



## PRESS RELEASE

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### **"5000 years later, Bee Pollen is still proving itself as the world's premier superfood"**

**Sydney, 10th March 2011.** Scientific evidence shows that bees date back to over 35 million years. Evolution has practically changed everything except the bees. This is mainly due to their potent antibiotic and defensive properties. Bees have the strongest antibacterial and immune properties found in nature. Bees are responsible for 80% of the world's pollination and are also the only insects to provide food for humans.

Known as "Ambrosia" or Food of the Gods, bee pollen has been used for over 5000 years as a food source and to increase energy, vitality and stamina. Bee pollen is also known to increase sex drive, help with allergies, manage menstrual pain, fatigue, promote prostate health, maintain youthful skin, and live a healthier life.

Bee pollen has long been used by historic figures including Hippocrates, Pliny the Elder, and Pythagoras. Today, practitioners describe bee pollen as nature's most complete food. Bee pollen is the only food in the world that has the same trace elements as your body and practically the only food that you can survive on alone.

With over 27 minerals, 18 amino acids, 17 vitamins and 11 enzymes, bee pollen is a favourite food and energy source amongst nutritionists, doctors, sports stars and people in general who use bee pollen for many health reasons. There is an abundance of literature regarding bee pollen and its amazing health benefits which has become strongly recognised in the health industry of late.

Many historical sporting figures and successful Olympians have used bee pollen as a secret weapon and credit bee pollen for their amazing success including Mohammed Ali, Nadia Commaneci, Bela Karolyi, Lasse Viren, and Evonne Goolagon. Taking bee pollen shows an increase in strength, stamina, endurance and a fast recovery for subsequent sports events.

It is renowned that Western Australian bee pollen is the highest quality, best tasting and most nutritious bee pollen in the world. This is due to the fact that WA bee pollen is harvested free of chemicals and from pristine forests and conservation reserves where there are no contaminants to the bee colonies.

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To find out more information or to order Western Australian bee pollen, go to [www.beepollen.com.au](http://www.beepollen.com.au)

Media: For more information, to obtain a sample of WA bee pollen or to organise an interview please contact Endree Saade or Sally McGregor on 1300 536 663 or [info@beepollen.com.au](mailto:info@beepollen.com.au)