



Rhodiola & Ginseng

This herbal combination is designed to help enhance physical and mental performance

- Traditionally used to promote healthy glucose levels
- Helps support cognitive function and/or reduce mental fatigue
- Contains active compounds rosavins and salidroside. To find out why it's important to choose a product which contains species of true *Rhodiola rosea*, read Rhodiola Quality Issues below

Each tablet contains:

<i>Rhodiola rosea</i> (Rhodiola) extract equivalent to dry root standardized to contain phenylpropanoid glycosides calculated as rosavin, rosarin and rosin 4.5 mg standardized to contain salidroside 1.5 mg	600 mg
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<i>Panax ginseng</i> (Korean Ginseng) extract equivalent to dry root standardized to contain ginsenosides calculated as Rg, & Rb, 8.4 mg	500 mg
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Dosage and Administration

Adults: 1 tablet daily

\$22.30 (ex Tax) 60 Tablets

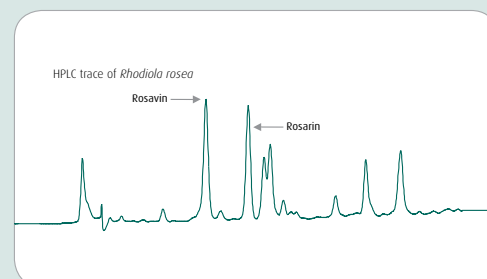


Rhodiola rosea

Rhodiola Quality Issues

Rhodiola rosea is commonly referred to as Golden Root or Roseroot and grows in dry sandy ground at high altitudes in the arctic regions of Europe and Asia. The freshly cut root has a rose-like odor that has led to its botanical name and one of its common names. The root has been used for centuries in the traditional medicines of Russia and Scandinavia. There are however 16 common species of *Rhodiola* growing in the Eurasian area. Of these, 11 have been tested in animal studies, but only *R. rosea* (17 studies) and *R. crenulata* (1) have been assessed in human trials.

Most of the *Rhodiola* species have been reported to contain the marker compound salidroside and this was originally used to standardize extracts of *Rhodiola rosea*. After more than a decade of research, however, it was shown that the chemical composition of *R. rosea* root is, in fact, different to the other species of the genus *Rhodiola*. Using newly developed methods of analysis, it was shown that *R. rosea* root contains three cinnamyl alcohol-vicianosides: rosavin, rosin, and rosarin that are specific to this species. They are collectively termed rosavins. HPLC offers a ready method to differentiate true *Rhodiola rosea* from the other species offered on the market. The two major rosavins found are rosavin and rosarin, with only very low quantities of rosin.



MEDI HERB

New Products



Since the beginning, MediHerb has been a pioneer dedicated to the research, development and manufacture of premium quality products. We have built our reputation on tangible, demonstrable quality differences. To us quality is more than state of the art laboratory and manufacturing facilities, it is also about having the right expertise, quality systems and a talented team of people. Today, our quest continues as we continue to invest more into research and development. Our knowledge of herbal phytochemistry and test methodologies is second to none which means that you can have complete confidence in every MediHerb product.

We are now pleased to present four new products to further assist you in providing the best possible care for your patients.



Adrenal Complex

Premium quality synergistic blend of Licorice and Rehmannia

- Contains Licorice which is traditionally used to help relieve chest complaints
- Aids to relieve inflammatory conditions of the gastrointestinal tract

Each tablet contains:

<i>Glycyrrhiza glabra</i> (Licorice) extract equivalent to dry root	1.75 g
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<i>Rehmannia glutinosa</i> (Rehmannia) extract equivalent to dry rhizome	750 mg
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Dosage and Administration

Adults: 1 tablet 2-3 times daily

\$18.60 (ex Tax) 60 Tablets

Complete Product Line

For full product details of the entire MediHerb product line please refer to the MediHerb Product Catalog available from ProMedics or visit MediHerb website www.mediherb.ca

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www.mediherb.ca



Bilberry

MediHerb Bilberry contains 15 mg of anthocyanosides, the important active constituents in Bilberry

- Aids slowing the progression of disorders of the eye
- Helps relieve symptoms of non-complicated chronic venous insufficiency
- Possesses antioxidant properties
- To find out why it's important to choose high quality Bilberry extract, read Bilberry Quality Issues below

Each tablet contains:

