



**PYCNOGENOL®**

LOOK, FEEL, AND LIVE BETTER

# REPORT

LOOK, FEEL AND LIVE BETTER

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**GOOD NEWS FOR HYPERTENSIVES:**

## Study shows significant decrease in blood pressure with Pycnogenol® treatments

Dr. Ronald Watson (College of Public Health in Tucson, Arizona) discovered that Pycnogenol® significantly reduces blood pressure. Dr. Watson investigated subjects with stage I hypertension, a moderately increased blood pressure which does not yet require routine medical treatment. Subjects receiving 200 mg Pycnogenol® per day showed a significant decrease of systolic blood pressure to a healthy level, while the control group receiving look-alike dummy tablets experienced no improvement. The most impressive results with Pycnogenol® were obtained with those patients having the highest blood pressure (150 mmHg) at trial-start, reducing their blood pressure to a healthy 135 mmHg level.

Dr. Watson showed that Pycnogenol® reduces the amount of thromboxane in the blood. Thromboxane is a hormone-like substance triggering constriction of blood vessels and at the same time instructing blood platelets to turn sticky. While the first function increases blood pressure, the latter involves easier formation of a blood clot which in turn may clog a constricted blood vessel, the process responsible for causing heart infarction and stroke.

The continuing clinical research proves Pycnogenol® to be the all-round protector of the cardiovascular system. Pycnogenol® helps prevent platelet aggregation, helps release constricted blood vessels, helps to improve blood circulation and reduce blood pressure.

PYCNOGENOL®



## Natural Health Science LLC

**EXCLUSIVE MARKETER AD  
SUPPLIER OF PYCNOGENOL®  
IN NORTH AMERICA**

Natural Health Science (NHS) has assembled the most talented people in the industry for its sale of Pycnogenol® brand French maritime pine bark extract. The company will be led by its Executive Vice President, Jesse Lopez, formerly Director of Sales for the Cognis Nutrition & Health division.

Pycnogenol® is one of the very few branded products in this industry and its global brand is recognized in most markets around the world. There is no substitution for the brand and the value it represents to the customer. In addition to being branded, there are a number of other features and accompanying benefits Pycnogenol® provides that few other products can. Today's market place now considers many of the following features a necessity for product launches with any real potential for success:

- