

Skin Hair and Beauty

1. Skin Suppleness

Most commercial creams and lotions are mostly water. It is quickly absorbed into dry, wrinkled skin. As it enters the skin, it expands the tissues, rather like filling a balloon with water. Wrinkles 'miraculously' fade away and skin feels smoother. Obviously this is a temporary effect. When the water evaporates or is absorbed by the blood stream and lymph system, dry, wrinkled skin returns. No matter how hard we try, we never seem capable of permanently improving ageing skin with any commercial body lotion.

Body care products using refined vegetable oils with all the antioxidants stripped out are exceptionally prone to free-radical generation both in and outside the body. That is why eating processed vegetable oils can cause a deficiency in vitamin E and other antioxidants - and the same applies to our skin. Free radicals cause permanent damage to connective tissues. You should, therefore, be careful about oils used on your skin, in lotions, creams and balms. Using a lotion or cream with refined oil causes faster skin deterioration.

Dr Ray Peat, a biochemist who has written about the antioxidant properties of coconut oil, says; "*It is well established that dietary coconut oil reduces our need for vitamin E, but I think its antioxidant role is more general than that, and that it has both direct and indirect antioxidant activities.*" Virgin coconut oil is especially useful in fighting free-radicals, as it is unrefined and hasn't been stripped of any of its natural benefits through the refining process.

Coconut oil will not clog pores, making it an ideal oil for oily or troubled skin. Many people

troubled by acne have reported amazing results.

Coconut oil will not only bring temporary relief to the skin, but it will assist the body to heal and repair. Unlike many lotions, it will have lasting benefits. It *really can* help bring back a youthful appearance. It will also aid in removing the outer layer of dead skin cells, making the skin smoother. The skin gets a real healthy "shine". The coconut oil will also penetrate into the deeper dermal layers and underlying tissues.

Virgin Coconut oil and Age Spots

One of the classic signs of 'old age' is the appearance of brown, freckle-like spots or liver spots. They are a sign of free radical damage to the lipids (fats) in our skin, liver, brain, and heart muscle.

Free radical oxidation of polyunsaturated fats and proteins in the skin is recognized as the major cause of liver spots. Liver spots may have no health effect but they do affect our appearance and remind us of the ageing process. Cells cannot dispose of the pigment, so it gradually accumulates as we age.



Once age spot pigment develops, it will be visible for life, but further damage can be slowed or perhaps even reduced by use of coconuts oils orally and dermally. It prevents destructive free-radical formation and even provides protection against them, so it can assist us to prevent developing liver spots, and other blemishes

caused by aging and excess sunbathing. It helps to keep connective tissues strong and supple so that the skin doesn't sag and wrinkle.

Coconut oil penetrates the skin and enters the cell structure of the connective tissues, limiting the damage excessive sun exposure can cause. Coconut oil will not only bring temporary relief to the skin, but unlike most lotions it will aid in healing and repairing. It will have lasting benefits. It can help bring back a youthful appearance. Coconut oil also aids defoliating the outer

layer of dead skin cells, making the skin smoother. The skin will become more evenly textured with a healthy "shine". While doing this the coconut oil will penetrate into the deeper layers of the skin and underlying tissues.

Virgin Coconut oil and Sunscreen



One of the most interesting facts about people who live in tropical climates like the Philippines, where the people are constantly

exposed to the rays of the sun year round, is that skin cancer is almost unheard of in these places. Coconut oil may well be one of the reasons people in tropical climates can spend so much time in the sun and not suffer from skin cancer due to its wonderful antioxidant properties that protect the skin from free radical damage, plus the absence of oxidative polyunsaturated oils under the skin of the people of these regions.

Coconut oil that is consumed and used topically helps us absorb other nutrients more effectively as well, such as Vitamin E, another powerful antioxidant skin protecting nutrient.

Oils you put *into* your body may well be just as important as what you apply to your body for sun protection. It has been theorized earlier, that when we eat foods cooked in polyunsaturated oils containing trans fatty acids, we are depositing oxidized lipids into skin tissue, causing greater susceptibility to sunburn. You are actually 'deep frying' your skin!

A 2004 study on sunscreens found significant penetration of all sunscreens into the skin. From this we can assume that when you use normal sunscreen your body is absorbing synthetic chemicals. Sunscreens also prevent the sun from assisting our bodies produce Vitamin D, which has been shown to assist in preventing cancer, type 1 diabetes, osteoporosis and auto immune diseases.

Times are a'changin'

In July 2004 the Cancer Control Research Institute of the Cancer Council Victoria, acknowledged the need for revision of their SunSmart programs because people are now losing the health benefits of sun exposure.

In conclusion, using coconut oil, rather than polyunsaturated fats may be a better way to avoid sun damage.

Virgin Coconut oil on your hair and scalp

What coconut oil can do for your skin it can also do for your hair. It is a wonderful hair conditioner. Beauticians familiar with coconut love it because it softens the hair and conditions the scalp.

Using the coconut oil as a pre-wash conditioner can rid a person of dandruff better than a medicated shampoo.

Coconut oil also has high affinity for hair proteins and can penetrate the hair shaft. This is because of its low molecular weight and straight linear chain, Mineral oil (used in commercial hair conditioners) and sunflower oil (used in natural hair conditioners) does not penetrate the fiber of hair, and has no favorable impact on protein loss.

The protective environment of the skin and how Virgin Coconut Oil helps

Oral consumption of antiseptic fatty acids in coconut oil help prevent fungal and bacterial infections of the skin and to some extent, when it is applied directly to the skin. When the skin's defenses break down, infections may result, including acne, ringworm, herpes, boils, athlete's foot, and warts.



