

A woman with long dark hair, wearing a white long-sleeved top, stands on a sandy beach. She is in profile, looking up towards the bright sun in a clear sky. The ocean waves are visible in the background. The overall mood is peaceful and hopeful.

Mad Diet[®]

Heal Yourself
Naturally

maddiet.co

Mad Diet®



*Affordable Quality
You Can Trust.*

Setting a New Standard in Food Supplements

Mad Diet is a bestselling book and practitioner quality range of food supplements trusted by thousands of people in our community.

Specially designed to help support mental health, metabolism, and boost immunity, our unique formulas are recommended by leading practitioners as they do not contain genetically modified ingredients, cheap fillers, and other undesirable additives. Coming in recycled paper pouches instead of plastic tubs they are better for the environment too!

Unlike most other brands, the Mad Diet micronutrients are produced in one of the very few remaining independently owned GMP certified facilities in the UK and are not manufactured by big drug companies. This gives us greater control over the supply chain to ensure ingredients are fully traceable, sustainably sourced, and produced to MHRA standards.

✔ fully traceable

✔ sustainably sourced

✔ No nasty ingredients

Quality at an Affordable Price

Buying supplements is just like buying food and quality really matters! Multivitamins usually perform badly in clinical trials as the dosage is often too low to correct deficiencies and popular brands in the shops often contain suboptimal ingredients or inferior formulations that are poorly absorbed. Premium brands can be expensive and out of reach for those on a tight budget. That's why we've set a new standard in food supplements by offering quality micronutrients at an affordable price as our pouches are sometimes half or even a third of the price of comparable practitioner quality products.

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As a food scientist I understand the importance of quality ingredients as it can impact the safety and efficacy of supplements. It was a no-brainer the Mad Diet micronutrients had to match the dosages in clinical trials and third party verification validating the provenance and authenticity of ingredients was essential too. I'm delighted thousands of people within our community are reaping the benefits.

Suzanne Lockhart, Author and founder of Mad Diet

Mad Diet[®]

*Vegan friendly with just two
food-based ingredients*

Mad Diet[®]

Vegan
Vitamin
D3 2000 iu

Vitamin D contributes to normal
function of the immune system.

High
Potency

Fully
Traceable

Sustainably
Sourced

Highly
Absorbable

GM Free

MADE IN THE UK



Food Supplement | 60 Capsules
Suitable for Vegetarians and Vegans

maddiet.co

The Sunshine Vitamin We Can't Live Without

Vitamin D3 didn't quite make it into the Big 4 but it was close! In the northern hemisphere vitamin D deficiency is soaring with anywhere between 40 and 60 per cent of us not getting enough.

That's why the latest health advice is that everyone over the age of one in the UK should be taking vitamin D in the winter months, and those in Scotland may require a supplement all-year round as increased cloud cover means we often struggle to get enough of the sunshine vitamin from food alone.

This powerhouse nutrient regulates much more than bone health and controls an enormous number of our genes, including some associated with cancer, autoimmune disease, and infection. Low vitamin D levels are also linked to mental health problems and you'll find a long list of studies in the Mad Diet book.

- ✔ Supports the immune system, brain, and nervous system
- ✔ Maintains the health of bones and teeth
- ✔ Regulates insulin and aids diabetes management
- ✔ Supports lung function and cardiovascular health
- ✔ Influences gene expression involved in cancer development

The Mad Diet Difference

The cholecalciferol in most vitamin D3 supplements is derived from lanolin in wool but sheep dip and other contaminants can be a problem. Many brands also use synthetic ingredients and undesirable additives like titanium dioxide, talc, and other nasties. Sustainability and welfare standards are difficult to verify in complex supply chains especially constituent ingredients derived from animal sources. Our eco-friendly Vegan D3 capsules contain just 2 food-based ingredients with no GMOs or nasty additives and more bioavailable than synthetic vitamin D2 supplements.

Mad Diet[®]

*Vegan friendly with
methylcobalamin, the
natural form of B12*

Mad Diet[®]

One of the big 4
**Vitamin B1000
Complex**

Pantothenic acid contributes to
normal mental performance

High
Potency

Fully
Traceable

Sustainably
Sourced

Highly
Absorbable

CM Free

Food Supplement | 60 Capsules
Suitable for Vegetarians & Vegans



maddiet.co

Brain Health Starts with a B

B vitamins are essential for every aspect of brain function. Without a steady supply of these water-soluble micronutrients, which the body doesn't store, we face a higher risk for depression, anxiety, cognitive decline, memory loss, and neurodegenerative diseases like Alzheimer's.

