

Cantabran : a delicious natural bran / The Cantassium Co.

Contributors

Cantassium Co.

Publication/Creation

London : Cantassium Co., [between 1970 and 1979?]

Persistent URL

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Cantabran

A Delicious Natural Bran.

Cantabran is a specially prepared natural whole-bran for everyone who wishes to replace the dietary fibre which is absent in most modern processed foods. Cantabran is very pleasant to eat and has an agreeable "crunchy" texture.

Regular use of 2 to 3 tablespoonfuls of Cantabran daily either eaten direct or sprinkled on cereals, fruit etc. will yield the fibre required and should remove the need for laxative preparations.

Cantabran is recommended for people on slimming diets.

Important Note: Cantabran contains a small amount of GLUTEN and should not be used by people following a Gluten Free diet - for such people FF-GRANS - prepared from the seeds of evening primrose and containing polyunsaturated fatty acids (vitamin F complex) is available.

Cantabran contains only Natural Bran and Natural Fructose.

Packs and Prices as per order form.

FF-Grans - the gluten-free preparation with Vitamin F.

Packs and Prices as per order form.



THE CANTASSIUM CO.

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In recent years the importance of non-absorbable fibre in the diet has been emphasised by eminent researchers in the medical field. This fibre is obtained from uncooked vegetables, fresh fruit, wholemeal flour products and natural bran. Since modern diets contain so little fibre — processed foods and meat do not contain fibre — the theory is that the alimentary tract (the food passage of the body) gets easily clogged and inefficient, poisonous toxins from meat and processed food build up in the passage, then get into the bloodstream and lead to systemic disease as well as to local alimentary tract diseases.

Certain ideas flow from this concept and the observation of the tremendous demand for laxatives today adds weight to the theory. If people follow a balanced diet, then constipation is unusual — addition of fibre to even the processed diet of modern western man could help health considerably, and if an avoidance of foods containing any synthetic additives were coupled with regular bran in the diet dramatic improvements would result. After all, the human body has coped with natural foods for generations but the chemical direct additives and pesticides have only been introduced in recent years and the effects of their breakdown products in the body are a **Great Unknown**. Whatever happens, we must clear our systems regularly from these products so that their toxins cannot harm our bodies — use of bran will mean the risk of systemic and local poisoning is reduced dramatically.

"Cantabran" is a natural bran which is sweetened with natural fructose to make it a little more palatable.

Two tablespoonfuls a day should be enough for anyone.

If you suffer from piles, the bran will prove a boon.

CANTABRAN contains some gluten and should be avoided by those following a gluten-free diet. However, an increase in fibre for these people can be achieved using FF-GRANS, a special preparation of evening primrose seeds.

ABOLISHING THE LAXATIVE HABIT WITH CANTABRAN

The use of medicinal laxatives (cascara, senna and synthetic chemical preparations) is so great today that in this country many millions of pounds are spent annually on the relief of self-inflicted constipation and its allied afflictions e.g. piles. Many of these laxatives are powerful irritants which can blister human skin on contact! But we gaily swallow them in pill, tablet and liquid forms to the benefit of the proprietary drug firms, but we do not tackle the root causes of the trouble.

Recent research by an eminent doctor indicates that absence of fibre from the diet has countless harmful effects on health. Heart disease and serious intestinal illnesses are probably in part, if not entirely, caused by a lifetime's ingestion of a diet low in fibre. The problems appear to be reversible and thus the more people who can switch to this high fibre diet the better.

Our modern western "civilised" diet is low in fibre and thus the bulk which carries food through the gut is missing and we get clogged up with a large intestine full of solid faeces which may harbour a host of potential complex poisons unknown to science. These poisons are derived by chemical reactions between food substances, natural body compounds and chemical food additives. Thus constipation, as is well known, is a most undesirable illness, but it should be fought by taking the correct food not with mere palliatives which do not tackle the fundamental cause.

Cantabran can eliminate the laxative habit and if you try it for a couple of weeks you are sure to wonder why you ever needed a palliative laxative preparation.