

# Echinacea Premium

M1240 / M1245

Quality is our Passion  
Passion Flower (*Passiflora incarnata*)

## Echinacea Premium™ Quality that Tingles

Patent pending

Native Americans used *Echinacea angustifolia* root and *Echinacea purpurea* root to support the immune system and as a tonic. Echinacea is one of the most popular herbs in the United States but the quality of available products is quite variable. Even the species of Echinacea used is very important to product quality and the effect on the body. *Echinacea angustifolia* and *Echinacea purpurea* are considered to be the most valuable and effective species. Scientific and medical studies have shed new light on this well-regarded herb.\*

## How Echinacea Premium Keeps You Healthy

### Echinacea assists the body's immune response

Top quality Echinacea root assists the body's immune response in a number of ways. One of the most important is the nonspecific immune response, particularly white blood cells helping with phagocytosis.<sup>1,2</sup> Phagocytosis is a process involving certain white blood cells that engulf and digest foreign particles or cells that invade the body. (The response is nonspecific because the body launches this broad attack against particles of all kinds. It is not specific to just one particle.) A practical effect is that top quality Echinacea root helps the immune response following stress or sudden changes in weather.\*

### Why use top quality Echinacea root?

In the late 19th-Century natural clinicians in the United States noted that "when chewed the root, if of good quality, imparts a persistent tingling sensation"<sup>3</sup> We now know that this tingling sensation is caused by the presence of the plant constituents called alkylamides (pronounced al-kyl-a-mydes). Research carried out by international groups strongly suggests that:

- These alkylamides are very important for the immune effects of Echinacea<sup>2,4,5</sup>
- They are absorbed into the bloodstream<sup>6,7</sup>
- The two different types of alkylamides in each Echinacea species are important<sup>8\*</sup>

### Echinacea constituents interact with immune receptor

Top quality Echinacea root helps the body's normal immune function because these tingling plant constituents (alkylamides) are able to interact with certain receptors.<sup>4,5</sup> These receptors are found mainly in immune tissues outside the central nervous system such as the spleen. The alkylamides switch the tissues on when they combine with the receptor. This results in a healthy response in these immune tissues. Healthy immune tissues such as in the spleen contribute to healthy immune function and a healthy body.\*

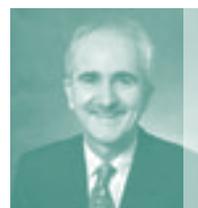
Supplement Facts		
Serving size:	1 tablet	
Servings per container:	40, 120	
Amount per Serving		%DV
Calories	2	
Calcium	60 mg	6%
Echinacea root 4:1 extract from <i>Echinacea angustifolia</i> root 600 mg Containing alkylamides 2.0 mg	150 mg	†
Echinacea root 6:1 extract from <i>Echinacea purpurea</i> root 675 mg Containing alkylamides 2.1 mg	112.5 mg	†

† Daily Value (DV) not established.

Other ingredients: Calcium acid phosphate, cellulose, silica, sodium starch glycolate, hypromellose and magnesium stearate.

**Caution:** Not to be used in pregnancy and lactation unless otherwise directed by a qualified health care professional. Contraindicated in known allergy to plants of the daisy family.

Product No	Content
M1240	40 Tablets
M1245	120 Tablets



Associate Professor Kerry Bone  
 MediHerb Co-Founder and  
 Director of Research and Development

### A Phytotherapist's Passion

"Philosopher and teacher Rudolf Steiner once said that, for every human illness, somewhere in the world there exists a plant which is the cure. I believe that there is a healing potential locked inside plants which is integral with their evolution, just as it is part of human evolution to learn to tap this wonderful gift of Nature."

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\* These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

## Echinacea provides support to other body systems

Herbs often assist the body in more than one way, and Echinacea is no exception. Echinacea has also been traditionally used to support the lymphatic system, perhaps by exerting a normal stimulation of lymph circulation. Lymph fluid usually often contains waste products, and is filtered by the spleen and lymph nodes. The lymphatic system works closely with the immune system. Echinacea was also used by natural clinicians to help the body in the cleansing and renewal processes at the tissue level. Healthy tissues such as skin and lymph contribute to a healthy body.\*

## What Makes Echinacea Premium Unique

### Echinacea Premium is unique in the professional herbal products industry because:

- It is manufactured from the roots of the two most important Echinacea species (*Echinacea angustifolia* and *Echinacea purpurea*)
- It is manufactured from top quality plants
- MediHerb has worked with Echinacea growers to help produce superior quality plants (to ensure high levels of the tingling plant constituents)
- It states on the label exactly how much each tablet contains of the tingling plant constituents (alkylamides)
- MediHerb tests the level of pesticides in raw materials and finished product
- MediHerb has helped develop some of the chemical analyses used to assess quality and ensure the alkylamides are retained in the product throughout the manufacture
- MediHerb supports ongoing research and is involved in clinical trials to investigate the effects of its product on the body

## Unique Manufacture & Analytical Testing

### Quality and safety ensured

- Manufactured in Australia to the high standards of international pharmaceutical Good Manufacturing Practice
- Raw materials and finished product subjected to tough quality standards, including the use of the latest and most relevant chemical analysis methods
- Unique extraction method using cold percolation (protects the delicate plant constituents and ensuring a full range in the product)
- Control of all stages of manufacture – from root to tablet to you

### References

- <sup>1</sup> Jurcic K, Melchart D, Holzmann M et al. *Z Phytother* 1989; **10**: 67-70
- <sup>2</sup> Agnew LT, Guffogg SP, Matthias A et al. *J Clin Pharm Ther* 2005; **30**(4): 363-369
- <sup>3</sup> Felter HW, Lloyd JU. *Kings American Dispensatory*. 18th Edn, 3rd revision. First published 1905, reprinted Eclectic Medical Publications, Portland, 1983.
- <sup>4</sup> Woelkart K, Xu W, Pei Y et al. *Planta Med* 2005; **71**(8): 701-705
- <sup>5</sup> Gertsch J, Schoop R, Kuenzle U et al. *FEBS Lett* 2004; **577**(3): 563-569
- <sup>6</sup> Matthias A, Addison RS, Penman KG et al. *Life Sci* 2005; **77**(16): 2018-2029
- <sup>7</sup> Woelkart K, Koidl C, Grisold A et al. *J Clin Pharmacol* 2005; **45**(6): 683-689
- <sup>8</sup> Matthias A, Gillam EM, Penman KG et al. *Chem Biol Interact* 2005; **155**(1-2): 62-70



## Quality is our Passion

MediHerb products are developed by experts and leaders in the field of herbal therapy, using scientific evidence and hundreds of years of traditional knowledge.

Kerry Bone and over 20 health care professionals work within MediHerb while still managing their own clinical practices, plus we consult with an advisory board of health care professionals from around the world.

Our products are made using only the highest quality ingredients which are extensively tested for purity and potency. The MediHerb manufacturing plant operates to a strictly regulated pharmaceutical standard and is regularly audited by the Therapeutic Goods Administration (similar to the FDA), the same body that audits conventional pharmaceutical manufacturing facilities. The comprehensive regulations in Australia mean that you receive a safe and effective product that has been manufactured to pharmaceutical standards.

We know from our experience as health care professionals that the quality of a product you take makes a huge difference to the health outcome you experience. We dedicate ourselves to researching and making the best possible products to deliver health solutions that work.



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