

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

## Vitanox®: Complex Antioxidants with Vitality

Vitanox® is a unique combination of Green Tea leaf, Grape Seed extract, Rosemary leaf and Turmeric rhizome.\*

### Antioxidants: what are they?

Antioxidants help protect cells from the damaging effects of excessive free radicals. Free radicals are very reactive substances. If the body is unable to fully contain the free radicals they might react with body cells, proteins, cholesterol, fatty acids or DNA and cause cellular damage.<sup>1,2</sup> The body has its own antioxidant system which is made up of enzymes, vitamins, minerals and other substances produced in the body or obtained from the diet.<sup>1</sup> The body's need for antioxidants vary. Some conditions expose the body to high levels of free radicals thus increasing the need for antioxidants. This includes exposure to air pollution, industrial chemicals, cigarette smoke, a poor diet or strenuous exercise.<sup>1,2,3\*</sup>

There is evidence to suggest that a low-fat, high-antioxidant diet helps keep the body healthy and reduces the chance of premature aging.<sup>1</sup> The American Heart Association in 2002 noted that generally, in populations that consume a diet rich in fruits and vegetables and other foods high in antioxidants, there is a better chance of maintaining cardiovascular health.<sup>3</sup> Other positive and protective health effects were observed for those eating a lot of fruits and vegetables. Antioxidants and dietary fiber are thought to be the main substances responsible.<sup>4\*</sup>

### Antioxidants: best as complex mixtures

The benefit of a diet rich in fruit, vegetables and other foods high in antioxidants cannot be reduced down to one antioxidant constituent. Instead it is likely to be due to presence of the complex mixture of constituents (antioxidants and others).<sup>5</sup> Single antioxidants or a combination of several single antioxidants have been found to not have the same health benefits of whole foods. For example, high fruit and vegetable consumption, particularly a diet rich in carotenoids, tomatoes and tomato-based products was found to increase the chance of having healthy lungs. Taking a beta-carotene supplement was not, actually it might have reduced lung function. The complex mixture containing the many antioxidants (carotenoids) was beneficial, but the beta-carotene on its own was not. (beta-Carotene is one of many carotenoids found naturally in the diet.)<sup>6</sup> Similarly with herbs, it is their chemical complexity that makes them safe, beneficial antioxidants.\*

## How Vitanox® Keeps You Healthy

### Provides antioxidant protection

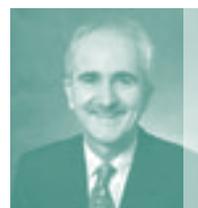
Antioxidants are available from the diet especially fruit, vegetables, whole grains, nuts, seeds.<sup>2</sup> Other dietary sources of antioxidants include herbs (especially Rosemary), spices (such as Turmeric), Green Tea,

Supplement Facts		
Serving size:	1 tablet	
Servings per container:	30, 90	
Amount per Serving		%DV
Calories	3	
Calcium	40 mg	4%
Rosemary leaf 5:1 extract from <i>Rosmarinus officinalis</i> leaf 1.0 g	200 mg	†
Green Tea leaf 25:1 extract from <i>Camellia sinensis</i> leaf 4.2 g Containing catechins 83.35 mg	166.7 mg	†
Turmeric rhizome 25:1 extract from <i>Curcuma longa</i> rhizome 2.0 g Containing curcuminoids 70.4 mg	80 mg	†
Grape seed 120:1 extract from <i>Vitis vinifera</i> seed 6.0 g Containing procyanidins 42.5 mg	50 mg	†
† Daily Value (DV) not established.		

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

**Caution:** Contraindicated in pregnancy. Contraindicated during lactation unless otherwise directed by a qualified health care professional. In anemia and cases where iron supplementation is required, do not take simultaneously with meals or iron supplements. Contraindicated in closure of the gallbladder. Use only with professional supervision in gallstones.

