

REPORT

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LOOK, FEEL AND LIVE BETTER



Q&A with Danielle Lin, C.N.
Radio and Podcast Host -
The Danielle Lin Show



Pycnogenol®: A Foundation for Healthy Living

Danielle Lin, C.N. discusses her journey to educate, inform, and improve the quality of life for everyone.

DANIELLE LIN



THE ART OF LIVING AND SCIENCE OF LIFE

Creator and host of the nationally syndicated talk radio and podcast program, *The Danielle Lin Show: The Art of Living and Science of Life*. Danielle Lin, C.N., has been a leading voice in natural health media for over 30 years. She sat down with us to reminisce on our successful partnership through many decades and share firsthand experiences in the industry.

How were you first introduced to Horphag Research, the parent company of Pycnogenol® branded ingredients?

I first met CEO Victor Ferrari and Director of Sales and Marketing Frank Assumma at the Natural Products Expo in 1998. There were about 3,000 attendees that year compared to the 100,000 in March 2019. The Expo floor had everything from tofu to sprouts, to rainbow t-shirts. It was very young cottage industry and quite unsophisticated in marketing. We were just beginning to shift the focus of “Natural and Organic” to “Science.”

For the first time that year, suppliers were exhibiting raw ingredients in addition to products created for retail sales. Branding of nutritional ingredients was rare -this opened a whole new marketing category for the industry. (Similar to what Pharma companies started doing when they went direct to the consumer in branding the name of a drug.) Horphag Research with Pycnogenol® grabbed the spotlight by becoming one of the first fully branded and clinically substantiated ingredients in the world. By associating an ingredient brand name with proven research, Horphag brilliantly guaranteed quality, integrity, and sustainability to partners and consumers. My radio program was the first in the industry to educate consumers on the value of this proposition - read the label and look for products that have science behind the ingredient. We were the perfect match to educate consumers and demonstrate to the industry why this strategy would become so important in the long run.

After decades of reporting and fostering conversations on Pycnogenol®, please share your experiences.

Pycnogenol® became incredibly valuable to me when I started flying frequently, especially during long distance travels. After each flight,

my shoes would invariably be tight and I often experienced jet lag. With Pycnogenol®, it's truly life-changing. After the first time I took the recommended 150- 200mg, there was no doubt the product worked. I have taken it daily for over 25 years and rarely if ever experience jet lag and my shoes fit perfectly.

I refer to Pycnogenol® as a foundational nutraceutical. I would never build a house without a solid structural base. Why would I build a lifestyle plan any differently? With this single ingredient, a person can address the entire circulatory system. Healthy vascular flow is vital for heart and brain health, as well as anti-aging, and addressing inflammation. It's astounding that one simple extract can offer so much value. I never hesitate to recommend it to my friends and listeners because I always receive positive feedback.

With more than 30 years' experience in this industry, what makes Pycnogenol® stand out?

Stop for a moment and picture a light blue convertible Aston Martin. There are millions of cars and thousands of brands...and then...there is Aston Martin and 007. Pycnogenol® are examples of this kind of standard in the “Lifestyle” industry. Both with unprecedented quality and documented in performance. Because Horphag

feature story and new research

Research is driven by quality, they never take their pedal off the metal to educate and expand their premier offerings. They also understand the value of creating a rock-solid brand to support partnering companies. That's why there are 1000 products in the marketplace with their ingredients. The depth of scientific research and clinical studies is why the light shines so bright on their reputation.

Why is radio communication so important today and how do you manage to stay so connected to your listeners?

Close your eyes and imagine when there was only radio. Families gathered in a room to watch a wooden box to keep them connected to the world. In the earlier times, leaders spoke via microphone to reach their kingdoms. The power of the human voice is what makes radio so valuable even today. We crave connection and have a great desire to use our imagination. Visual media produces a totally different experience in our brains for receiving information - the human voice seeps into the soul when the mind is relaxed from using the eyes. People inherently know this. This is reason why podcasts are expanding rapidly. This form of communication helps us deal with over exposure to incoming information.

I have committed my life to helping people navigate their journeys toward greater health and wellbeing. We have never lost our focus on our intention to be a light along the way. We listen to what our commu-

nity wants and work hard to find the solutions to enhance their lives. In partnership with our amazing sponsors we have created one of the most robust and extensive recorded libraries in the world that will live on forever.

I always say, "Give us a year and we will give you the path to a better life." Horphag Research and I have worked together for over 25 years...that just says it all. Keep it simple, do it right.

