

INTERNATIONAL NEWS: THREE New DXN Offices Open:

DXN is pleased to announce the opening of our 3 new DXN Branch offices: Chile, Greece and Russia.

Our Company is 100% committed in providing great service to our distributors for product purchases, member registration and more.



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YOUR TRAVEL OPPORTUNITIES WITH DXN!

Every year, DXN members have the opportunity to qualify for the Travel Seminar Incentive which is usually taken overseas. There are plans for Hong Kong in 2012. Don't miss the boat!! Make the most of every opportunity to promote the benefits of DXN products. It is from the purchase of products within your business group that points accumulate for qualification to DXN's annual holiday.

These accumulate TSI points are shown at the bottom of your monthly Bonus Statement. To view your monthly statement, click to the CSS tab on DXN home page.



LION'S MANE MUSHROOM



LION'S MANE MUSHROOM or *Hericium Erinceus* is definitely a rising star amongst natural treatments for some of the world's most difficult health problems. This mushroom has been highly prized in Chinese tradition, where it was eaten exclusively by the Emperors. Lion's Mane's medical benefits were already well known to the Chinese doctors for problems of the digestive tract such as stomach and duodenal ulcers, as well as for cancers of the esophagus, stomach and duodenum.

Its beta glucan polysaccharides, along with polypeptides and fatty acids have a lot to do with these beneficial effects. Clinical studies have shown that these polysaccharides, along with adenosine and oleanolic acids, stimulate induction of interferons and modulation of the immune system, boosting the white blood cell count to help the healing process. These substances also enhance the function of the gastric mucus barrier, accelerate the healing of ulcers, and exhibit anti-inflammatory effects.

Lion's Mane has also been shown to **help regulate blood sugar and cholesterol levels**. It is completely safe, showing no signs of toxicity or side effects in any scientific research. One of the most exciting areas of potential is its ability to help combat some of the symptoms and underlying causes of dementia and Alzheimer's disease as well as peripheral neurological dysfunction.

Dr. Hirokazu Kawagishi of Shizoka University Japan, a recognized authority on Lion's Mane for the past 15 years, showed the mushroom to have the remarkable activity of stimulating the synthesis of **Nerve Growth Factor (NGF)**. **A lack of NGF is considered one of the major causes of Alzheimer's disease.**

What is NGF? NGF is a protein molecule that was discovered by Rita Levi-Montalcini and isolated by Stanley Cohen, for which they jointly received the **1986 Nobel Prize for Medicine**. It is synthesized in minute amounts in all vertebrate tissues.

Dr. Mark Tuszynski of University of California, San Diego explains that NGF is the prototype of the neurotrophin family of polypeptides. They play an essential role in the differentiation and survival of several nerve cell populations in the peripheral and central nervous system.

NGF as a protein, however, cannot pass through the blood-brain barrier, the semi-permeable membrane between the blood and brain, which allows only small, lipid soluble molecules to pass through it. NGF is too large to permeate the membrane; so in a brain with diminishing amounts of NGF, how do we maintain an adequate amount to support healthy neuron repair and renewal? ([continues in back page.....](#))

LION'S MANE MUSHROOM continue..

Dr. Kawagishi and his team isolated **two types of molecules within Lion's Mane which both stimulate NGF production** and also **crucially, pass unhindered through the blood-brain barrier**. The first of these substances is found in the fruiting body (the part of the mushroom which sprouts out of the ground or tree stump) and are called hericenones. Hericenones stimulate the brain to produce more NGF. An even more powerfully effective group of substances called erinacines were found in the mycelia (the root system) of Lion's Mane. Small enough to pass through the blood-brain barrier, erinacines work from within the brain to promote NGF production, which in turn helps make more neurons. This process results in alleviating symptoms of Alzheimer's disease and even Parkinson's disease. This is one of the most significant discoveries of the last 50 years and is why the Nobel Prize was awarded for its discovery.



As Paul Stamets, one of the world's leading mycologists and author of several reference works on medical mushrooms, puts it, "Lion's Mane mushroom mycelium is nature's nutrients for your neurons." The Chinese have known this benefit for thousands of years, as the ancient herbalists promised nerves of steel and the memory of a lion to the privileged few who were allowed to eat this restricted delicacy.

