



The EcoWellness Standard

**for health food products, restaurants and catering,
pharmacies, health shops and enterprise health programs**

FINAL Version October 2013

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Introduction

Our philosophy and added value

The WHO (World Health Organization) defines health as a state of complete physical, mental, and social well-being (or wellness) and not merely the absence of disease or infirmity. The philosophy of EcoWellness is based on this understanding of health and on a commitment to encourage, through market opportunities, the production and consumption of food that contribute to enhancing the health of society as a whole.

For EcoWellness, organic agriculture and organic methods of processing present clear advantages in terms of health for the consumer (absence of pesticides, higher content of products in desirable health-promoting substances, limitation of the food additives and processing aids being used, etc.). However, EcoWellness believes that organic certification alone is not enough to guarantee that a product is always healthy or significantly healthier than its non-organic counterparts.

Health has become a common argument in food marketing, but health claims are often not supported by scientific evidence or are even somewhat misleading the consumer with regards to the overall health attribute of a product. This can happen also to some extent with health claims on organic products.

The aim of EcoWellness is to position itself as a food label that can be trusted as a mark of real and scientifically demonstrated added value in terms of health for the consumer. This added value justifies a price premium as compared to comparable non-EcoWellness labeled products. Hence EcoWellness is a label that acts as a market driven incentive for food producers to preserve and enhance the health attributes of their products, through careful selection of ingredients, careful processing, optimal conditions of transport and packaging, etc.

EcoWellness is not a label competing with organic labels. Instead, the EcoWellness label can be used as a complementary label to add even more value to organic products, through the marketing of health attributes. EcoWellness marketing strategy primarily targets the health and wellness sectors (clinics, doctors, health and wellness centers, but also high range restaurants and hotels). Hence EcoWellness works to increase the demand for organic products in those sectors, which are not necessarily traditional buyers of organic products.

The EcoWellness certification programs

EcoWellness is a series of programs that aim to encourage the production and consumption of food products with scientifically-demonstrated health, social, ethical and environmental performance. The EcoWellness standard was developed by Integrated Art I Holding AG, a company that works in partnership with EcoWellness-certified companies to open market opportunities for such products. Four types of businesses can become partners of the EcoWellness network:

1. Farmers / producers of raw food materials who want to produce EcoWellness certified ingredients and food processors who want to produce EcoWellness processed products.
2. Restaurants (including hotels) and catering businesses wanting to offer a choice of EcoWellness menus to their clients.
3. Any other company or organization that wants to set-up an EcoWellness nutrition and health program for their employees.
4. Pharmacies and other specific shops or shops in shops, health-shops in an existing company or organization with qualified consulting and not alone self-service.

For each of the above types of businesses, a specific certification program has been designed, with specific compliance requirements. These are laid down in the 3 chapters of this standard. In each chapter, the standard also provides recommendations: these are advisable but not compulsory to obtain the EcoWellness label.

Products, can bear the EcoWellness label are food products including plant-based products (including products from wild collection), animal products, and fish from aquaculture or fisheries.

Pharmacies, health-shops and Centers, Clinics, Hotels and other certified business partners can bear the EcoWellness-label in their communication.

The EcoWellness guarantee

The environmental performance of EcoWellness products is guaranteed by the fact that products have to be organically certified. Organic certification is a pre-requisite for obtaining the EcoWellness label for all products, except for fish products for which MSC (Marine Stewardship Council) certification is a possible alternative to certified organic aquaculture. EcoWellness is currently mostly developed in German-speaking countries of the EU, but is extending its network of partners and intends to develop into a global program. Hence the organic certification demanded as the baseline is currently primarily certification against the EU regulation (or recognized equivalent standards). For other markets, the required baseline will depend upon the standards and regulations of the market in which the EcoWellness products are being sold. As a general matter of principles, EcoWellness requires prior certification against a standard approved in the IFOAM Family of Standards, and a certification valid in the market for which the product is intended.