The largest chemical barrier to infectious organisms is the acid layer on the skin. Healthy skin has a pH of about 5, making it

slightly acidic. Our sweat (containing uric and lactic acids) and body oils promote this acidic environment. For this reason, *sweat and oil are good for us!*

Harmless bacteria can tolerate the acid mantle and live on the skin, but troublesome bacteria can't thrive.

Our body oil is called sebum and comes from sebaceous glands at the root of every hair. Sebum is very important to skin health. It softens and lubricates skin and hair. It also contains medium chain fatty acids, that are released to fight harmful bacteria.

At least one variety of bacteria is essential to the healthy environment on our skin. Feeding on the sebum, it breaks down fatty acids into free fatty acids so it can be utilised. This bacteria feeds on the glycerol in the fatty acid, leaving fatty acids which are now "freed" from the glycerol unit that held them together. Medium chain fatty acids which are bound to the glycerol unit as they are in coconut oil have no antimicrobial properties in their original form. However, when they are broken apart into free fatty acids, they become powerful antimicrobials, antivirals and antifungals.

A combination of slightly acid skin pH and medium chain fatty acids will provide a protective chemical layer on the skin that is better able to prevent infection.

Friendly bacteria ensure that the oil on your skin and hair is composed of 40 to 60 percent free fatty acids. The medium chain fatty acids in the sebum provide the protective layer on the skin that kills harmful germs. Coconut oil is nature's richest source of medium chain fatty acids.

Using coconut oil results in an increase in the number of antimicrobial fatty acids on the skin and protection from infection.

When we shower, soap washes the protective layer of oil and acid off our skin. Due also to the effect of chlorine, the skin later becomes

tight and dry. Adding water based moisturizers might help the skin look better, but they simply cannot replace the acid or the protective medium chain fatty acid layers that were washed off. Skin is most vulnerable to infection after showering. One would surmise that we are at our cleanest after a bath, but germs are everywhere, floating in the air, on our clothes and everything we touch. Many germs survive washing by hiding in folds of the skin.

It takes very little time for your skin to again teem with microorganisms, good and bad. Until sweat and oils re-establish the body's chemical barrier we are vulnerable. A cut or cracked skin can allow streptococcus, staphylococcus and other harmful germs to enter the body. A coconut oil cream, lotion or just pure coconut oil will quickly help reestablish the skin's natural antimicrobial and acid barrier. We use coconut oil on their skin after every shower. It absorbs easily, keeps our skin soft, but without feeling greasy. It is not like other oils used to soften rough, dry skin. It will also help reduce chronic skin inflammation within days and soothe and heal wounds, blood blisters, rashes, etc. It's an excellent ingredient to use in healing salves and ointments.

Try a coconut oil/crushed garlic mixture at night to help eliminate plantar warts and athlete's foot.

Massage oils also use polyunsaturated fat, which will quickly oxidize when exposed to light and rubbed on the warm surface of the human body. Such commonly used massage oils include: almond, safflower, sunflower, and other vegetable oils. The use of saturated fats like coconut oil, is a far smarter choice, not only because of its stability and its ready absorption into the skin, but also because of its immunity enhancing and antimicrobial effects. Coconut oil and other saturated fats may also be used as a carrier oil for essential oils, which have many therapeutic applications, such as antioxidants, antimicrobials, anodynes, and vulneraries. For example, the use of coconut oil with cinnamon (*Cinnamomum* spp.) and clove (*Syzygium aromaticum*) essential oils in the treatment of fun-

gal infections, or the use of coconut oil with Lavender (*Lavandula angustifolia*) essential oil in cases of sunburn.

"In addition to ingesting the coconut oil, I just have to tell you about another exciting way that coconut oil has helped me! I use it on my face and I can't believe how much it has helped. I used to spend hundreds of dollars on face creams. I won't waste my money on those empty promises again. I look ten years younger! Honestly! My pores are smaller, and my skin tone is much more even. I used to have break-outs once in awhile. Not any more thanks to coconut oil. Next March I will be 40 years old and with the help of coconut oil I will not only reach my weight loss/health goal, my face will look younger too!"

"I wanted to share my experience with virgin coconut oil. I have been using the oil for about two weeks. My skin looks great, no more dryness-I use to have very dry skin. My hair looks great, soft and shiny, no more frizz. And my scalp is no longer dry. Also, my eyelashes have grown longer and thicker! This is a plus I did not expect. I now make an effort to apply a bit of oil with a clean mascara brush each morning/night."

"In the short time I have internally consumed and topically applied the Virgin Coconut Oil, I as well as others, have noticed a significant difference in my skin tone, as well as how shiny my hair has become. Recently my husband asked me what I had done differently to my hair because it was so shiny! The skin on my entire body has become softer and more subtle. I know this is a result of the Virgin Coconut Oil because I haven't been using any body lotion. I couldn't be more thrilled!"

"I am a 35-year-old female who had red lesions on my face for many years. Unbelievably it finally cleared in three months when I applied Coconut Oil topically to my face each day."

Virgin Coconut Oil as a Deodorant

Another amazing result many users report from Virgin Coconut Oil is its use directly under their arms as a deodorant! Th effectiveness may be linked to the medium chain fatty acids in the oil attacking bacteria that cause the odors.

Virgin Coconut Oil and Thyroid Problems

"I began taking coconut oil to address a hypothyroid issue. Recently, especially over the last month, thyroid activity plunged and my temperatures would top out for the day somewhere between 97.2 and 97.8. Definitely hypothyroid territory. Now in just a couple of days the coconut oil has boosted my metabolism back toward the normal range (still subnormal but getting there) and my sleep has been incredible. From past experience with thyroid management, I know that--in my case--greatly improved sleep and feelings of rejuvenation after sleep are related to more normal thyroid activity. Whatever the precise mechanism, it's a welcome development."