Vegans and vegetarians are particularly susceptible to certain B vitamin deficiencies, especially B12 as we can only get that nutrient from animal products. Folk taking certain medications, like metformin for treating diabetes or proton pump inhibitors for acid reflux may also be at risk as these drugs can deplete the body of B vitamins.

B vitamins may also help to:

- ✔ reduce fatigue
- ✔ improve cognitive performance
- ✔ lower stroke risk
- ✔ boost immune system
- ✔ boost mood
- ✔ reduce anxiety and depression
- ✔ lower heart disease risk
- ✔ help regulate hormones

The Mad Diet Difference

Most B-complex supplements contain cyanocobalamin – the synthetic form of B12 that contains a cyanide molecule and is poorly absorbed. Popular high street brands often contain genetically modified soy lecithin, synthetic polymers, and carnauba wax, and at a dosage that may be too low to correct deficiencies. The Mad Diet B100 complex is a high strength formula designed to support adults suffering from low mood, low energy, and symptoms of depression. Our formula contains methylcobalamin, the natural form of B12, and studies show when taken with folic acid, this combination is better absorbed than other formulations. The caplets can be easily halved for those who require a B50 dose. Suitable for vegans and vegetarians.



Mad Diet®

*Highly Absorbable with
just three ingredients*

Mad Diet®

One of the big 4
**Magnesium
Citrate** 200mg

Magnesium contributes to
normal psychological function.

High
Potency

Fully
Traceable

Sustainably
Sourced

Highly
Absorbable

GM Free

Food Supplement | 60 Capsules
Suitable for Vegetarians and Vegans



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The Ultimate Chill Pill

Magnesium is the ultimate 'chill pill' and the wonder supplement everyone should have in their medicine cabinet. It is needed for more than 300 biochemical reactions in the body but today up to 80% of us don't get enough. We need between 320mg to 450mg per day yet studies show most of us consume less than 250mg per day!

Our ancestors would have consumed plenty of magnesium in seafood, organ meats and by drinking water straight from the stream or absorbed through the skin when swimming in the sea. But our diet and activities are very different today. Due to intensive farming soil is depleted of minerals, tap water has been stripped of magnesium during processing, and many of our staple crops have seen a marked decline in magnesium.

Adequate intake of magnesium may help to:

- ✓ relieve anxiety
- ✓ reduce migraines
- ✓ lower the risk of diabetes
- ✓ improve sleep quality
- ✓ reduce menopause symptoms
- ✓ reduce high blood pressure
- ✓ increase bone density
- ✓ maintain normal muscle function

Magnesium is also required for calcium absorption and for our bodies to metabolise vitamin D. You can learn more about how these nutrients interact with one another in the Mad Diet book

The Mad Diet Difference

Magnesium oxide tablets are the variety most frequently sold in supermarkets and pharmacies but they are poorly absorbed by the body. By far the most bioavailable oral preparation is magnesium citrate but many brands contain a long list of unnecessary additives and tablets are often coated with titanium dioxide. The Mad Diet magnesium citrate capsules contain just 3 ingredients at a dosage of 200mg to help plug the gap between what we are consuming and where we need to be. Suitable for vegans and vegetarians.



Mad Diet®

*Sustainably sourced with
550mg of DHA/EPA per softgel*

Mad Diet®

One of the big 4

Omega 3 1000mg Fish Oil

DHA contributes to the maintenance of
normal vision and normal brain function

High
Potency

Fully
Traceable

Sustainably
Sourced

Highly
Absorbable

GM Free

Food Supplement | 60 Softgels
Fish Oil 1000mg providing EPA 330mg and DHA 220mg

MADE IN THE UK



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The Essential Fatty Acids

A major pitfall in the modern Western diet is that our omega-3 to omega-6 ratio is now way off kilter. We eat two-thirds less fish than we used to and farmed fish has fewer omega-3 fatty acids compared to wild varieties. Changes in livestock production and animal feed has altered the chemical structure of meat, and with millions of people switching butter and lard (rich in omega-3) for vegetable oils (high in omega-6) we often don't consume enough DHA and EPA in our diet.

Sixty per cent of the brain is made of fat. Forty per cent of this fat is long-chain polyunsaturated fatty acids (PUFAs) and DHA is the most abundant omega-3 fatty acid in the brain.

It's a no-brainer as to why omega-3 is so important for brain health. If omega-3 is a primary structural component in the brain then this fatty acid should be a key part of our diet if we want to stay sharp and free from depression or other mental health problems. It is widely accepted that almost all disease (including mental illness) starts with inflammation but omega-3 is a powerful anti-inflammatory so it makes perfect sense to ensure we get enough of these essential fatty acids.

Omega-3 fish oils may also help to:

- ✓ fight depression & anxiety
- ✓ improve risk factors for heart disease
- ✓ reduce asthma symptoms
- ✓ reduce risk of autoimmune disease
- ✓ improve eye health
- ✓ reduce symptoms of ADHD in children
- ✓ improve insulin resistance
- ✓ fight cognitive decline & Alzheimer's

The Mad Diet Difference

Many over-the-counter fish oil supplements are marketed as 1000mg but often only a small proportion of the dosage is made up of active ingredients DHA and EPA. Popular brands also include mixed tocopherols that are derived from genetically modified crops. The Mad Diet softgels contain 550mg of DHA/EPA in every softgel which is often double or sometimes triple the strength of other supplements. Our pharmaceutical grade fish oils are sourced from sustainable stocks of sardines and anchovies in the South Atlantic and fully screened for mercury and other contaminants.



Good Health Starts in the Gut

The Western diet and over-use of antibiotics is killing the “good bacteria” in our gut. Antibiotics are widely used to treat livestock and often sprayed on crops. Chemicals and artificial ingredients added to processed food can also destroy gut-friendly bacteria. These tiny little microbes can influence whether or not we suffer from, or are saved from, conditions like heart disease, diabetes, depression and even obesity but the modern Western diet is disrupting the diversity of bacteria living in our intestines.

Good bacteria increases levels of tryptophan, an amino acid that’s required to produce serotonin in the brain – the happy hormone. Plus the different species of gut bacteria are essential for digestion so that our body can produce and absorb vitamins. Microbes also affect our mood. Studies have shown that even minute doses of certain bacteria in the gastrointestinal tract are capable of influencing neurotransmission in the hypothalamus the part of our brain which regulates mood and emotions.

Probiotics may also help to:

- ✓ boost immune system
- ✓ improve mental health
- ✓ reduce allergies and eczema
- ✓ Prevent and treat diarrhoea
- ✓ lower LDL cholesterol & blood pressure
- ✓ burn calories and store less fat

The Mad Diet Difference

Most probiotics sold in the shops are not encapsulated which means it is difficult for the bacteria to survive stomach acids. Many brands also contain genetically modified carrier ingredients or dosages that are very high or too low. The Mad Diet probiotics contain 6 specially selected strains of bacteria that have been shown to help improve mental health in clinical trials. With a non-GMO carrier, each capsule contains over 5 billion active cultures and designed to take one per day. Suitable for vegans and vegetarians.

Mad Diet[®]

*Lactose, gluten and GMO
free, with 6 strains and over
5 billion CFU per capsule*

Mad Diet[®]