The health performance of EcoWellness products lies with an adherence of the producing company to the philosophy of EcoWellness and to the compliance with additional requirements as laid down in this standard. A pre-requisite for products to bear the EcoWellness label is that the product labeling makes at least one health claim and be in compliance with the European Union Regulation (EC) No 1924/2006 (Regulation of 20 December 2006 on nutrition and health claims made on foods) or a minimum of three health benefits on nutrition claims. In the absence of a unified international set of equivalent health claim regulations, the guidelines and principles apply also to the products intended to bear the EcoWellness label in other markets than the EU.

The social and ethical performance of EcoWellness products is guaranteed through another pre-requisite: companies producing EcoWellness products must be audited in the framework of the Business Social Compliance Initiative, or be certified against the standard SA8000 (developed by Social Accountability International).

Producers wanting to display the EcoWellness label on their products, and to use the marketing network of EcoWellness can apply to Integrated Art I Holding AG following the procedure laid down on the EcoWellness website: www.oekowellness.de.

The application will be followed by an evaluation by Integrated Art I Holding AG of whether the product and the company fit the EcoWellness philosophy and requirements. If that is the case, the producing company will be subject to an annual verification of compliance with the EcoWellness pre-requisites and standard requirements, conducted by an independent certification body(CB). Only after verified compliance with this standard and signature of a contract with Integrated Art I Holding AG can products bear the EcoWellness label.

Requirements for CB:

CB must at least a license from a governmental Institution and

a)

must have at least 3 years of working experience in certification of an organic standard which belongs to the family of standard of IFOAM and must be familiar with the BSCI or As8000 Standard

b)

They must be briefed, trained and licensed by for the annual audit by Integrated Art or IFOAM to check the ECOWELLNESS requirements in addition to the organic principles and requirements

Recommendation:

the CB should have the IFOAM Accreditation or the IFOAM Global Organic System Accreditation) and a specific training and a contract for a period of 3 years

For caterers certification (Chapter II) and certification of companies (Chapter III) that set an EcoWellness health and nutrition program for their employees, pharmacies (Chapter IV) and similar specific retail verification of compliance with this standard is conducted directly by EcoWellness contracted and certified CBs.

Chapter I. Requirements for products bearing the EcoWellness label, and companies producing those products

For processed products that bear the EcoWellness label, all of the below requirements must be complied with. Farmers and other producers of raw materials (unprocessed food) bearing the EcoWellness label need only to comply with the requirements 1.1.1, 1.1.2, 1.1.3, 1.2.1, 1.2.2, and 1.2.5.

1.1 Organic Quality

Principle

Organic agriculture is a production system that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects. Organic agriculture combines tradition, innovation and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved. Organic agriculture is based on the four principles of health, ecology, fairness and care. Those principles are also at the heart of the EcoWellness philosophy and hence EcoWellness believes that for food products to be healthy, they must first and foremost be organically produced, or wild. Organic certification guarantees that products are produced with a certain range of methods that lead to enhanced health benefits, such as:

- The non-use of toxic pesticides that can lead to residues in the product and that contaminates the environment and hence affect the overall health of the population.
- The feeding and raising of animals in conditions that will promote their own health and lead to meat, milk and eggs with healthier nutrient contents and lower levels of antibiotics.
- The reduced use of food additives and processing aids to those that are the most natural and less harmful for human health.
- A careful avoidance of product contamination at all stage of the production process.

Aside from products from agriculture, humans consume wild products, which can also provide very good health benefits, but should be harvested in a sustainable way to preserve the environment and the future availability of the products. For wild harvested plant products, the best practice standard is organic certification, which guarantees that products are sustainably harvested and free of contamination. For fishing and harvesting of wild fish and sea food, the best practice standard is MSC, which guarantees that the products are from sustainable fishing.

Recommendation

EcoWellness partners should work with 100% organic / MSC certified products in their product range (even on products not bearing the EcoWellness label).

Requirements

- 1.1.1 The product must be certified against a standard approved in the IFOAM Family of Standards (other than this EcoWellness Standard), except for fish and sea food if the product is MSC-certified. This certification must be for the scope for which the production standard has been approved in the IFOAM Family of Standards.