The "proof is in the pudding". Try it yourself and then you be the judge. All these people certainly can't "be wrong". Everyone will experience different benefits, some more than others, but definitely something. In my own personal experience, I was suffering with hypothyroidism that even prescription medications couldn't help. After a few short weeks of taking Virgin Coconut Oil, my reading was normal for the first time in a year. I use it on my skin after a shower and no longer struggle with the incredibly dry skin that often goes along with hypothyroidism, and I have used it on my hair as a conditioner. All I can say that the phrase "The world's perfect food" is quite accurate."

Virgin Coconut Oil and Weight Loss

"I would like to say that I have been eating Virgin Coconut Oil for the past 2 months (4 tablespoons daily) and feel better than I have in a long time! My energy levels are up & my weight is down. I am never hungry anymore, & have incorporated a daily exercise routine & have lost 20 pounds."

"Since beginning to use Tropical Traditions

Virgin coconut oil, about 8 months ago, I have: experienced a noticeable increase in my energy, rid myself of cravings for carbs, cleared up my complexion (which has always been a problem) gotten the silkiest, most glorious hair from using it internally AND lost 16 pounds. This oil does all that it promises, and more!"

"I gained 80 lbs. with my first [baby] and 60 with my second (who I am still nursing). I was able to lose 50 of the first 80 pounds before my second one was conceived. This means I started off my second pregnancy 30 pounds heavier. However, we are of a "quiver full" mindset and would not prevent another conception in order for me to lose weight. Since October (when I had my second daughter), I've been able to lose 61 pounds (praise God!). Coconut oil was (and is) a big part of my success. I use it for most of my cooking (occasionally I use Olive Oil and butter) and for body care. I feel like it helped my energy level. It also helped my with some bowel issues I was experiencing."

"I just had to tell you that your product has changed my life. For the past ten years I have been fighting hypothyroidism. I have gained over sixty pounds and it seems that lately my doctor is increasing the dosage of my thyroid medication nearly every month. After doing a lot of research, I first learned that it is probably up to me to cure myself, with a high protein - low carb diet. I started my new eating routine about three weeks ago and about a week later, after reading an article in Woman's World Magazine, I purchased a 32 ounce jar of Tropical Traditions Virgin Coconut Oil at a local nutrition store. I mix 2 tablespoons with a low-carb protein drink every morning and the energy I sustain throughout the day is amazing. I have also lost 11 pounds in 3 weeks and walking on my treadmill for 30 minutes every evening after work is

All of these stories and more are viewable at www.tropicaltraditions.com.

We recommend you spend some time and do your own research about this amazing product.

almost effortless. Thank You for this wonderful product.”

“I’ve been over 100lbs overweight for 5 years. I struggled with ear and sinus infections, headaches, fatigue, high blood pressure (never been diagnosed). Everything in life seemed like work. I was miserable emotionally, mentally and spiritually. Well I’ve been consuming about 3-5 tablespoons of coconut oil per day and I feel amazing! I get a slight cold, but never get the secondary infection and beat the fever in 24 hours! I sleep better and wake up with a smile on my face. I’m more flexible. And I feel more at peace with my body. My spiritual life has improved and I am ready to pursue my dream of being a Christian Counselor. This has marked a pivotal change in my entire life including my marriage. This may sound silly. But I gained weight subconsciously because I didn’t want to be noticed by men. And by eating better I have allowed myself to be freed from this bondage. I don’t know how much I’ve lost, and choose not to watch the scales. But my clothes fit better, my muscles are stronger and people have noticed the loss. And now, with coconut oil, I actually have hunger pains. Our society is so focused on lowering the appetite, but a healthy appetite is good! I’m now satisfied with less food and not bound by sugar imbalance hunger.”

Virgin Coconut Oil and Candida

“For the past 20 years I have been affected by a susceptibility to opportunistic imbalances like Candida. It’s been 5 years that I have really been struggling with this (though the imbalance was established long before that). I read that eating Virgin Coconut Oil (VCO) could help with a candida imbalance and it really has. I began using the coconut oil at 1 tsp the first day and increased by 1 tsp each day until I was taking 1 tbs with each meal (3x/day). In addition, I am using well chosen super-strain probiotics, enzymes, and nearly impeccable eating habits. Subduing a candida overgrowth can be very costly. VCO is one of the more affordable tools I’ve come across and it’s a great addition to my curry recipes and the morning oatmeal (with cardomon, cinnamon and coriander). If it can

make the difference for me that it does now, I imagine that had I found this 5, 10 years ago the candida would never have gotten so out of hand. I recommend to anyone who is dealing with candida overgrowth that they read about this product and seriously consider employing it.”

“I am a walking testimonial to the benefits of a low carbohydrate/ high fat diet with regard to Candida and cystitis. I used to purchase Monistat two or three packages at a time. Now I use lots of coconut oil for cooking and eat plenty of coconut products such as fresh coconut, coconut flakes, and coconut milk. Coconut contains capric/caprylic acid and lauric acid both proven to overcome Candida while leaving healthy intestinal flora intact. I was taking a long-term, broad-spectrum antibiotic for chronic cystitis for over two years and now its been two years since I stopped refilling the prescription with no recurrence! By far the most remarkable transformation occurred when I started using coconut oil and simultaneously eliminated skim milk and all soy products from my diet. And I lost weight!”

