

VitaminMe Backs Natural Depression Toolkit

VitaminMe takes fresh approach to helping the public about natural alternatives by getting behind a local writer.

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VitaminMe has taken a fresh approach to helping inform the public about natural alternatives, by getting behind a local writer. The [discount vitamin retailer](#) is the proud sponsor of *The Upside of Down* – a memoir / self help guide looking at the natural remedies for overcoming depression.

VitaminMe General Manager Tony Uechtritz admits he was flattered when Tamra Mercieca asked him to support her book. "We're passionate about health and promoting the natural approach so it was only fitting that we support *The Upside of Down*. We feel privileged to be able to help Tamra share her story as we believe others will benefit."

The Upside of Down details Tamra's journey out of depression and the natural alternatives she used to ease the pain. "I used myself as a guinea pig, experimenting with natural remedies and concepts until I developed a toolkit that others could also use to guide them out of the pit of negativity," Tamra recalls.

"*The Upside of Down* recognises that there is no magic pill for depression, and that a holistic approach is needed to permanently rupture the darkness. It is packed with tips and ideas on how to make small lifestyle changes to rebalance your biochemistry."

Determined to share her knowledge and research with others, Tamra sought the financial backing of [online vitamin retailer](#) VitaminMe, so she could get her story out to the community and help others in need. "I felt VitaminMe carried the same philosophy about health as my book: feed the body the right nutrients and supplements and it can function perfectly well without the need of conventional medication."

VitaminMe Naturopath Janelle Buik-Lucas agrees that herbs and [supplements](#) can play a major role in helping people overcome illnesses such as depression. "A lack of certain minerals can cause depression, anxiety and irritability, so it's essential to make sure you're getting the right mix. Additionally herbs can be very gentle in supporting the body through depression, and they do not have the side effects of medical treatments."

Given that one in five people will suffer depression at some time in their life, this is not an illness to be taken lightly. Death by suicide is still far too common, and while overcoming a mental illness is no walk in the park, *The Upside of Down* provides proof that people can live happy and fulfilling lives.

Buik-Lucas says *The Upside of Down* is a positive message about health and that is what Vitamin Me strives to be. "The Upside of Down is about getting the most out of yourself, and at VitaminMe that's what we encourage people to do while offering help along the way!"

Comedian Tim Smith will MC the book launch of *The Upside of Down*, to be held from 6pm Wednesday December 9 at The Order of Melbourne, Level 2/401 Swanston Street, Melbourne. *The Upside of Down* is available in all VitaminMe stores and online: <http://www.theupsideofdown.com.au>

About VitaminMe

VitaminMe is a leading online [vitamins and supplements](#) provider offering big name vitamin brands at discount prices.

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