- 1.1.2 The product must be officially recognized as organic (and marketable as such) in the country in which the sale of EcoWellness logo-bearing products is intended. This does not apply to fish and sea food products if they are MSC certified.

Guidance: In countries where the organic claim is regulated, this implies that the product must comply with the national organic regulation. For products intended for sales in the EU, this most specifically implies compliance with the EU organic regulation.

- 1.1.3 Farmers and producers of raw (unprocessed) food materials must be fully certified (whole farm certification) as organic, and not only have organic certification for the product marketed under EcoWellness. Parallel or split production is not allowed. Similarly, fisheries producing EcoWellness sea food ingredients must be fully MSC certified.

Guidance: This requirement does not apply to processors.

1.2 Health performance

Principle

There is now extensive and still ever-increasing evidence that nutrition has a main impact on human health. Yet few food products available in the market are designed and produced taking seriously into account the scientific evidence and the knowledge available to produce healthier products. With today's scientific, agronomic and technological knowledge, it is possible to choose production methods that will increase the content of the product in desirable nutrients such as vitamins, minerals, flavonoids, polyphenols, or omega 3 essential fatty acids, and decrease the content in health-problematic nutrients such as sugars, saturated fats, salt, additives, or overall calorie content or glycemic index. Such efforts can be applied to both the production of fresh products and of processed products, through careful production methods, choice of ingredients, transport and storage conditions, etc.

Recommendation

EcoWellness products should combine the maximum possible health benefits. In the choice of ingredients for an EcoWellness product, the producer should select ingredient sources based on the maximization of health properties.

The product packaging should be as complete as possible with regards to the list of ingredients, their origin, the nutrient content, the nutritional value, and the explanation of the health claim in the context of an overall diversified diet. Advertisement and packaging of EcoWellness products should also provide general nutrition advice and not encourage solely the consumption of the product being advertised.

Requirements

- 1.2.1 The product must make a minimum of three health benefits on nutrition claims and/or one health claim, and advertise this health and /or nutrition claims in addition to the organic claims on the product packaging (or marketing information for unpackaged products). This claim must correspond to a significant and scientifically demonstrated or widely acknowledged health advantage compared to similar non-EcoWellness products.

- 1.2.2 This health claim or the nutrition claims must be based on scientifically demonstrated facts and a rigorous content analysis of the product (and potentially a range of similar commercial products for the comparison) by an external laboratory to prove its claims or benefits. .
- 1.2.3 Apart from the properties claimed, the product formulation must not otherwise be detrimental to health: in particular, it must not contain significantly higher levels of un-desirable nutrients and calorie levels as compared to similar products.
- 1.2.4 The product must – apart from the organic certification criteria comply with all the provisions of the Health and nutrition Claims EU regulation (Regulation (EC) No 1924/2006 of the European Parliament and of the Council of 20 December 2006 on nutrition and health claims made on foods). This applies also for products sold outside of the EU under the EcoWellness label.
- 1.2.5 Each product must be approved by Integrated Art I Holding AG before it can bear the EcoWellness label. The product producer or manufacturer must submit a dossier to Integrated Art I Holding AG, detailing the composition of composition, the health and nutrition claims made, lab data demonstrating the validity of the health and/or nutrition claims and other supporting documentation. The EcoWellness board of directors will in cooperation with the scientific board and its chairman review each application, ask for further information if needed and decide on the possible involvement in the EcoWellness program based on the relevance of the health claims and/ or nutrition claims.
- 1.2.6 EcoWellness has developed a list of claim-specific minimum criteria (Appendix 1), however this list is regularly being augmented with new data.
- 1.2.7 If packaged, the product must be packaged in materials that minimize the health risk for consumers. Aluminum, plastic containing bisphenol A, PVC and phthalates are prohibited for use in the packaging layer in contact with the food.

1.3 Social and ethical performance

Principle

To pursue the goal of a healthier modern society, one needs not only to look at the output side of the production process (the food we consume) but also at the working conditions. Many diseases and health problems are indeed connected to professional activities, either through the occurrence of injuries, physical and mental stress, exposure to toxic substances, salaries that do not enable a healthy nutrition and lifestyle, or lack of personal time to take care of one's health. By providing fair working conditions to all employees, producers can have a tremendous positive impact on the health level of society.