“I would like to share my story with coconut oil in hopes that others will also be able to benefit from the various wonders of this oil!! I have been taking the virgin coconut oil for over 6 weeks now, 3 tablespoons each day. Prior I was suffering from unstable energy levels, lethargy, low body temperature and Candida albicans. I noticed within just a few days dramatic increases in my mood, my energy, etc. I replaced all the hempseed oil and flax oil in my diet with the virgin coconut oil. I simply love cooking with it and the pleasant taste of it! To date I have marked many positive changes; my energy levels are now more stable and I do not tire easy, I’m feeling much more energized than before. My body temperature has risen from a low 97 degrees to now a mid 98 degrees everyday!! I used to get so cold very easy and do not experience this anymore. My hair has become so soft and manageable and my nails are growing at such a fast rate! Also my candida related symptoms have drastically lowered. I feel like a new

person and without a doubt recommended coconut oil to anyone, even for those that are healthy! I've been telling all my friends and family about how wonderful the coconut oil is, I only wish that more people can experience this as well!"

Virgin Coconut Oil and Viruses

"I too have had major improvement with cold and sinus symptoms. I used to chronically get bronchitis at least 3 times a year. Already this year, I have had 2 bouts of cold symptoms, and increased the amount [of Virgin Coconut Oil] to nearly 6 tbs a day thus averting the yucky sicknesses. I must say that I am truly impressed with this stuff. I have also seen major improvement my complexion, i.e... blackheads and breakouts. I use it directly on my face twice a day and my skin keeps looking better and better. Cheers to Virgin Coconut Oil!!!!"

"I haven't had a cold in over 5 years. Just when I feel as though I coming down with something, the scratchy, sore throat symptoms...gone the next morning! I also use to get these little blisters on the bottom of my right foot. Someone told me they are some sort of herpes virus. Since using the coconut oil I don't get these annoying little things. Usually they would surface in the summer or when the weather turned warm. But I realized this fall that I hadn't been bothered this past summer. I believe that the coconut oil really helps ward off the virus. I also have hepatitis C and my viral counts are so low that they are almost in the undetected category. I don't even worry about this anymore."

Virgin Coconut Oil, Irritable Bowel Syndrome and Crohn's Disease

"For years I suffered from IBS or Crohn's disease. The suffering was not minor, I was in sheer misery most of the time. Often it occurred to me, other people have no idea how much pain I endure just to make it through the day. I am now well, I feel completely healed. I trace the beginning of my pain relief and then recovery to the day I believe I was Divinely led to your coconut oil. Your coconut oil has the additional advantage of being delicious. I tried some

other coconut oils that were supposedly excellent, but they did not compare to yours in "deliciousity".

"I've been using coconut oil about a month now, 2 tsp. per day. Mix it in anything possible or just throw it on top of pizza slices. I have IBS and am a compulsive overeater. Within a short time of taking it, I realized I was no longer wanting food. In the past month I have lost 5 lbs. and just as many inches. Instead of being a computer potato, I am up and about, doing things...just have so much more energy. The biggest change is the IBS. Instead of the runs now, I almost need laxatives. *laughing* It's been since my early 20's that I've felt this way....I'm 42 now. Coconut oil is fantastic!!!"

Virgin Coconut Oil and Diabetes

"As a physician of many diabetics, I am constantly telling them how to eat more healthily but was unable to follow my own advice. I knew WHAT to do, but feeling like I had the wherewithal to practice what I preached was a different matter! I knew my patients didn't take my advice seriously enough, since I wasn't treating my own body right and was clinically "morbidly obese". My hunger and cravings have been my downfall for years leading me to donuts, cookies and other unhealthy foods I knew to stay away from. I was constantly hungry.

When I heard that adding [healthy] oils like Tropical Traditions Virgin Coconut Oil could help satisfy my run-away hunger and cravings, I was skeptical. I knew if it could help even ME, then there would be something to the claims! No one was more surprised than me when I felt satisfied for hours after spreading some on my morning toast, or enjoying a tablespoon in my oatmeal. My wife loves to make our family sugar free chocolate balls using this wonderful oil, and I am still

"I've been diagnosed as Type II Diabetes and have been struggling with a wildly fluctuating blood sugar level for two years. I've used diet, exercise, herbs and vitamins in my attempts to

stabilize my levels, with limited success. My MD wanted to put me on prescription meds, but I resisted based on reports I'd read about the long-term side effects of those drugs. One day reading the Mercola newsletter, I ran across an article where Dr. Mercola mentioned that Coconut Oil was used to regulate blood sugar levels, and mentioned your brand as being the best. So on November 7, 2003, I ordered 2 quarts of the Virgin Coconut Oil. I began taking one tablespoon a day at dinner. My yearly blood test was done on January 2, 2004. When I saw my MD on January 13, 2004, he was pleased to see that my blood sugar levels were now in the normal range, and told me that they'd been that way for a few months. I was ecstatic! I've been using Tropical Traditions Coconut oil since, and my blood sugars have stayed in the normal range ever since. amazed that something so delicious is actually good for me! I have more energy, been able to exercise for longer periods of time, and have now lost 36 pounds!"

Virgin Coconut Oil and Chronic Fatigue

"I too have had very painful Fibromyalgia for the past 15 years or so. I have been using the Virgin Coconut Oil now for two months and have



no pain at all, no Pain!!!! And a lot more energy. And my skin has never looked so good. For me I call it my Miracle VCO. So glad it's working for you too."

"I had this chronic fatigue problem for the last 2 years or so. I tried taking a lot of medication, but nothing really helped! Finally I started taking 3 tbsp Coconut oil a day and praise God I felt my energy level renewed & refreshed within a week! Now it's more than a month and I don't feel tired and run down anymore, as I take 3 tbsp of Coconut oil a day, and no other medication of any sort. I thank God for this wonder working oil. Now I tell everyone I meet about the positive effects of Coconut oil to our body and ask them to visit this site! ...I'm sure Coconut oil will help you too! God Bless you."