The erinacines, by promoting NGF production throughout the body, also help to alleviate symptoms of peripheral neurological dysfunction. Dr. Will Boggs reports in magazine that NGF significantly improves the pain symptoms of HIV-infected patients with sensory neuropathy. Sensory neuropathy affects as much as 35% of all AIDS patients.

Dr. Giovanni Schifitto from the University of Rochester, New York studied the safety and effectiveness of human NGF for HIV-associated distal sensory polyneuropathy in 200 affected patients. Their symptoms were significantly alleviated with the administration of the NGF.

50 PPV REWARD PROGRAM



A big congratulations to the winners of the 50 PPV Reward Program for September qualifiers:

1. ALWYN CLEAVER (WURTULLA, QLD)
2. DEE CHISHOLM (HELIDON, QLD)
3. FRANK MORETTO (PATTERSON LAKE, VIC)
4. JOY ROBY (BUDERIM, QLD)
5. PATRICIA GRIGGS (MOSSMAN, QLD)
6. RACHNA BHATT (AUCKLAND, NZ)
7. SANDRA KILPATRICK (HERVEY BAY, QLD)

Remember there are 7 prize packages to be won each month and you may be one of the next lucky winners!



September Achievers List:

Star Ruby:

105004471 HELEN COFIELD (ELIMBAH, QLD)

Star Agent:

CARLENE YASAK (PARIS, FRANCE)
CHRISTIAN BURTSCHER (LAKE TEKAPO, N.Z.)
HAPPY COFFEE (ST. KILDA, VIC)
HENRICK TKACZ (NEWTON, NSW)
IAN HARLAND (VICTORIA)
JANICE DUBAVS (SCARBOROUGH, QLD)
JOHN MANSARAY (TOOWOOMBA, QLD)
MARILYN HAYES (YANDINA, QLD)
PRIYA GEORGE (CARSELDINE, QLD)



As the numbers of sufferers needing some type of NGF replacement therapy climbs ever higher, and with no cure in sight from modern medicine, many people are starting to turn to Lion's Mane mushroom as a real way to slow down and reverse the symptoms of these devastating diseases.

The breakdown in healthy neurological function can be prevented by adding Lion's Mane mushroom to the diet. A national trend to add Lion's Mane to our daily supplemental requirements would go a long way to improve the quality and length of life. **The fact that one food source is able to provide the body with the nutrients it needs to stimulate nerve cell regeneration, along with the immune-enhancing properties of beta glucans in healing the digestive tract of ulcers and worse, is nothing short of remarkable.**

The more we know about the intricate details of this wonder food, the more we begin to understand the prized value it held among the royal palaces of the Orient.

DXN Lion's Mane tablet are 100% pure, pleasant tasting (oatmeal flavour) and are best chewed before swallowing. Suggest 3 x 3 times a day. Packaging size: Bottle of 120 tablets each 300mg.



Make a Date with this Wicked DATE AND COFFEE LOAF!

INGREDIENTS:

- 1 CUP OF DATES
- 1 CUP BOILING WATER
- 1 TSP OF BAKING SODA
- 2 TSP OF DXN BLACK COFFEE
- 1 CUP OF RAW SUGAR
- 1 TBSP OF BUTTER (MELTED)
- 1 EGG
- 1 TSP VANILLA EXTRACT
- 2 CUP FLOUR
- 1 HEAPED TSP BAKING POWDER
- MIXED SPICES to taste



Soak dates in boiling water with baking soda and dxn black coffee, and leave to cool down. Beat together raw sugar and butter plus the egg and vanilla, mix well, add dates, flour with baking powder and incorporate. Mix well again.

(You can also add Walnuts for a crunchier taste!!)

Place mixture in a loaf tin and bake for about 1 hour in a moderate oven (or until golden brown) (350'f in electric oven). If you double the quantities of this recipe, you can make muffins.

This is a very lovely moist recipe.....**MMMMmm very Delicious!**

Thanks to ESD Jenny Donald (105013910) from Tauranga NZ.