Recommendation

Companies involved in producing the EcoWellness products should develop health-promoting programs for their employees. Such programs can include nutrition awareness campaigns, facilitated access to organic and EcoWellness products, support for sport activities, health insurance programs, etc. Companies can obtain the EcoWellness certification for such programs (see Chapter III).

Companies should source FairTrade (or equivalent labels) certified products for products coming from developing countries.

Requirements

- 1.3.1 Companies producing EcoWellness products must be audited in the framework of the Business Social Compliance Initiative, (BSCI) or be certified against the standard SA 8000 (developed by Social Accountability International).

Exception to this requirement can be granted for a period of one year after the placing of the first EcoWellness product on the market. The producer of an EcoWellness product must subsequently obtain the BSCI or SA 8000 certification within the period of one year in order to retain the EcoWellness label.

1.4 Regional production

Principle

Environmental performance is largely covered by the organic certification of EcoWellness products. However, a growing environmental concern is climate change and the consumption of fossil fuel due to long-distance transport of products for daily consumption, such as food products. Long-distance transport is not only responsible for carbon emissions, but also for the release of toxic substances into the environment (atmosphere and seas, especially), which affect human health. Moreover, long-distance transport often results in a loss of nutritional quality of the products, such as the loss in vitamins, the necessity to harvest unripe products lacking many health-promoting compounds, etc..

This aspect is not sufficiently addressed in organic standards, and EcoWellness proposes additional requirements to cover this aspect. Although the health content of the ingredients should always be the prime decision making factor, the origin of the ingredients should also be taken into account in the making of an EcoWellness product.

Recommendation

EcoWellness products should be marketed primarily in the region where they are produced. EcoWellness products should use locally produced ingredients, and base their choice of ingredients to minimize the carbon footprint (for a given level of health benefits).

Requirements

- 1.4.1 All ingredients for EcoWellness products in EU must come from EU production, unless such ingredients are not available in the desired quality and quantity within the EU.

Exception: this requirement does not apply for EcoWellness products that are marketed outside of the EU. For such cases, the producer should apply the same principle of regional sourcing.

Chapter II. Requirements for restaurants and catering businesses offering EcoWellness menus

Restaurants, clinics, hotels, canteens, catering and other out-of-home food providers can obtain the EcoWellness label in relation to their offer of certain dishes and menus. These businesses are referred to under the general term of “caterers” in this standard. To obtain the label and join the EcoWellness network of companies, caterers must comply with all the following requirements.

2.1. Sourcing of ingredients

Principle

Sourcing of EcoWellness labeled products is the basis for caterers to obtain EcoWellness certification and the right to use the EcoWellness label.

Recommendation

Caterers should construct their menus based on the organic, regional and seasonal availability of healthy food.

Requirements

- 2.1.1 Caterers must propose at least one EcoWellness menu (containing minimum 3 alternative entries, 3 alternative main courses, and 3 alternative deserts) on a permanent basis.
- 2.1.2 The EcoWellness menu(s) must consist of a minimum of 95% ingredients (by weight, excluding salt and water) of certified organic origin.
- 2.1.3 Each dish (whether entry, main course or desert) on the EcoWellness menu must be prepared using at least one EcoWellness labeled product.

2.2. Design of menus

Principle

Based on their different health conditions and metabolic types, the clients of caterers are medically advised to prefer certain foods and to avoid others. The design of EcoWellness menus enables caterers to propose a variety of choices that can correspond to the healthy choice for different kinds of clients.

Recommendation

Caterers should propose menus taking into account the specific needs of their target client groups (e.g. children in canteens, overweight people in weight losing centers, cancer patients

in specialized clinics, etc.). Menus should also be designed to enable people with specific preferences or needs (e.g. vegetarians, vegans, people with gluten or dairy allergies, diabetics) to find an acceptable choice of meals. Caterers should seek and follow the advices of EcoWellness experts in the design of menus.

