

Business

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Chiropractor markets all-natural bug repellent

David Phillips says product even safe to use on infants

An Oakville resident and chiropractor has combined megavitamin therapy, herbal remedies and homeopathic medicine to create all-natural triple protection against mosquitoes and black fly bites.

"With the heightened threat of the West Nile virus crossing the border into Canada, mosquito bites are no longer just an annoyance," says chiropractor Dr. David Phillips, who practices in Milton. "Our Mosquito Repellent Pack contains no DEET (diethyl toluamide) or other chemicals that many people wish to avoid. The repellent is safe to use on young children, even infants."

Phillips' triple-protective remedy starts with a megadose of vitamin B1. "Mosquitoes seem to love some people and avoid others. As I studied nutrition, I learned that a little-known benefit of vitamin B1 is that when sufficient amounts are metabolized in your body, your skin or blood takes on an undetectable flavour that insects find unpleasant. When you take 100 mg of vitamin B1, the mosquitoes aren't nearly as inclined to land or bite you."

Also known as thiamin, vitamin B1 is considered a dietary essential for good nutrition and health. However,

the daily dose recommended by Phillips to make you unpalatable to insects is about a hundred times the Recommended Daily Intake and, therefore, it is unlikely your diet contains this amount. According to Phillips, this dose is safe for everyone but infants and small children. "Thiamin is a water soluble vitamin, so it doesn't build up in your body. There are no known reports of problems with too much thiamin."

Level two protection in this Mosquito Repellent Pack is an herbal insect repellent you rub onto your skin. Made from a blend of oils extracted from eucalyptus, geranium, citronella, lemongrass and cloves, this pleasant smelling oil is safe for people of all ages, even children.

"I have a cottage in Coboconk where the mosquitoes and black flies seem to be particularly vicious, so I asked herbalist Shelley Cutrara to develop a remedy for me," says Phillips. "I've been using this product for a year and I can guarantee it lasts a long time. usually, one application a day is all that's needed."

"These are all common plants and even the base is a mineral oil that is gentle on your skin. Still as a routine precaution against allergic reactions, I always recommend trying on a small drop first."

If you forget to use remedies one and two and are bitten, Phillips has a final solution in his kit — Skeeter Bite — a homeopathic combination of plant



David Phillips: ready for the insects

extracts and minerals. Homeopathy is based on the principle of "like cures like." Therefore, this remedy contains very minute amounts of many substances known to cause itching, swelling and/or skin irritation in order to stimulate the body's own innate healing abilities. You simply spray a couple of drops under your tongue or you can also apply it directly on the bite. People with known allergies to bees or wasps should consult their physician before using this product.

Homeopathic remedies are designed to stimulate your own innate healing abilities, says Phillips. Since they are intentionally very dilute, they cannot cause side effects.

The all-natural Mosquito Repellent Pack contains a summer's supply of all three remedies. It can be purchased for \$29.95 from www.naturalbenefits.com.

ZENON signs \$10-m deals

ZENON Environmental Inc. has just inked roughly \$10 million in new orders from repeat customers in Alberta and the State of Washington.

The Oakville-based company has been contracted to build a new water treatment plant replacing an existing system for an independent power producer in Alberta. Construction for the project will commence later this summer with the new plant expected to be operational in March 2002.

In addition, ZENON will be supplying its technology to a second plant for the same customer. That facility will be operational in the second quarter of next year.

"Growing worldwide power shortages are exerting significant pressure on the production of electrical power," said Andrew Benedek, Chairman and CEO of ZENON. "This is creating the need for additional investments to be made in the power generation industry, and as water is a significant component in the production of electrical power, ZENON will benefit from the growth of this market."

The firm will be using its ZeeWeed® technology to retrofit an existing water treatment plant in Washington State. The plant is expected to be operational by the end of this year and will produce high quality water for boiler feed.

Royal & Sun sells insurance arm

Maritime Life Assurance Co. of Halifax is buying the Oakville-based life insurance operations of Britain-based **Royal & Sun Alliance Insurance Group PLC** for \$235-million.

In giving up the life insurance component of their business, Royal & Sun Alliance can now concentrate on its property and casualty insurance business in Canada. With premiums totalling \$849-million (US) in this sector, Royal & Sun Alliance is the number four player in this segment of the insurance industry.

Most of the Royal & Alliance's 160 workers in the affected unit, work in the Oakville office and Maritime

Life officials say about two-thirds of those workers will likely be offered jobs.

Maritime Life is a subsidiary of Boston-based John Hancock Financial Services Inc. Maritime Life purchased Aetna Canada from its U.S. parent in 1999.

The purchase of the Royal & Sun Alliance Canadian life insurance portfolio will boost Maritime Life's premium revenue by about \$133-million and give it a total of \$13.5-billion in assets under administration.

Amalgamating the Royal & Sun Alliance employees into the Maritime Life is expected to take roughly 18 months.



Photo by Barrie Erskine
Tara Hodgins and Scott Brouse of Oakville MuscleMag store.

MuscleMag store catering to people serious about fitness

You didn't have to be at the beach recently to witness a great display of "six packs", bulging biceps and tight abs.

In fact, the biggest display of muscle and toned bodies was being paraded right here in Oakville recently as **MuscleMag International** held the grand opening of its new store on Winston Park Drive, just off Upper Middle Road.

Several of the biggest names in bodybuilding— all made guest appearances to help launch MuscleMag's huge new retail store.

With successful superstores already up and running in Toronto and Scarborough, MuscleMag founder Robert Kennedy felt it was time to bring his "one-stop fitness shop" to Oakville. Kennedy opened his first bodybuilding and fitness store in Canada in 1974 and has watched his business grow steadily as the trend toward greater personal fitness and "buff" bodies has taken hold.

The new Oakville store, with 7,350 sq. ft. of merchandising space, is designed to meet all the needs of the fitness enthusiast, from state of the art gym equipment to clothing, supplements and the latest fitness information.

Store manager Tara Hodgins said people are generally living longer, healthier lives which puts an increased emphasis on fitness to help maintain that quality of life. She said MuscleMaG attracts a wide range of customers, from the bodybuilder to those just interested in achieving or maintaining an overall level of fitness. She's even had customers who have been sent in by their doctors who are in need of advice on how to get started on a fitness program.

Terry Frendo, director of advertising and marketing for MuscleMag International, said the MuscleMag superstores are unlike anything he has seen in Canada or the U.S. and the company plans on building its retail presence throughout North America.

Frendo said MuscleMag has taken its experience as the number one bodybuilding magazine in the world and used the connections and knowledge to put together something unique in the retail sector.

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