Coconut Oil and Cholesterol

"I use virgin coconut oil, olive oil, and butter in my cooking and add extra virgin coconut oil to my smoothies, and I also eat coconut oil just by the tablespoon. My total cholesterol went down over 100 points. HDL and LDL were great! My coworkers could not believe I was eating so much fat and watching my cholesterol levels go down. I had to take a fasting [blood] test to prove it to them. I have lost 18 pounds in three months. I have learned a new way of life and it's easy. I'm healthier for it, too. I will never count calories again! "

"I had been taking Tropical Traditions Coconut Oil for obvious health benefits when I realized one day that my knees weren't hurting, so I stopped for a day or two and they hurt again. I have one artificial knee, and one that isn't in very good shape, and they used to hurt all the time. When I resume the oil, the pain goes away, so that makes me very happy. Also, my cholesterol went from 242 to 218. I take about 2 teaspoon/day and haven't gained any weight, although I eat anything I want, so it works for me."

"I have been on Virgin Coconut Oil (VCO) since early June (1T per day in oatmeal and using it on my skin). I had a blood test performed at the

end of August. My total cholesterol did go up since last year from 168 mg/dL to 187 mg/dL currently as did my Triglycerides from 60 mg/dL to 72 mg/dL (all within normal range). My HDL ("good" cholesterol) jumped from 60 mg/dL to 85 mg/dL! My LDL ("bad" cholesterol) dropped from 96 mg/dL to 87 mg/dL. My cholesterol/HDL ratio dropped from 2.8 ratio units to 2.2 ratio units. I live in a dry climate, but my skin is soft and smooth from using VCO. I find that the oil rids my face of wrinkles as others on the list have experienced. When I have dinner with my son at the restaurant where he works, his co-workers assume that I am a friend his age. They don't believe him when he tells them that I am his mother. I had gained 20 pounds from forced inactivity due to disc problems in my back, but I have lost those and am now a size 4-6 again. I will definitely keep using the VCO."

How to Buy Virgin Coconut Oil

This book will have alerted you to the many ways manufacturers have to deliver either *more* in terms of trans fats or contaminants, or *less* in terms of purity.

We must at this point declare an interest. We use, recommend and retail Tropical Traditions Virgin Coconut Oil. That being said, we know you'll want to benefit from what we have learned about selecting a good coconut oil.

So we've put together a F.A.Q. - Frequently Asked Questions section for you.

1. How much coconut oil should one ingest daily to receive its health benefits?

The health benefits of coconut oil are mainly from the nutrient value of medium chain fatty acids (MCFAs). The best comparison in nature as to percentage of MCFAs being consumed in a diet is human breast milk. To equal the amount of MCFAs a nursing infant would receive in one day, an adult needs about 3.5

tablespoons of VCNO a day according to researchers. Since coconut oil in nature is packaged inside the coconut meat, it is recommended to take this amount throughout the day with food high in fiber and protein.

However, for those not used to coconut oil in their diet, it is best to start out with an amount far less than this first, to see how your body reacts.

2. Are there "side effects" to VCNO?

VCNO is a food, not a medication, and therefore it does not have "side effects." Since individuals vary, there could be adverse reactions, especially if your body is used to a low-fat diet regimen. Since lauric acid supports natural antibacterial and anti-viral function, there could also be "die-off" effects from the VCNO as these organisms are eliminated from the body. The most common reaction is diarrhea. While 3 Tbsp. is recommended as the daily intake by some researchers, it is probably best not to start with that amount, or take it all at once. Spread it out over the course of the day, and reduce your intake if there are unwanted effects.

Like any food, some people could possibly have allergic reactions to VCNO as well, although it has traditionally nourished millions, if not billions, of people throughout Asia for thousands of years.

3. How does one use VCNO?

There are many ways to use VCNO and incorporate it into one's diet. Since it is a stable cooking oil, one can simply replace unhealthy oils in their diet with VCNO. Since it is a solid most of the time at room temperature or when refrigerated, it can be a butter or margarine substitute for spreads or for baking. Any recipe calling for butter, margarine, or any other oil can be substituted for VCNO. It is popularly mixed in with "smoothies."

Many people do eat it simply by the spoon full. If you refrigerate or freeze it the taste changes completely, and some describe it like a "candy" or "white chocolate." Some people fill up ice

cube trays with VCNO and then store them in the freezer. VCNO can also be massaged into the skin for external applications. Some people use it as a spread, many people use it with fruit smoothies, and a lot of people put it into their coffee or tea.

4. Does VCNO need to be kept in the refrigerator, and how long does it last?

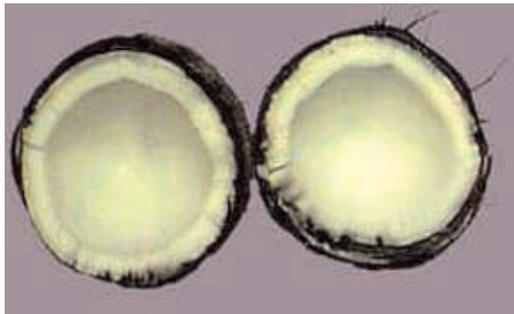
No, VCNO does not need to be kept in the refrigerator. In the Philippines and other tropical climates, where the ambient air temperature is much higher than North America, people do not refrigerated coconut oil. Virgin Coconut oil is the least susceptible to oxidation of any plant oil. Its natural antioxidants give it the longest shelf life of any plant oil. Tropical Traditions VCNO samples have been shown to show no breakdown in a constant liquid state at temperatures above 80 degrees for over 2 years. The expiration dates are for two years, and on Expeller Pressed Oil they are one year. It's recommended you store the oil out of direct sunlight. In the tropics Virgin Coconut Oil is almost always a liquid, since its melting point is about 76 degrees F. In Australian winter it will usually be a solid, butter-like consistency. It can be stored in either form.

