

REPORT

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LOOK, FEEL AND LIVE BETTER

Avoid Spring Allergies with Pycnogenol®

Take necessary steps to starve off allergy and asthma symptoms...

- Product Spotlight
- Corporate Announcements
- New Research



Avoid Spring Allergies with Pycnogenol®

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As the weather warms up, we find ourselves seeking fresh air and sunshine to shake off winter's cobwebs. However, for many people this time of year marks the beginning of the back and forth struggle with seasonal allergies.

Over 20% of the world population suffers from asthma, allergic rhinitis (hay fever) and other allergic diseases according to the World Health Organization (WHO). These sizable statistics make it hard to believe seasonal allergies can be commonly mistaken for a trivial health problem. The data helps guide our research investments and the last two decades in particular set the stage for Pycnogenol® on respiratory health, encompassing the management of allergies, hay-fever and asthma.

Hay fever is an allergic inflammation of the nasal airways that causes itching, swelling, mucus production, hives and rashes. When a person who is allergic comes in contact with allergens such as pollen, dust, animal hair or food additives, mast cells release the tissue-hormone histamine which in turn triggers sneezing, nasal congestion, coughing, wheezing, itching and bronchial swellings. According to studies, Pycnogenol® was found to inhibit the release of histamine from mast cells that were aggravated by an irritant. And, since this powerful antioxidant is an anti-inflammatory, it inhibits production of pro-inflammatory mediators helping to relieve swellings and making breathing easier.

Fred Pescatore, MD, natural health expert and author of the best-selling book, *The Allergy and Asthma Cure* notes that Pycnogenol® is especially effective at easing itchy, watery eyes and runny nose. Demonstrated in a study published in *Phytotherapy Research*, allergy patients who supplemented with 50mg, twice daily of Pycnogenol® substantially improved the symptoms of hay fever by reducing their eye and nasal symptoms by 32%. Pycnogenol® was more effective the earlier patients began taking the product prior to the onset of the exposure to birch pollen. Individuals taking Pycnogenol® seven weeks before onset of the birch season required very little non-prescription antihistamine medication (12.5%) compared with subjects taking the placebo (50%).

Pycnogenol® normalizes the immune response that can starve off harmful inflammation such as in asthma and hay-fever. Published in the *Journal of Inflammation*, the study showed that 200 mg daily Pycnogenol® supplementation lowered the activity of nuclear factor-

kappa B (NF-κB), the immune cell "trigger" for inflammation, in a group of healthy volunteers. Study researcher, Dr. Petra Högger, explains that the immune cells in the bronchi perceive harmless substances as foreign, provoking an inflammation response. The inflammation does not have infectious materials to attack so it turns on tissue, causing swellings in the bronchi and greatly impairing breathing.

WHO estimates 235 million people suffer from asthma. Those afflicted know the discomfort of asthma symptoms, particularly dependence on an inhaler and awakening suddenly at night struggling to breathe. A study published in Volume 53 of *Panminerva Medica*, found Pycnogenol® improved control of allergic asthma, reducing night awakenings caused by asthma symptoms by nearly 50 percent. Asthma patients who supplemented with 100mg of Pycnogenol® daily experienced reduced dependence on inhalation corticosteroid (ICS), which is commonly administered through an inhaler, and required less visits to a doctor due to asthma symptoms.

"Pycnogenol® has offered my patients with asthma a natural way to effectively manage this condition by reducing their use of multiple medications and occurrence of critical symptom episodes," notes Dr. Fred Pescatore.

Pycnogenol® also exhibited promise in the management of childhood asthma. A study published in *The Journal of Asthma* found that 60 children ages six to 18 years with mild to moderate asthma were able to significantly reduce or discontinue their use of rescue inhalers when they supplemented with Pycnogenol® more often than the placebo group. Study participants who took Pycnogenol® showed a significant reduction of inflammatory mediators which cause inflammation and bronchi constriction commonly associated with asthma. Pycnogenol®'s antioxidant activity coupled with its anti-inflammatory properties soothe irritations that cause the bronchi to swell, making breathing difficult in asthmatics.

Asthma is likewise triggered by airborne allergens and Pycnogenol® was demonstrated in three clinical studies to significantly decrease leukotriene levels, an inflammatory mediator involved in asthma and hay fever alike. Human pharmacologic studies have pointed to a general anti-inflammatory potency of Pycnogenol® for allergies and asthma.

To learn more on respiratory health visit www.pycnogenol.com



product spotlight

Pycnogenol® Antioxidant Launched in Hungary

Siema Vital Kft launches **TopEvid**, a powerhouse antioxidant combination formula with Pycnogenol® and other evidence-based active ingredients in Hungary.

The innovative product is comprised of 25mg Pycnogenol®, 50mg KanekaQ10™ and 75 mcg SelenoExcell® High Selenium. All three active ingredients have a proven synergy together and are evidence-based, natural ingredients with outstanding clinical results including complex antioxidant protection, anti-inflammatory properties and vascular health.

The daily recommended dose is 1-2 capsules a day. Visit www.siemavital.com to learn more.