Product No	Content
M1460	30 Tablets
M1465	90 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."

red wine and soy beans.<sup>2,7,8</sup> Rosemary is used as an antioxidant in the food industry as a preservative, particularly for meat products.<sup>9</sup> As it may be difficult to obtain enough antioxidants from one's diet, supplements may provide an additional source.<sup>2</sup> Grape Seed extract containing high concentrations of procyanidins, which are found in red wine, is another good source of antioxidants.<sup>10\*</sup>

## Promotes vitality by maintaining cellular health

A small population study investigated the diet of Japanese patients attending a hospital for a diagnostic procedure from 1999 to 2001. Drinking one or more cups per day of Green Tea was found to be associated with healthy heart function in the 60-year-old men.<sup>11</sup> Drinking Green Tea in Japan and China was also found to help keep the stomach and intestine healthy.<sup>12</sup> It has been speculated that the high occurrence of intestinal health in Indians observed in the early 1990s may be at least partly due to the use of Turmeric in cooking.<sup>13\*</sup>

Dietary flavonoids (including for example, those in Green Tea) have been associated with good health outcomes. In 2004, researchers proposed that these constituents may exert beneficial effects by the way they modify signalling within cells. Such signalling is vital to cellular function, and to ensure healthy cells and tissues.<sup>14\*</sup>

## Why use top quality herbal products from a reliable manufacturer?

Consumers need to be confident of the integrity of the herbal manufacturer to ensure that the product contains the stated amount of important constituents.\*

ConsumerLab.com is a New York-based company that provides independent test results of dietary supplements commonly available in the US and Canada. They reported in 2006 that only one of the four products selected met all of the quality criteria. One product did not contain the expected amount of the major catechin (epigallocatechin gallate (EGCG)) based on the label claim. Two products failed due to contamination by the heavy metal lead. (Heavy metals including lead are toxic.)<sup>15\*</sup>

## What Makes MediHerb Vitanox® Unique

Vitanox® from MediHerb is unique in the professional herbal products industry because:

- It states on the label exactly how much each tablet contains of the important plant constituents (catechins, curcuminoids, procyanidins)
- MediHerb tests the quantity of catechins, procyanidins and curcuminoids in Grape Seed and Turmeric raw materials
- MediHerb's testing also ensures the curcuminoids are retained in the product throughout manufacture

## 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 are subjected to tough quality standards

### References

<sup>1</sup> Somer E, Health Media of America. *The Essential Guide to Vitamins and Minerals*, 1st Edn. Harper Collins, New York, 1995.  
<sup>2</sup> Zimmerman M. *Burgerstein's Handbook of Clinical Nutrition. Micronutrients in the Prevention and Therapy of Disease*. Thieme, Stuttgart, 2001.  
<sup>3</sup> National Cholesterol Education Program (NCEP) Expert Panel on Detection, Evaluation, and Treatment of High Blood Cholesterol in Adults (Adult Treatment Panel III). *Circulation* 2002; **106**(25): 3143-3421 <sup>4</sup> Ross JA, Kasum CM. *Annu Rev Nutr* 2002; **22**: 19-34 <sup>5</sup> Liu RH. *J Nutr* 2004; **134**(12 Suppl): 3479S-3485S <sup>6</sup> Martinez-Gonzalez MA, Estruch R. *Eur J Cancer Prev* 2004; **13**(4): 327-335 <sup>7</sup> Nakatani N. *Biofactors* 2000; **13**(1-4): 141-146  
<sup>8</sup> Weisburger JH. *Food Chem Toxicol* 1999; **37**(9-10): 943-948 <sup>9</sup> Schwarz K, Ternes W. *Z Lebensm Unters Forsch* 1992; **195**(2): 95-98 <sup>10</sup> Bedard M. *CPJ/RPC* 2004; **137**(4): 46-47 <sup>11</sup> Hirano R, Morniyama Y, Takahashi R et al. *Am J Cardiol* 2002; **90**(10): 1150-1153 <sup>12</sup> Borrelli F, Capasso R, Russo A et al. *Aliment Pharmacol Ther* 2004; **19**(5): 497-510 <sup>13</sup> Mohandas KM, Desai DC. *Indian J Gastroenterol* 1999; **18**(3): 118-121  
<sup>14</sup> Williams RJ, Spencer JP, Rice-Evans C. *Free Radic Biol Med* 2004; **36**(7): 838-849 <sup>15</sup> Product Review of Supplements for Cancer Prevention (Green Tea, Lycopene, and Selenium). Initial Posting: 19 April 2006. Available by subscription from www.consumerlab.com. Accessed 7 February 2007.



Exclusive United States Distributor for MediHerb®

800-558-8740 www.standardprocess.com



## 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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