5. Is coconut oil a liquid or a solid?

Coconut oil is liquid above 75 degrees F. (25 C.), and below that it will be a solid fat. It can be stored in either form, and it can be liquefied easily by applying low level heat.

6. How is VCNO different from other coconut oils found in health food stores?

When purchasing a healthy coconut oil, one must determine between "virgin" and "refined." The determining characteristic of Virgin Coconut Oils is that they are made from fresh coconuts, and they have a distinct aroma and taste of coconuts present. Tasteless coconut oils are probably made from copra, not fresh coconuts. There are also some oils that are made from copra that are not fully deodorized and have a taste to them. But despite marketing claims these oils are refined also. You will be able to taste the difference when comparing with a Virgin Coconut Oil. There are many ways of



refining coconut oil made from copra, some more healthy than others. But virgin coconut oils start out with fresh coconuts, and do not need further refining as their natural antioxidant properties make them very stable.

7. Can you get the same health benefits by eating fresh (or dried) whole coconut?

While whole coconut does contain coconut oil, you would have to eat more by weight to get the equivalent amount of pure coconut oil. Whole coconut contains more than just oil. It includes fibre, protein and sugar (natural sugar). Some people could be allergic to whole coconut, and not be allergic to coconut oil, for example, because coconut oil does not contain protein. If you are trying to restrict sugar from your diet, you do have to account for the added sugar in whole coconut as well. As to fresh coconuts, most coconuts you find in grocery stores are transported many miles and are no longer fresh.

A freshly harvested coconut does not have a long shelf life, especially if the outer husk is removed down to the brown shell. Hence, many coconuts in stores may already be mouldy. This is especially true for "young" immature coconuts.

The best place to eat fresh, raw coconuts is in tropical climates where they grow, and right after they are harvested. Those outside the tropics should eat dried coconut.

8. What is "Expeller-Pressed" Coconut Oil (EPCO)?

Tropical Traditions Expeller Pressed Coconut Oil

is a high quality refined organic coconut oil. This oil is processed the "old" way by what is called "physical refining."

The modern way of processing coconut oil is by chemical extraction, using solvent extracts, which produces higher yields and is quicker and less expensive and therefore more profitable.

Tropical Traditions Expeller Pressed Coconut Oil DOES NOT use chemicals or solvent extracts. It is made the "old" way by expeller-pressed mechanical extraction. This oil is also NOT hydrogenated, and contains NO trans fatty acids. It is a very high quality food grade coconut oil.

Tropical Traditions Expeller Pressed Coconut Oil is made from coconuts that have NOT been treated with chemicals or fertilizers. It is 100% natural, and it is also certified organic according to USDA and EU standards.

Tropical Traditions Expeller-Pressed coconut oil is very high in the medium chain fatty acids, such as Lauric acid. This is the "common" type oil that billions of people in Asia consume on a daily basis, where thyroid disease and obesity is rare as compared to the US.

We have also seen recently that Asian countries with high refined coconut oil consumption, such as the Philippines, have not seen the kinds of outbreak in SARS that other Asian countries have where vegetable oils are the primary dietary oil.

Expeller Pressed Coconut oil is less expensive



than Virgin Coconut Oil, and because it goes through a steam deodorizing process the taste is very bland, unlike Virgin Coconut Oil which retains the odor and taste of fresh coconuts. Some people prefer a bland, tasteless oil.

9. Are the Nutrient Health Benefits of EPCO the same as VCNO?

As far as the comparison between the Expeller Pressed Coconut Oil (EPCO) and the VCNO, the EPCO still has the medium chain fatty acids/triglycerides (MCTs) that are the major reason for the nutrient health benefits of coconut oil.

These are what studies say increase metabolism, support the fight against viruses and bacteria, etc. What the EPCO is missing is some of the nutrients and anti-oxidant properties that are in VCNO, like Vitamin E, for example. How much this affects the body is really unknown.

A recent study done in India comparing refined coconut oil (CO) with VCNO found that VCNO obtained by wet process has a beneficial effect in lowering lipid components compared to CO. It supported reduced total cholesterol, triglycerides, phospholipids, LDL, and VLDL cholesterol levels and supported increased HDL cholesterol in serum and tissues. The results demonstrated the potential beneficiary effect of Virgin Coconut Oil in lowering lipid levels in serum and tissues and LDL oxidation by physiological oxidants. This property of VCNO may be attributed to the biologically active nutrient polyphenol components present in the oil.

VCNO also consistently tests with a higher lauric acid content than EPCO. There may be other benefits of VCNO over refined coconut oil that are as yet untested.

The general rule in nutrition is that the closer to nature/natural the better. What we do know, is that many of the studies that have been done on MCTs and report their benefits have been done on regular (non-virgin) coconut oil, or in some cases pure extracted MCT's taken out of coconut oil.