Requirements

- 2.2.1 EcoWellness menus must propose choices of personalized food suitable to minimum of 3-4 metabolic types, for example the „vata“, „pita“ „kapha“ and the balanced „Tri dosha Types“ according to the Ayurvedic medicine, or the TCM selection, or the Tomek-Types, which combines the Ayurvedic types and the genetic parameters of the blood groups with the individual situation (see list of literature) or any other officially recommended medical selection of metabolic types in accordance with the corporate guidelines of WHO.
- 2.2.2 Each dish on an EcoWellness menu must bear indications related to:
 - its glycemic index and or
 - its approximate calorie level
 - its appropriateness for various metabolic types or
 - diabetic types
 - whether it is non-vegetarian, vegetarian or vegan
 - its possible content in gluten and lactose products
 - other possible allergens amongst the most common, e.g. peanuts, soya, tree nuts, etc.
- 2.2.3 EcoWellness menus must be approved by Integrated Art I Holding AG before being approved to carry the EcoWellness label. Once the label is obtained, changes in the menus and major changes in the recipes must be approved by Integrated Art I Holding AG before implementation.

2.3. Consulting and auditing by EcoWellness

- 2.3.1 Caterers must have completed training by EcoWellness experts during which the managers and the cooks of the caterer will be trained on the choice of healthy ingredients, on healthy cooking and on the design of health- appropriate menus. EcoWellness expert will propose recipes and give advice to improve cooks' existing recipes.
- 2.3.2 In the course of this training, EcoWellness and the caterer will agree on the menu(s) proposed under the EcoWellness label, and the choice of ingredients and practices to prepare the dishes in the menu(s). The caterer must then follow the agreed practices.
- 2.3.3 The caterer must ensure full separation of EcoWellness ingredients and menus from non-EcoWellness ingredients and menus at all times, and prevent any accidental mixing. The caterer must provide clear labeling to its clients as to which menus are EcoWellness menus. The caterer must not comingle organic and conventional products.

2.3.4 After the initial training, caterers must be audited once a year minimum by EcoWellness experts for continued compliance with the agreed practices, and proper separation of EcoWellness dishes preparation and display.

2.4. Waste management (recommendation only)

Principle The production of food has necessarily an impact on the environment, even if this impact is minimized. The use of land for agriculture, the capture of wild fish, the consumption of fossil fuel and energy to transport and prepare the food, all should be limited to the strict needs of human consumption, and not above. Currently, there is much too much food that is wasted due to “subjective” criteria such as appearance, or to bad logistics. EcoWellness caterers try as much as possible to minimize food waste through acceptance and smart use of “non-standardized” products, through good logistics and through re-use of surpluses in ways that can still create value out of the food waste.

Recommendation

Caterers should accept and use products with non-standardized characteristics (e.g. fruits with different shapes or small defects) into recipes that will make them attractive to the clients. Caterers should establish a system to avoid preparing more meals than necessary and to re-use left-over ingredients.

Caterers should make donations of unconsumed meals or ingredients to charitable organizations whenever possible.

If self-use or donation of the left-overs is not possible, caterers should arrange for the food waste to be either composted (e.g. through separate city waste collection system) or used in bio-gas facilities.

Chapter III. Requirements for companies setting up an EcoWellness health and nutrition program for their employees

Any company or organization (not necessarily involved in the food or health sector) can enter in a partnership with EcoWellness to propose an EcoWellness health and nutrition program to their employees. For a company to claim its connection with EcoWellness and their use of an EcoWellness program for their employees, they must comply with all the below requirements.

3.1. Enhancing access to healthy food

Principle

Consumption of healthy food is a main component of a healthy lifestyle. Companies can support the consumption of healthy food by their employees through education (awareness raising campaigns and events), through the food offer in their canteens and cafeterias, or through innovative mechanisms such as support for office delivery of organic products, bulk-purchase of EcoWellness products, etc.