What are some of your upcoming projects you are excited about?

We continue to expand our extraordinary broadcast ad podcast library nationally and internationally across all media platforms. I am also finishing up my new book, *Science of Your Life -- Volume One*, a reference bible highlighting over fifty-five of the leading branded and scientifically substantiated ingredients in the world. It is concise compilation of interviews with scientists and practitioners, designed to help new companies navigate the health and wellness space. It will be a time saving resource for those expanding product lines, looking for proven efficacy, and trusted partnerships. We have a great and shared responsibility to protect our industry to continue to improve the lives of billions of people around the world.

Listen to *The Danielle Lin Show* and view Pycnogenol® Chapters at www.daniellelin.com

Pycnogenol® Improves Osteoarthritis Symptoms

A published study shows the efficacy of Pycnogenol®, in the form of a topical patch, for relieving joint inflammation and discomfort associated with osteoarthritis. Following three weeks of using the 110mg Pycnogenol® topical patch, subjects reported significant improvement of their symptoms, including 51% improvement of pain score, 64% improvement of inflammation, 33% improvement of knee function, 66% improvement of swelling and 42% of subjects reported no osteoarthritis symptoms.

"Study participants also reduced their need for daily NSAID painkillers. This is promising news for patients who take NSAIDs as constant use can be costly and have side effects," said Director of Product Development at Horphag Research Carolina Burki.



PYCNOGENOL®

BioFarm Brings Pet Food Formula to Finland

Biofarm has developed pet food formulation **Vigoron® Cardio**, a complementary feed for dogs and cats with premium antioxidants to support heart muscles and blood vessels.

Available in Finland, key ingredients include Pycnogenol®, a natural antioxidant which has a beneficial influence on the heart and blood vessel function. Carnitine plays an important role in energy metabolism especially in oxidation of fatty acids in mitochondria. Taurine participates in calcium pathway regulation in cells and Ubiquinone aids in cellular breathing and protects cell membranes from lipid peroxidation. Vitamin E helps with muscle function and protects cells from oxidation.



Vigoron® Cardio is especially useful for senior dogs and cats, sports dogs and recovering animals. Daily dose should be divided into two feedings and mixed with food.

DECIEM Launches Topical Antioxidant

Worldwide skincare company DECIEM launches **The Ordinary Pycnogenol® 5%**, a high-potency, plant-derived topical antioxidant formula.

The Ordinary Pycnogenol® 5% joins other clinical formulations in the evolving Ordinary product line. This formulation contains Pycnogenol® and propanediol and with the product offered at a high concentration of 5%, recommended usage is 1-2 drops once daily for full-face maintenance of healthy skin. Pycnogenol® is a powerful antioxidant and contains naturally-occurring procyanidins, bioflavonoids and organic acids that synergistically help maintain healthy levels of collagen and hyaluronic acid within the skin, resulting in enhanced hydration and elasticity. Due to its high affinity for collagen and elastin, the extract is able to selectively bind to and protect these vital proteins from free radical damage and enzymatic degradation. While doing so, it also scavenges the skin for free radicals before they cause oxidative stress and has the ability to recycle oxidized Vitamin C, restoring its activity.



Apply alone or after water-based serums, before oils or heavier creams. Visit www.decim.com for more information.

product spotlight and corporate announcements

Women's New Health Product in France

ENDOMENAT® food supplement is specially formulated for women's health and beauty bringing together a finely tuned combination of premium plant extracts, vitamins and minerals.

Launched in France by Laboratories COPMED, ENDOMENAT® helps women maintain comfort and manage symptoms before and during their menstrual cycle and soothes periodic abdominal cramps.

The exclusive formula is a synergistic combination of Pycnogenol®, green tea, chasteberry, yarrow, licorice, myrobolan, vitamin E and studies document Pycnogenol®'s antioxidant and anti-inflammatory properties which naturally soothe the discomfort associated with menstrual symptoms, and alleviate cramping and abdominal pains. Chasteberry helps maintain comfort and psychological well-being during the menstrual cycle. Yarrow extract soothes periodic abdominal cramps and myrobolan extract helps keep the reproductive organs healthy. Licorice supports the function of the entire reproductive system and has significant antioxidant properties. Green tea helps protect the ovaries from oxidative damage.



Pycnogenol® and Collagen Product for Skincare

Launched in Norway, Skingain Plus by IMMITEC is a new generation collagen preparation that increases the body's own collagen production, promotes elasticity and skin moisture.