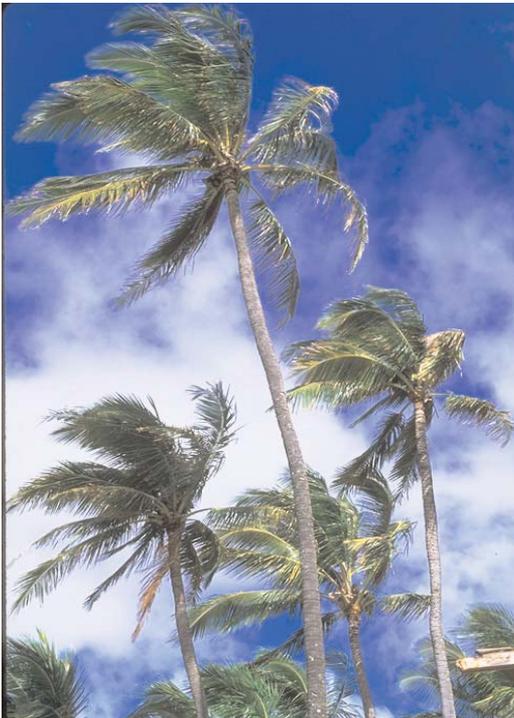
We also know that the refined coconut oil is what the Asian population for the most part consumes today, and in countries like the Philippines where it is the common cooking oil you don't see the kinds of thyroid and obesity problems that you see in the U.S. The customer testimonies (which may not be typical) and feedback we have gotten from our VCNO suggests that it is more potent than refined coconut oil (EPCO). But many people are reporting good results from the EPCO as well.

10. What specific nutrients are present in coconut oil?

The best place to look up the nutrient data of coconut oil, including fatty acid analysis, is in the USDA database.

(<http://www.nal.usda.gov/fnic/foodcomp/search/>) Just type in "coconut oil" into the search box, and then choose "Vegetable oil, coconut" and choose the amount you want to analyze.

11. Is Tropical Traditions Virgin coconut oil organic?



Yes! Brian and Marianita Shilhavy lived in the community where most of the coconut oil is produced, and personally guarantee coconuts used to produce their oil are completely organic. In addition, their coconuts and Virgin Coconut Oil producers are certified organic by a third party organization based out of the US (MOSA - Midwest Organic Services Association), and meet strict requirements for organic certification according to USDA/NOP and EU organic standards. Tropical Traditions Virgin Coconut Oil is made from fresh, certified organic coconuts, and the family-based small-scale operation employed to process the Virgin Coconut Oil is also certified organic.

12. Are all coconuts naturally organic?

No. It is true that most coconuts are grown by small-scale farmers and that pesticides and fertilizers are very uncommon. However, in many coconut-growing places today farmers are starting to practice "intercropping" by growing other crops and fruit trees underneath the tall coconut palms. Many of these crops are sprayed.

Organic certification according to USDA standards assures that neighboring fields where conventional crops are grown do not contaminate coconut trees. Many coconut farms are next to conventional farming fields where there could be run-off from harmful fertilizers and pesticides, or contaminated in other ways. In addition, we go beyond organic certification standards and implement our own standards, like not using coconuts from heavily populated areas where they are exposed to polluting forces such as diesel and gas fumes from trucks and other vehicles. Most all of our trees are from distant mountain sources far away from the cities.

13. What is the amount of Omega 3 fatty acids in VCNO?

None. VCNO is not a source of Omega 3 fatty acids. These need to be supplemented in diet from elsewhere (such as Cod Liver Oil). The primary health benefits of coconut oil are the nutritive value of medium chain fatty acids.

14. Is VCNO safe for pregnant women?

Since VCNO is a food and is a staple for many living in Asia, it is considered safe for anyone. In coconut producing countries it is considered very healthy for pregnant and lactating women, since it contains lauric acid which is also present in breast milk. However, the cautions of reactions as stated above should be noted. Many in Western countries are used to a low-fat diet, and it is best NOT to begin experimenting with VCNO while pregnant if your body is not used to it. If, however, you have been consuming VCNO regularly without any adverse reactions, there is no reason to discontinue while pregnant, and many good reasons to continue consuming it.

15. Will cooking with VCNO cause it to become hydrogenated and toxic like hydrogenated oils?

No. Hydrogenation is an industrial process where hydrogen molecules are introduced to the oil to liquify it at room temperatures. It chemically alters the oil and creates harmful trans fatty acids. Hydrogenation is not required by coconut oil in its perfect natural state.

Cooking with VCNO does NOT introduce hydrogen into the oil or hydrogenate it. As stated above, VCNO is a very stable oil at even higher temperatures. However, it is best not to cook beyond the smoke point of VCNO, as this will begin to deteriorate the oil and turn it yellow. Once it has turned dark yellow, the oil should be discarded and no longer used.

16. Since farmers and families make your VCNO, are sanitary conditions in processing a concern?

No. On the contrary, VCNO receives much more special care and attention than mass-produced machine-made coconut oil could ever receive.

Every family approved to sell Tropical Traditions VCNO must undergo stringent quality control training and have their home or facilities inspected. Tropical Traditions set standards that they must abide by, such as how old the coconuts can be that are used (24 hours after harvesting), the type of coconuts, the instru-

ments used for processing, like graters and presses, etc. Equipment used to produce the oil is dedicated to VCNO production only, and usually provided for by Tropical Traditions. Sealed cement floors are used in all production facilities. VCNO purity and safety is completely maintained. Perhaps that is why it is the best selling of all virgin coconut oils.

Producers are small family businesses that live in rural areas away from the pollution of the cities. To assure standards are maintained and that only the best quality oil is produced, all producers are organized into groups that are managed by overseers, which in turn are organized into groups that are managed by area managers. So when VCNO is delivered to the TT warehouse for packaging, it has already been inspected 3 times before final inspection at the warehouse prior to packaging into drums.

Laboratory tests have continually confirmed that TT's traditional methods of testing the oil by sight (clarity), smell, and taste result in a very high quality oil. Some of the standards tested for in commercial oils, such a peroxide value (PV levels) have consistently tested at nil or near 0 levels in TT oil) and have actually tested better in TT VCNO.