<i>Vaccinium myrtillus</i> (Bilberry) extract equivalent to fresh fruit standardized to contain anthocyanosides 15 mg	6.0 g
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Dosage and Administration

Adults: 1 tablet 2-4 times daily

Children 6-12 years: 1 tablet 1-2 times daily

\$18.30 (ex Tax) **60 Tablets**



Cascara Complex

This high quality herbal formulation is created for the short-term relief of occasional constipation

- Traditionally used to help treat digestive disturbances and aid digestion
- Used to create a gentle laxative effect without causing griping or colic
- Contains high quality German or true Chamomile flower essential oil. To find out why it's important to choose a product which contains this Chamomile variety, read Chamomile Quality Issues below

Each tablet contains:

<i>Rhamnus purshianus</i> (Cascara) extract equivalent to dry stem bark	560 mg
<i>Taraxacum officinale</i> (Dandelion) extract equivalent to dry root	375 mg
<i>Rumex crispus</i> (Yellow Dock) extract equivalent to dry root	375 mg
<i>Anethum graveolens</i> (Dill) seed essential oil	15 mg
<i>Matricaria recutita</i> (Chamomile) flower essential oil	2 mg

Dosage and Administration

Adults: 1 tablet 3-4 times daily

Children 6-12 years: 1 tablet 1-2 times daily

\$20.00 (ex Tax) **60 Tablets**

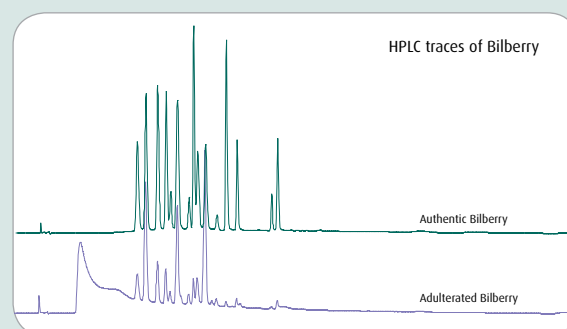


Vaccinium myrtillus

Bilberry Quality Issues

Bilberry (*Vaccinium myrtillus*) is a commonly used herbal product which contains anthocyanins – also called anthocyanosides. Anthocyanins are the blue/pink pigments responsible for the color of ripe Bilberries and are also the markers used to assess the quality of Bilberry extracts. Up to 20 or more individual anthocyanins are present in Bilberry, so HPLC is not routinely used to quantify the levels of these in extracts. The *British Pharmacopoeia* (BP) specifies a spectrophotometric method of analysis, which essentially measures how much colour is present in the solution. Such a non-specific test method leaves a material open to exploitation by unscrupulous suppliers and this is what we have discovered in the example illustrated in the HPLC trace.

The sample was put through a three stage process of evaluation: Spectrophotometric testing; High Performance Thin Layer Chromatography (HPTLC); and Liquid Chromatography/Mass Spectroscopy (LC/MS). The Spectrophotometric testing of this Bilberry extract revealed the expected amounts of anthocyanins, however when the sample was subject to HPTLC it was found to contain low amounts of anthocyanins and amaranth. Further LC/MS testing revealed that the herbal portion of this extract was probably not *Vaccinium myrtillus*. This issue highlights the increasing complexity of herbal quality issues and how sophisticated testing is essential to ensure quality herbal products. (*Journal of Agricultural Chemistry and Food Science* 2006; 54: 7378-7382)



Matricaria recutita

Chamomile Quality Issues

German or true Chamomile (*Matricaria recutita*) contains a range of essential oil components and high levels of flavonoids. A wide variation in the levels of these constituents is found between different chemical races or varieties of Chamomile. Some varieties do not contain any α -bisabolol which is an important active component. MediHerb has selected a variety of Chamomile which is very high in α -bisabolol for use in our Chamomile High Grade 1:2 and Cascara Complex tablets. The level of α -bisabolol is determined by Gas Chromatography (GC) in all batches of raw material and finished product (Chamomile High Grade 1:2) manufactured by MediHerb, thus assuring safety and efficacy. The GC profile of Chamomile Essential Oil is identified in Cascara Complex tablets. Roman Chamomile (*Chamaemelum nobile* = *Anthemis nobilis*) can be adulterant in, or substituted for, true Chamomile and should be avoided due to allergic reactions.