The professional skincare formula enhances the skin's blood circulation and access to oxygen and nutrients to the skin tissues as well as the removal of debris. Contributing ingredients include Pycnogenol®, Type 1 (skin) and Type 2 (joint) hydrolyzed collagen and Vitamin C.

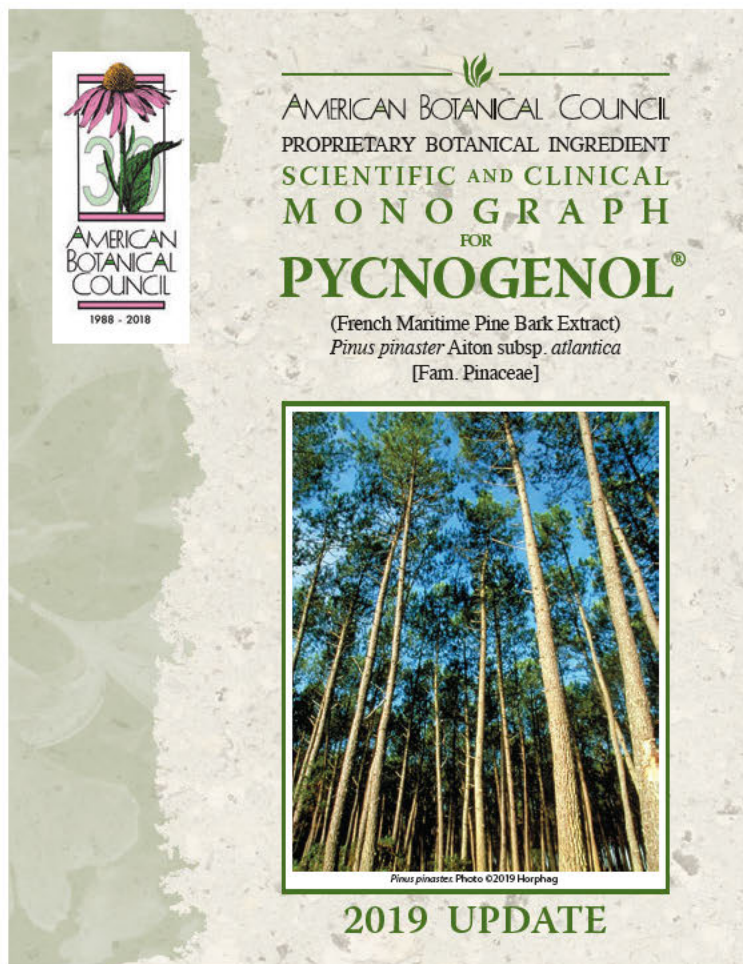
Research shows Pycnogenol® effectively slows down the reduction of skin collagen, moisturizes the skin by increasing the production of hyaluronic acid, improves microcirculation and reduces inflammation. The formula also includes hydrolyzed collagen which has been shown to reboot the body's own collagen production, provides the right building materials for new collagen production.



ABC UPDATES PYCNOGENOL® MONOGRAPH

We are pleased to share the American Botanical Council (ABC) has published an updated ingredient-specific monograph on the scientific studies of Pycnogenol®.

This revised peer-reviewed monograph describes a total of 63 human clinical trials on Pycnogenol® highlighting numerous health benefits for chronic venous insufficiency, thrombosis, menopause, cognition and hypertension among others. It also includes an overview of the production and chemistry of Pycnogenol®, product uses and dosage information, mechanical summaries, patent and regulatory information, and safety data.



Access the full monograph at Pycnogenol.com.



PYCNOGENOL®
The Smart Ingredient!



welcome

Greetings from Geneva where we are thankfully seeing signs of spring in the Swiss mountains!

In this issue we sit down with renowned radio host Danielle Lin as she kindly shares some memorable interviews and insights on our more than 20 years of working together.

Our conversation makes you realize the tremendous growth the natural products industry has experienced through the years. Despite its size, each time we walk into an industry event and see old and new friends and colleagues, we feel fortune to be able to work in an environment where we learn from each other and have mutual respect and support.

See you at the spring trade shows!

Best Regards,

Victor Ferrari
Chief Executive Officer
Horphag Research

featuring . . .

PYCNOGENOL®: A FOUNDATION FOR
HEALTHY LIVING FROM DANIELLE LIN, C.N.

2019 RESEARCH

PRODUCT SPOTLIGHT

CORPORATE ANNOUNCEMENTS

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www.pycnogenol.com