Moisture levels are consistently around 0.1% and often lower. This is due to the extreme care that is used from the selection of the coconuts used, to the actual making of the oil, and the complete removal of any moisture. We seriously doubt that any other coconut oil on the market has received such personal care, or could claim to have a higher quality or cleaner handling than Tropical Traditions VCNO.

17. Are coconuts a nut, fruit, or vegetable?

Actually, they can be classified as all three in some form. The meat of the coconut is usually referred to as fruit, and the coconut itself is the nut, or seed, that will reproduce into a coconut palm tree if allowed to sprout and grow, and the oil made from coconuts is classified as a "vegetable oil" in terms of commodity trading. We just like to call them a miracle.

18. Is "TT" coconut oil heated during pro-

cessing?

Yes, Tropical Traditions VCNO is slightly heated at the end of the processing prior to packaging. This is to ensure that no moisture is present, and to draw all the oil out of the curds that are formed by the fermentation process. This heat is very low (less than boiling temperatures), and is for a very short duration (10-15 minutes).

Commercial coconut oils, by contrast, undergo steam deodorization at temperatures of around 400 degrees Fahrenheit. Traditional methods of making coconut oil naturally have always used heat in the process, and Tropical Traditions are committed to honoring time-tested traditional methods that have nourished populations in the tropics for thousands of years.

19. Is VCNO destroyed by heat?

What about enzymes?

No, coconut oil is NOT destroyed or changed chemically in anyway from its original form by using *low* heat. Unlike other plant oils, the medium chain fatty acids are *very* resistant to any change via heat. Even commercial oils heated to a very high temperature have their medium chain fatty acids kept in tact. This makes coconut oil one of the best oils to use in cooking, because it does not break down easily.

Many have expressed concern that even low-level heat can destroy enzymes and other beneficial nutrients in coconut oil. But one needs to remember that this is a tropical oil from a tropical plant grown in a very hot climate. The oil inside an airtight coconut still growing high up on a coconut tree will already see temperatures well above 40C during its growing season.

Laboratory tests done on TT VCNO, for example, have shown levels of Vitamin E that are 30 times more than commercial RBD coconut oil. As to enzymes, they are present in the coconut meat but *not in the oil*. One would not want enzymes in the oil as it would break down the oil and cause it to go rancid. So there is no coconut oil on the market that would contain enzymes. You need to eat a coconut fresh off the tree to benefit from plant enzymes. All plant-

based oils are separated from the plants they grew in, and do not contain any appreciable amounts of enzymes.

It is a myth that there are coconut oils on the market that are "live" and "see no heat."

Coconuts are native to the tropics, where daily temperatures are very hot. Any coconut oil distributed anywhere in Australia has "seen heat." Shipping containers used to ship the coconut oil to Australia by sea from the tropics reach temperatures of over 45 degrees. If you have a truck deliver coconut oil to your home in the summer time by any of the major carriers, temperatures inside that truck will reach up to 45 degrees. Many repackagers use electric drum bands to melt the coconut oil more quickly, and temperatures inside the drum become much hotter, closer to boiling temperatures.

But the good news is that coconuts are designed by our Maker to grow and thrive in hot climates, and the oil is not harmed in any way by these low-level heats.

20. Is Tropical Traditions Virgin Coconut Oil sold under another brand?

No. Tropical Traditions Virgin Coconut Oil is the only brand for coconut oil from Mt banahaw, Phillipines.

21. Does the taste vary from brand to brand?

Yes, very much so. It is our opinion that this has to do with the region it is grown and whether it is sold in glass or plastic. Some brands have a good taste to begin with, but a poor aftertaste. Others have a strange odour once they are on the skin.

But please, you be the judge. We would love to hear from you!

Thank you for taking the time to read about this wonderful oil.



Sources For Further Reading and Study

Websites:

www.tropicaltraditions.com

www.coconutoil.com

Books:

Virgin Coconut Oil by Brian and Marianita Shilhavy

The Coconut Oil Miracle by Bruce Fife

Take Control of your Health and Escape the Sickness Industry by Elaine Hollingsworth

Know Your Fats by Dr Mary Enig

Dr Ray Peat <http://www.efn.org/~raypeat/>

Bibliography:

www.tropical-traditions-australia.com/biblio

DID YOU KNOW?

- About an edible oil that actually helps you lose weight?
- About an edible and delicious fat that doesn't get stored in the body but converts instantly to energy?
 - A natural organic oil that people use as a deodorant rather than toxic cocktail commercial underarms?
- About an oil that people report is better than sunblock, but has no nasty chemicals. You'll also learn why you burn so easily these days - and it's not the Greenhouse effect!
- About the massive megacorp campaign that enlisted 400,000 farmer's wives to get it off our supermarket shelves?
- About the flawed but convenient 'scientific' evidence that was used to prevent us benefiting from this oil... and persuaded us to use proven toxic oils in its place!
- Why the oils the vast majority of us are using are so toxic, and how this has been covered up.
- About how this oil has been exhaustively studied for its side-effect-free effectiveness in the treatment of AIDS, heart disease, cancer and diabetes, arthritis and many other degenerative diseases?
- About how this oil has been reported to detoxify, and assist, the digestive system of people with first-hand accounts by users?
 - About its ability to strengthen the immune system - while beautifying your skin and hair.
- Where to find proven and delicious healthy recipes to integrate this delicious oil into your daily health regimen.



- About the experiences of 40,000+ people who have found this rediscovered untold truth about edible oils.
 - Why the oils the vast majority of us are using are so toxic, and how this has been covered up.

By using this oil you'll be part of a new and growing wave of informed people directly assisting the very families who had their livelihood stolen by the megacorps. You'll also learn about the couple who started it all and their amazing self-help program for rural villagers.