One of the big 4

Probiotic Capsules

Potent multi strain bacteria formula

High
Potency

Fully
Traceable

Sustainably
Sourced

Highly
Absorbable

GM Free

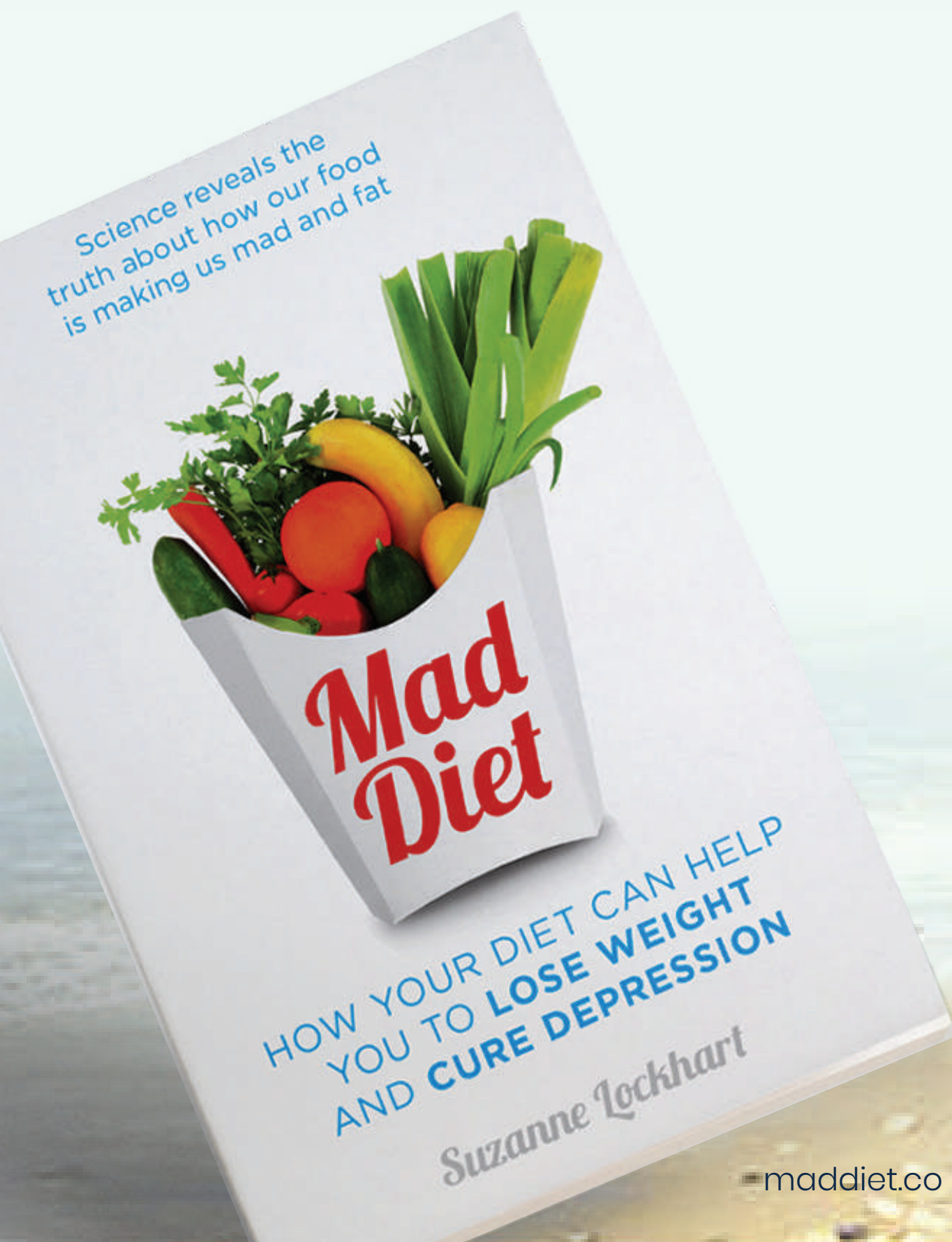
Food Supplement | 60 Capsules
Suitable for Vegetarians & Vegans



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Mad Diet[®]

*The Truth
About Our Food*



A Word of Mouth Phenomenon

You may not have read about Mad Diet in the papers or heard it on the news but that hasn't stopped this book becoming an Amazon best seller! With hundreds of 5 star reviews and tens of thousands of followers on social media, the Mad Diet message is spreading fast and changing lives!

Is our food making us mad, fat or both? A growing body of scientific evidence suggests it is. With 1 in 4 women taking mental health drugs and two thirds of us now obese or overweight, those consuming a western diet are increasingly suffering in a mad fat epidemic of unprecedented proportions.

Is it possible our governments and health experts have gotten it wrong? The sharp rise in depression, bi-polar disorder, ADHD, Alzheimer's and diabetes indicates that current healthy eating guidelines are not working.

Mad Diet reveals why, in just a few decades, we have transformed from evolutionary marvels into sick and tired medicated heavyweights. In a startling exposé of commercially driven government policy, erroneous science, and corporate influence on our food and medicine, Mad Diet explains the truth behind the mad fat epidemic and offers a clear and simple guide to help restore physical and mental health.

About the Author

Suzanne Lockhart was Vice President of a multi-national food science organisation for over a decade. In a career spanning 25 years working with government agencies, global food manufacturers, farming groups and grocery retailers, she has insider knowledge of the politics and production of our food.

After being diagnosed with depression in 1989, Suzanne spent decades investigating the impact of a Western diet on physical and mental health. Mad Diet is the result of 25 years of study and her front-line experience as a senior food science executive. The book is a page-turning version of her PhD thesis.

Mad Diet®

Join tens of thousands of people in the Mad Diet
community on Facebook

facebook.com/maddiet.co

Heal Yourself Naturally

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