

# IRENA

## NEXT GENERATION OF HEALTH SUPPLEMENTS

Hello,

My name is Irene Stein and I'd like to tell you about the next generation of health supplements which my company has developed.

As you may know Royal Jelly is vaunted for its multifarious health giving properties, Ginseng for its special energy boosting properties, and Echinacea is the most powerful natural antibiotic available. All three have been beneficial in their day, but as they have to be taken in different ways and at different times, many people found that they couldn't incorporate them into their hectic lifestyles – and forgot them, whatever the benefits.

Now for the first time we have developed a new generation of health supplements which combines all these in one, easy to take solution. The Irena formulation is a compound of fresh Royal Jelly, Ginseng, Echinacea which has been proven in laboratory studies to be ten times as potent as Royal Jelly taken in isolation. Four years in development by Royal Jelly expert Irene Stein and a team of biochemists, homeopaths and herbalists, headed by Dr Emile Coufalik the formulation contains every vitamin mineral and amino acid necessary for the body to function optimally and remain looking in peak condition.

Irena is safe, non-addictive, contains no additives, is low in calories and is 100% natural. It costs around eight shekels a day and such has been its success in treating 75 different health conditions that 25,000 people have incorporated it into their daily diet.

The formulation contains elements including glutamic acid – known to delay ageing – and pantothenic acid (B5) which helps to prevent premature grey hairs. In addition inositol, lysine, phosphorus, silicon, sulphur, pyridoxine (B6), ascorbic acid (C), Vitamin E and Biotin are responsible for maintaining skin nails and hair. Whilst Ginseng, iron, thiamin (B1) and cyanocobalamin (B12), provide an abundant source of natural energy.

A top up of the hormones oestrogen and testosterone, helps the body retain its youthful vitality.



### *Stressing the alternatives.*

One in four doctors are now being treated for stress related illnesses, whilst a survey from the Institute of Management revealed that 90% of respondents felt that stress was really getting to them in their bid to stay on top of a demanding career and dealing with family responsibilities.

An estimated 270,000 people take time off work every day because of work related stress which also has an adverse affect on morale, health, work, effectiveness and relationships.

Whilst Irena will not get the job done for us, it *will* make us more able to function efficiently and effectively for long periods. It will keep our minds active and memories retentive. We will suffer less from menstrual or menopausal difficulties. We will sleep better and succumb less to stress related symptoms including irritable bowel syndrome, ulcers and heart conditions. Indeed a recent article in the Sunday Times highlighted how many high flying women are losing their hair as a result of stress.

Irena also delivers palpable energy and stamina and yet at the same time can engender a sense of well being enabling those on the career ladder to function efficiently and effectively for long periods. It also stimulates mental agility and helps with memory retention.

### *Mane Benefits*

The main cause of hair loss or diminution of condition in women is a hormone imbalance, especially after childbirth. Men start to shed their hair in their early twenties – and this is more likely if their father or grandfather were bald. We can lose hair as a result of stress or shock or if we embark on a radical diet and fail to receive all the necessary nutrients. Repeated perming and dyeing – even blow drying – can cause hair to become brittle and thin unless a good conditioning regime is maintained.

Irena contains most of the vital nutrients necessary to prevent hair loss and promote healthy re-growth – lysine, phosphorus, silicon, vitamin E, zinc and folic acid. Whilst biotin may help prevent premature baldness and pantothenic acid (B5) can help restore the natural colour to prematurely grey hair. Inositol and silica are vital for good hair, whilst the hormones oestrogen and testosterone can rebalance the system and allow the natural growing process to occur.

### *More than skin deep*

Beauty comes from within and it is certainly true that when you are feeling physically low, your nails are likely to flake, your hair lacks luster and your skin often breaks out. The combined strength of vitamins B3, B5, B6, B12, C and E, zinc, magnesium, chromium, potassium and sulphur – all of which are present in Irena – are recommended as the ideal supplements to support healthy skin and nails.

If you would like more information about how Irena can benefit you in relation to your own life and / or health condition, please contact Irene Stein on:

+972 (0)9-950 9850 or +972 (0)545-305125  
UK customers 07831 641199

**Or email her: [irenest@netvision.net.il](mailto:irenest@netvision.net.il)**

**Irene takes a personal interest in all her clients health conditions and prefers to speak to each and every client individually to offer them the best advice.**

**Irene Stein very much looks forward to talking with you.**

### *Creme de la cream*

The new Irena Royal Jelly and Vitamin E cream was recently launched. Royal Jelly has been expertly blended with vitamin E cream and lemon essential oils homeopathically potentised by lemon essence. It is further enriched by jojoba oil and beeswax – making it considerably more potent than conventional Vitamin E creams. It contains all the vitamins, minerals and amino acids dermatologists have identified as necessary to provide the skin with the essential nutrients including all the B vitamins, vitamin C and E, chromium and sulphur.

A 45g tube of cream costs 100 ₪ and it has so many applications:

- As a moisturizer for smooth and subtle skin.
- As an after sun soother or to protect against chapping and chaffing caused by cold weather.
- For acne, dermatitis, eczema, and psoriasis sufferers, application is especially effective after steroid creams have left the skin rough, pitted and hypersensitive.
- If you've had stitches it encourages faster healing and effective skin regeneration.
- Encouraging skin to regain firmness and tone after weight loss.
- To shield and soothe hands from the effects of too much water or chemicals.

**Irena is fully certified as Kosher by the Beth Din and has achieved Hersher seal of approval.**