Recommendation

As far as staff of companies is concerned as criteria for caterers apply also for companies . Some companies have its own canteen or catering systems with employed staff. The bigger one contract catering companies

Companies should propose menus which take into account the specific needs of their employees and personalize the food they offer according to the general principles of EcoWellness to prevent disease and also for existing risks (for example: overweight, diabetics , high blood pressure) Menus should also be designed to enable people with specific preferences or needs (e.g. vegetarians, vegans, people with gluten or dairy allergies,, diabetics) to find an acceptable choice of meals, based on the health benefit guideline of EcoWellness (See Appendix 1) Caterers should seek and follow the advices of EcoWellness experts in the design of menus.

Companies who do not have in-house or catered food offers, should at least have a deposit of EcoWellness and organic certified products and a licensed, trained staff for organization and consulting

Requirements

In house or catered menus or at least a deposit of personalized food, according to the principles of EcoWellness for caterers and a trained staff or project-manager for consulting and quality management of food offers . Individual physical and mental diagnostic and consulting which is at least 50 % paid by the company as benefit for the management staff .BSCI or AS 8000 certification at least within one year after starting the EcoWellness qualification program.

3.2. Encouraging physical and mental activity and wellness

Based on the individual type of the staff, in-house or outsourced access to regular professional consulting of experts licensed by EcoWellness for physical and mental wellbeing and help to manage stress, drugs abuse and wrong nutrition as a high risk factor.

3.3 Supporting preventive health insurance through diagnostic

In case of contracts for management staff with contracts of more than one year regular yearly diagnostic according to the guidelines of WHO and certified by EcoWellness. Implementation and consideration of job description and the check of the individual metabolic type

Chapter IV. Pharmacies, Health & Fitness Shops and similar professional institutions with personal consulting

Since the publishing of the scientific research of the Cochrane Institute Washington USA it is evident that food supplements do not have the quality as expected and some bear high risks. Nutrition with the complexity of the quality of natural food especially organic food with health benefits according to the EcoWellness Criteria is therefore indispensable for pharmacies and health shops and /or medical orientated fitness shops and professional institutions.

In Addition the necessity of personal modern medicine, nutrition and prevention is one of the criteria of the EcoWellness Standard and useful for specific trade and institutions which care in their business for health and prevention.

Principle

Pharmacies and enterprises who want to become part of the network of EcoWellness and advertise this fact must have a separate shelf or shop in shop where only EcoWellness certified products , based on the organic principles of IFOAM are presented. Based on their different health conditions and metabolic types, the clients of these enterprises must be advised to prefer certain foods and to avoid others. The design of the EcoWellness certified diagnostic enables to propose a variety of choices that can correspond to the healthy choice for different kinds of clients and their needs.

Recommendation

Since it is part of modern health- and prevention systems to check regularly the intestinal flora (microbiota) und the immune system, the enterprise should also offer either itself or in cooperation with nutritionists or physicians such tests. Preferably these consultants should be certified by EcoWellness.

Requirement

The minimum requirement is therefore to learn one of the EcoWellness approved tests or diagnostic systems for the metabolic types and to learn about their health benefits (see App. 1) for appropriate consulting of the clients
The EcoWellness certification can be extended to virtual shops as long as professional personal consulting by telephone and email can be guaranteed.

An official, certified CB must - according to the legal parameters of the country - do the appropriate yearly check about the EcoWellness criteria.

Appendix 1: Current list of existing minimum criteria for various health and nutrition claims for the ECOWELLNESS label

ECOWELLNESS CRITERIA AND DESCRIPTION FOR HEALTH BENEFITS IN FOOD

The establishment of reasonable criteria for evaluating the health effects of food and food ingredients has been a challenge for nutritional sciences since long. During recent years several new developments allow the classification of foods with an extra health benefit. Within the EcoWellness Standard in addition to individualized food recommendations special emphasis should be put on the following parameters:

Glycemic index

Omega-3 fatty acids

Vitamins

Minerals

Antioxidants

Acid-base-balance.