Pycnogenol® Nutritional Supplement Launched in Netherlands

Vitals in the Netherlands launches a **Pycnogenol®** nutritional supplement offering potent antioxidant and anti-inflammatory health properties.

Available in a 50 mg capsule, Pycnogenol® is rich in various types of polyphenols including oligomeric proanthocyanidins and organic acids. Pycnogenol® is backed by forty years of research including 130 clinical studies on 10,000 patients. Most common health benefits include heart and circulatory health, skin care, cognitive function and sports nutrition.

Recommended dosage is 1-2 capsules daily or as directed. For more information, visit www.vitals.nl



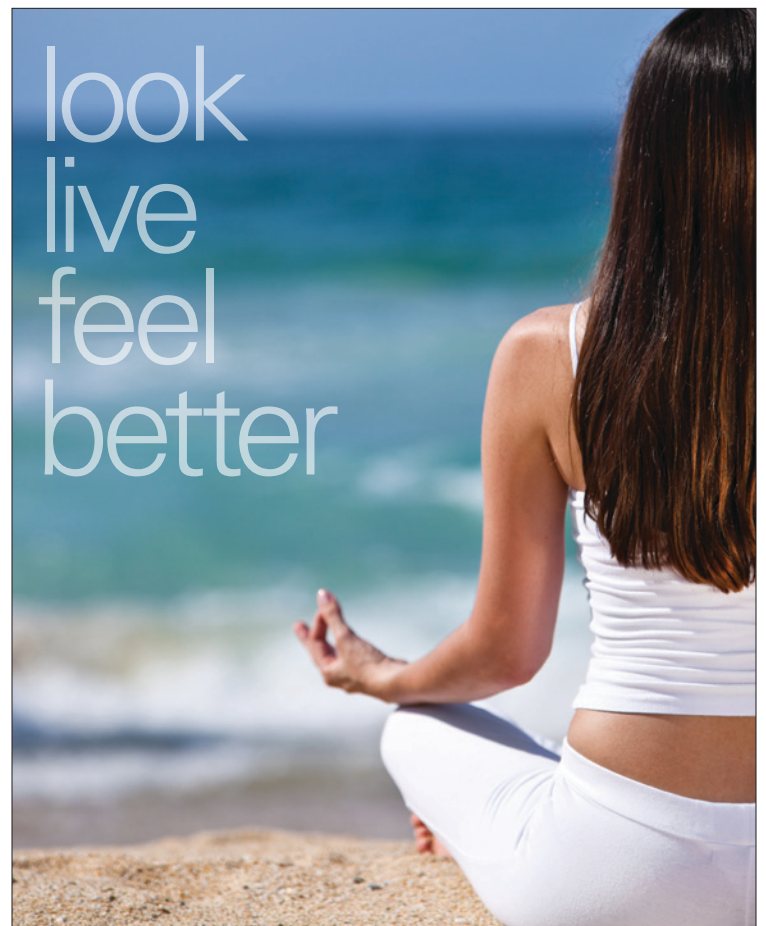
Pycnogenol® So Respir Complex Launched in France

Natura Mundi launches **Pycnogenol® So Respir** complex in France to support respiratory health and maintain healthy lungs and airways.

The innovative formula is a synergy of three active elements. The 50mg of Pycnogenol® in each capsule contributes potent antioxidant properties which aid in protecting cells and tissues throughout the body. Active ingredient Maritime pine buds reduce lung inflammation, promote expectoration and reduce bronchial spasms. Finally, holy basil reinforces synergistic action of these two forms of pine. This plant, one of the most prescribed by Ayurvedic physicians, supports the health of the lungs and upper respiratory tract while maintaining a strong immune system.



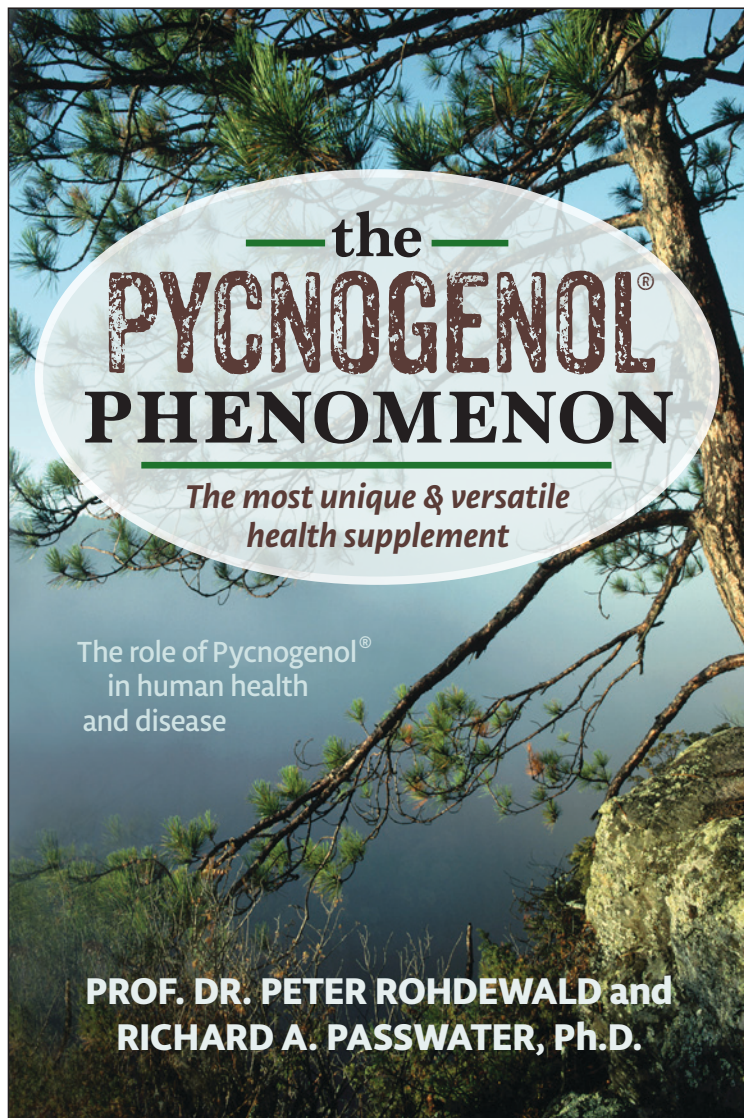
For best results, expert herbalist, Jean-Francois Astier, suggests to take consecutively for one to two months in the fall during the beginning of cold season and in the spring, one month before the arrival of pollen and throughout the season.



