



## INTRODUCTION TO ZITA WEST PRODUCTS

Zita has been involved with childbirth now for more than 20 years – as a midwife, an acupuncturist, a nutritional advisor and as an author and consultant specialising in fertility and pregnancy. Over that time couples have asked her for guidance on a whole variety of subjects, with diet being one of the most common concerns. Most prospective parents know that their nutritional status prior to conception and during pregnancy can have a direct effect on both the conception itself and the early health and development of their baby. Understandably, many are unwilling to leave their nourishment to chance.

In an ideal world we should be able to get everything we need from a well-balanced diet. However, the stresses, strains and short-cuts of modern living can often make this difficult to achieve. But don't worry - Zita's new programme of vitamin and mineral supplements have been specially designed to help you overcome these difficulties, with every product formulated to help you achieve the ideal nutritional balance at each important stage.

Pregnancy is at least a fifteen month commitment, with three months to prepare, nine months for gestation and three months to recuperate. There is a tendency to concentrate on the stages (trimesters) of the pregnancy itself. Zita's programme consists of five stages, carrying you through from before conception, into each of the three trimesters of pregnancy and on through recovery.

The products are effective, safe, and easy to use and all are free from genetically modified ingredients, yeast and known allergens and are suitable for vegetarians.

They have been designed to work together as a complete programme, though you can, of course, use them individually as well. The choice is yours. However you use them we believe you will be investing in the best for you and your baby.

### THE NUTRITIONAL RANGE:

#### Good News For Our Clients:

As with any supplementation, we strongly recommend that you continue with all our nutritional products for at least three to four months. As you would expect, it can take several months to bring your body back into optimum nutritional balance, plus a sustained effort from then on to keep it that way.

#### PRE PREGNANCY PLANNING

VitaMen - £18.50 + p&p (*New & improved*)

VitaFem - £18.50 + p&p (*New & improved*)

Vital DHA - £19.50 + p&p

Many factors influence your chances of conception including age, general health and stress levels, as well as sperm and egg quality. The more you are in balance in mind, body and spirit, the greater your chances of conception and the healthier your baby is likely to be.

In an ideal world this balance happens naturally. However, inadequate diet, intensive food production and processing and the demands of job, travel and family, can mean that our nutritional needs are not met fully.

We recommend that all our clients increase their intake of important nutrients during the pre-conception phase, if only as a valuable insurance policy.

VitaFem, Vitamen and VitalDHA offer a simple but effective way to ensure you are getting all the essential nutrients you need while preparing your bodies for conception and pregnancy. Have a look below for an additional description of the benefits of Vital DHA which we recommend you take alongside VitaFem and Vitamen.

Each bottle of VitaFem and Vitamen contains 90 capsules; one month's supply. There are 90 capsules in each bottle of VitalDHA; 6 week's supply.



## **PREGNANCY PLANNING**

Vital Essence 1 (0-12 weeks) - £22.50 + p&p  
**(New & Improved)**. Now in easy to use tablets.

Vital Essence 2 (12-28 weeks) - £22.50 + p&p  
**(New & Improved)**. Now in easy to use tablets.

Vital Essence 3 (28-40 weeks) - £22.50 + p&p  
**(New & Improved)**. Now in easy to use tablets.

From the moment of conception, each and every cell in your baby's body will be created from the nutritional building blocks you provide, so it is obviously important that you keep yourself as well nourished as possible.

Investing in the best nutrition will not only give your baby an exceptional start in life, it will also give you a better chance of a comfortable and healthy pregnancy.

As your pregnancy proceeds the balance of vitamins and minerals you and your baby need changes too. Vital Essence 1, 2 and 3 have been uniquely formulated to deliver all the essential nutrients you require, in the right mix, across each of the three trimesters.

Vital Essence has recently been reformulated and now comes in easy to use tablets. Take three a day after food. Each bottle contains one month's supply.



## **POST-NATAL RECOVERY**

ReVital Essence (0-16 weeks following birth) - £22.50 + p&p  
**(New & Improved)**. Now in easy to use tablets.

It is easy to underestimate the physical, mental and emotional demands of birth. The first few months afterwards can be particularly taxing. The reality is that you will have little time to spare.

The more you can keep your body well nourished and nutritionally balanced, the quicker you will be able to get on top of the demands of your new routine.

ReVital Essence has recently been reformulated and now comes in easy to use tablets. Take three a day after food. Each bottle contains one month's supply.

## **VITAL DHA**

Vital DHA - £19.50 + p&p

The benefits of Essential Fatty Acids (EFAs) have been making news for the past decade. Research shows that DHA, an Essential Fatty Acid, is especially important for the development of a baby's brain and nervous system. During the early phase of foetal development a baby cannot manufacture his or her own DHA and has to draw on his or her mother's own supply. It is important in the preconceptual stage to build a maternal reserve because it takes time to incorporate DHA into your body. Significant concentrations of EFAs are found in healthy sperm so men need to consider DHA supplementation as well.

Whether or not you have considered taking VitalDHA before becoming pregnant it is well worth starting to take it at any time during pregnancy. Demand for DHA increases, in particular, in later pregnancy during the development of the baby's brain and nervous system.

Sources of DHA in the average diet are becoming less and less common. Few people these days eat oily fish regularly (the most usual source of DHA within fresh foods) and such consumption as there is has probably declined even further following the recent warnings from the FSA (Food Standards Agency) about the levels of mercury found in some tuna fished in contaminated waters. All of which increases the need to consider supplementation. The tuna oil from which VitalDHA is derived is filtered to remove possible impurities during the production process and is then biochemically screened as well, so you can be sure that each batch is completely safe.

VitalDHA also includes GLA (omega 6), another important essential fatty acid, derived here from Evening Primrose oil. GLA is vital for the production of cell membranes and hormones.

Please click here for additional detailed information on the [\*\*the functions of DHA in pregnancy.\*\*](#)

The Vital DHA formulation is the same throughout the range.

*If you'd like more information on the benefits of VitalDHA and its individual ingredients, just click on VitalDHA where it is underlined and highlighted, above.*

**Regulatory and Standards note:**

*The vitamins and minerals in all Zita West nutritional products:*

- *meet with safety levels laid down by The Department of Health*
- *have been approved by The Health Food Manufacturing Association.*