Glycemic index:

The glycemic index (GI) is a ranking of carbohydrates on a scale from 0 to 100 according to the extent to which they raise blood sugar levels after eating. Foods with a high GI are those which are rapidly digested and absorbed and result in marked fluctuations in blood sugar levels. Low-GI foods, by virtue of their slow digestion and absorption, produce gradual rises in blood sugar and insulin levels, and have proven benefits for health. Low GI diets have been shown to improve both glucose and lipid levels in people with diabetes (type 1 and type 2). They have benefits for weight control because they help control appetite and delay hunger. Low GI diets also reduce insulin levels and insulin resistance.

Omega-3 fatty acids:

Omega-3 fatty acids are considered essential fatty acids: They are necessary for human health. Omega-3 fatty acids can be found in fish, such as salmon, tuna, and halibut, other seafood including algae and krill, meat from organically fed animals, some plants, and nut oils. Also known as polyunsaturated fatty acids (PUFAs), omega-3 fatty acids play a crucial role in brain function, as well as normal growth and development. They have also become popular because they may reduce the risk of heart disease. Research shows that omega-3 fatty acids reduce inflammation and may help lower risk of chronic diseases such as heart disease, cancer, and arthritis. Omega-3 fatty acids are highly concentrated in the brain and appear to be important for cognitive (brain memory and performance) and behavioral function. Infants who do not get enough omega-3 fatty acids from their mothers during pregnancy are at risk for developing vision and nerve problems. Symptoms of omega-3 fatty acid deficiency include fatigue, poor memory, dry skin, heart problems, mood swings or depression, and poor circulation.

Vitamins:

A vitamin is an organic compound required by an organism as a vital nutrient in limited amounts. According to recent investigations on vitamin intake in Germany especially the vitamins B1, B2, B12, folic acid, vitamin C, vitamin D, vitamin E and vitamin K are often contained in insufficient amounts in the usual diet. An insufficient vitamin intake in the long term increases the risk for various diseases.

Minerals:

Minerals are chemical elements. Several minerals are essential for the proper function of physiological processes. The dietary focus on minerals derives from an interest in supporting the biochemical reactions of metabolism. Appropriate intake levels of certain minerals have been demonstrated to be required to maintain optimal health. Of special importance are the mineral: magnesium, calcium, zinc and selenium as they are often not in adequate amounts in the usual diet.

Antioxidants:

An antioxidant is a molecule that inhibits the oxidation of other molecules. Although oxidation reactions are crucial for life, they can also be damaging; plants and animals maintain complex systems of multiple types of antioxidants, such as glutathione, vitamin C, and vitamin E as well as enzymes such as catalase, superoxide dismutase and various peroxidases. Low levels of antioxidants, or inhibition of the antioxidant enzymes, cause oxidative stress and may damage or kill cells. As oxidative stress appears to be an important part of many human diseases, the use of antioxidants is intensively studied, particularly as prevention but also treatments for stroke and neurodegenerative diseases. Moreover, oxidative stress is both the cause and the consequence of disease.

Acid-base-balance:

Acid-base status is becoming increasingly important in nutritional medicine and related fields. The regulation of the pH value inside and outside of the cells is essential for enzyme-controlled metabolic processes of human body.

The current typical Western diet however yields a net acid-load. As a result, healthy adults consuming the standard western diet sustain a chronic, low-grade pathogenic metabolic (latent) acidosis. If this latent acidosis persists over longer periods of time a significant amount of calcium from bone is lost. A disturbance of muscle protein metabolism as well as changed structure and function of cartilage are other negative consequences of a latent acidosis. Therefore, also degenerative diseases like arthritis or rheumatism can be aggravated. The known health benefits of a net base-yielding diet include preventing and treating of age-related muscle wasting, calcium kidney stones, hypertension, and type 2 diabetes.

The EcoWellness standard requires that with regard to dietary constituents the above mentioned criteria- minimum three - are observed with the planning, production and dietary use of respective products. In addition all special health claims that have been registered in the EU Register on nutrition and health claims can be used. See for information:

<http://ec.europa.eu/nuhclaims>

App 2.: Literature

ECOWELLNESS Standard

List of Literature (Selection): Stand 2011

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