

Splurge of the week



In conjunction with the release of *Spectre*, Omega has introduced the Seamaster 300 Limited Edition. Perfect for the man on the move, the timepiece has a LiquidMetal 12-hour scale, so that time can be kept with any country in the world. The stainless steel case and black dial, with a bi-directional rotating diving bezel made from polished ceramic, emphasise the watch's sleek design. The bracelet has "007" engraved on the strap holder and wearers are given their own serial number, which is printed on the back of the timepiece. Operating on the Omega Master Co-Axial calibre 8400 for the full gadget experience, the Seamaster 300 is limited to just 7,007 pieces worldwide. It is priced at RM24,000 and is now available at Omega boutiques.

markets

Cultural commodities
& consuming passions

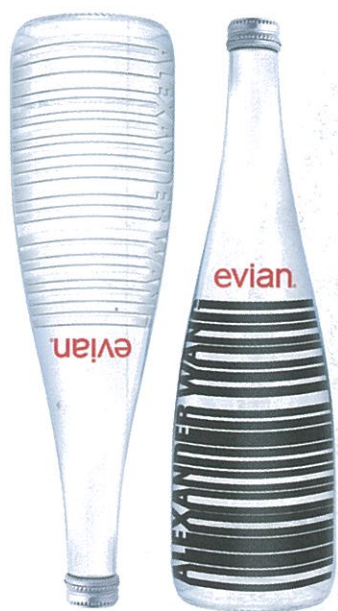
BY HANNAH MERICAN



Bargain hunt

Evian is back once again with its limited edition bottle — this time in collaboration with New York-based designer Alexander Wang. In its ninth year of partnership with fashion designers, the brand's 2015 bottles feature two contrasting designs, with its barcode logo in either black or white.

The clean, architectural lines of the Limited Edition Evian x Alexander Wang bottles emphasise the purity of the brand. They are now available at selected premium supermarkets nationwide and are priced at RM21.90 each (75cl size).



SEEING RED OVER MEATS

A recent report by the World Health Organization (WHO) ranks the consumption of processed meats and red meat alongside cigarettes as a cause of cancer. So, should we be worried about what we are eating? Does consuming a hot dog really put our health at risk?

Experts say not all processed meats carry the same risk. For example, if you get your sausages from your local butcher, it is highly unlikely that there would be suspicious chemicals in them. Sausages are traditionally made from choice cuts of pork (or veal or lamb), breadcrumbs and ground-up fats and seasoning. In contrast, the mass-produced version involves leftover bits of meat that are crushed and added with water to create a mixture that is then filled into skins made of edible plastic — it may be difficult to know for sure what goes into these sausages.

In the case of red meat, the way it is cooked is more crucial than the way

it was processed. If you choose to grill, barbecue or pan-fry your meat, it could produce carcinogens such as heterocyclic aromatic amines, which is a chemical compound.

However, in an accompanying handout with the WHO report, it was highlighted that the link between eating red meat and cancer has yet to be established. There is also not enough data to confirm if broiling or boiling meats lowers the risk of colorectal cancer.

The International Agency for Research on Cancer, which is part of WHO and is responsible for publishing the report, estimates that consuming 50g or 100g of processed meats daily may increase the risk of colorectal cancer by 17% or 18% over the absolute risk. Colorectal cancer is currently the third most common non-skin cancer in the US. On a positive note, the incidence of colorectal cancer has actually been declining in the past 20 years, thanks to colonoscopy screenings. The WHO report triggered a furious

response from the scientific community, with some scientists rejecting the comparison between cigarettes and meat. Furthermore, data in the report was collected from population studies, so many experts question whether the risk can be applied to individuals.

Dr Elizabeth Lund, a former research leader at the Institute of Food Research, says in an article in *The Guardian* that red meat has been linked to about three extra cases of bowel cancer per 100,000 adults in developed countries. She adds that those with a diet rich in fruit, vegetables and fibre as well as those who exercise have a lower risk of cancer. This means that obesity, smoking and a lack of exercise — rather than the consumption of red and processed meats — increase the risk of a person getting cancer.

With these findings, it is safe to say that if you maintain a balanced diet and exercise regularly, you will lower your risk of cancer from consuming processed and red meats.

