



MEDI  HERB®

NEW from MediHerb

Andrographis Complex | Cranberry Complex | Kava Forte

Introducing three **NEW** quality MediHerb® products

Andrographis Complex | Cranberry Complex | Kava Forte

Since launching in Canada in 2007, we have received great feedback from practitioners about the quality of our products and more importantly, the great results achieved with patients. We are delighted to announce the return of two favourites (Andrographis Complex and Cranberry Complex) with some minor changes. We are also excited to introduce Kava Forte, one of our most popular products world-wide.



Cranberry Complex

Helps relieve symptoms associated with minor urinary tract infections.

Each tablet contains:

Medicinal Ingredients:

Vaccinium macrocarpon (Cranberry) juice dry 100 mg equivalent fresh fruit 2.5 g
Crateva magna (Three-leaf Caper) stem bark 2 mL 1:2 extract, DHE 1 g
Arcostaphylos uva-ursi (Uva-ursi) leaf 1 mL 1:2 extract, DHE 500 mg

Non-Medicinal Ingredients:

Calcium hydrogen phosphate, cellulose, silicon dioxide, sodium starch glycolate, magnesium stearate, hypromellose and magnesium hydroxide.

Dose

Adults: Take a few hours before or after any medication or supplement. Take 2 tablets 3 times daily. For occasional use only. Consult your health care practitioner for use beyond 1 week.

60 Tablets



Vaccinium macrocarpon



Andrographis Complex

Helps relieve the symptoms and shorten the duration of upper respiratory tract infections.

Each tablet contains:

Medicinal Ingredients:

Andrographis paniculata (Common Andrographis) leaf 142.9 mg 14:1 extract, DHE 2 g (50 mg andrographolide)
Echinacea angustifolia (Echinacea) root 400 mcl 1:2 extract, DHE 200 mg (0.8 mg alkylamides)
Echinacea purpurea (Echinacea) root 600 mcl 1:2 extract, DHE 300 mg (1.2 mg alkylamides)
Ocimum tenuiflorum (Holy Basil) leaf 100 mg 5:1 extract, DHE 500 mg

Non-Medicinal Ingredients:

Calcium phosphate dibasic, cellulose, hypromellose, magnesium stearate, maltodextrin, silicon dioxide, sodium starch glycolate.

Dose

Adults: Take 1 tablet 3 times daily. Take at the first sign of infections. For use beyond 8 weeks, consult your health care practitioner.

60 Tablets



Ocimum tenuiflorum



Piper methysticum



Kava Forte

Used in Herbal Medicine as a calmative to help relieve restlessness and/or to aid sleep.

Each tablet contains:

Medicinal Ingredients:

Piper methysticum (Kava) root 455 mg 7:1 extract, DHE 3.2 g (50 mg kavalactones)

Non-Medicinal Ingredients:

Calcium phosphate dibasic, cellulose, silica, sodium starch glycolate, magnesium stearate, hypromellose, maltodextrin.

Dose

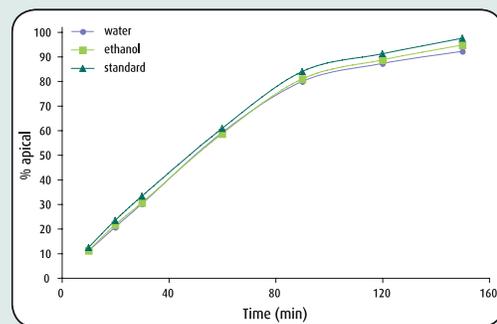
Adults: Take 1 tablet 3 times daily. For use beyond 6 months, consult your health care practitioner.

60 Tablets

Kava Quality Issues

Kava is derived from the rootstock of the sterile cultivated species of *Piper methysticum*. The psychoedative property of Kava has been attributed to the kavalactones, a group of structurally related lipophilic lactones. These compounds can represent 3 to 20% by weight of the dried rootstock, depending on the age of the plant and the specific cultivar. The majority of the Kava used commercially in the world is in the form of a high ethanol or other organic solvent extract, which extracts little more than the kavalactones and has reported potential hepatotoxicity concerns. The Therapeutic Goods Administration (Australian Regulatory Authority) allows water extracted or plain unextracted root to be sold in Australia. Traditionally Kava beverages are prepared by chewing or pounding the root to produce a cloudy, milky mash, which is then consumed orally. It is known that extraction with different solvents affects the phytochemical profile of the extract.

MediHerb investigated the difference in bioavailability of the water extract of Kava and the 96% ethanol extract using the Caco-2 monolayer model. The kavalactones (as kawain) were found to be potentially bioavailable as they all crossed the membrane quite readily with the exception of one kavalactone (yangonin). The water extract of Kava was only slightly less bioavailable than the ethanol extract. Therefore the clinical effect of the water extract of Kava would be similar to that of an ethanol extract, without the hepatotoxicity concerns.



Kawain % apical average data

Time	water	ethanol	standard
10	11	11	12
20	21	22	23
30	30	31	33
60	59	59	61
90	80	81	84
120	87	89	91
150	92	95	97



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