Now available on Amazon!

The Pycnogenol® Phenomenon book

The *Pycnogenol® Phenomenon*, a new book released by Basic Health Publications, is available now on Amazon.com, both as a print book and e-book. Written by well-known natural health researcher and author, Dr. Richard Passwater, in collaboration with worldwide Pycnogenol® expert, Prof. Dr. Peter Rohdewald, the book takes an in-depth look at the history and research that has developed this unique extract to the versatile health ingredient it is today. Get your copy today! This is a great book to consider as part of your upcoming educational programs. Contact us for a free copy or visit www.amazon.com/pycnogenol.



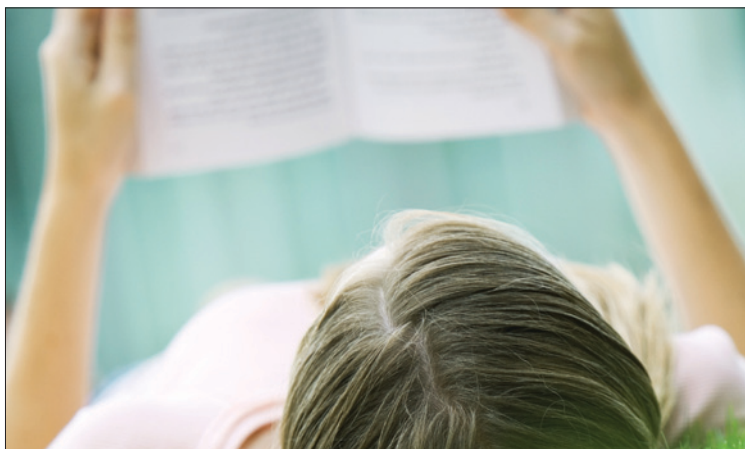
The book tracks the history and research of this unique ingredient.



new research

Pycnogenol® Enhances Cognitive Performance in Baby Boomers

A recent study published in the *Journal of Neurosurgical Sciences* found that Pycnogenol® may help improve attention span, decision making and memory for baby boomers – ages 55 and older. The year-long study also recorded that supplementation of 50mg twice a day was found to boost overall cognitive performance including the ability to manage people, finances and stress.



Pycnogenol® Contributes to Skin Hydration and Reduces Pigmentation



Newly disclosed data published in *Skin Pharmacology and Physiology* reveals Pycnogenol® was found to inhibit UVA induced upregulation of pigmentation markers by a 50-75% decrease which further supports its ability to reduce hyperpigmentation. The extract was also found to increase gene expression of loricrin by 2.5 fold, a protein which plays a major role in contributing to the improvement in skin barrier function and therefore sustains skin hydration.

welcome

With hundreds of millions of individuals affected globally with allergy and asthma symptoms, this is a common health issue where Pycnogenol® can make a positive health impact on everyday lives. This issue reviews important studies on respiratory health, an application Horphag Research has been researching for decades.

We want to hear from you! Connect with us on our Twitter and Facebook pages or visit the website to find regular updates and global resources.

Best Regards,

A handwritten signature in black ink, appearing to read 'Victor Ferrari'.

Victor Ferrari
Chief Executive Officer
Horphag Research



featuring...

AVOID SPRING ALLERGIES WITH
PYCNOGENOL®

THE LATEST PRODUCTS USING
PYCNOGENOL®

PYCNOGENOL® FOR ENHANCED
COGNITIVE PERFORMANCE IN BABY
BOOMERS

PYCNOGENOL® CONTRIBUTES TO
SKIN HYDRATION AND REDUCES
PIGMENTATION

Pycnogenol® French maritime pine bark extract, is a registered trademark of Horphag Research Ltd and is protected by U.S. patents #5,720,956 and #6,372,266 and other international patents.
www.pycnogenol.com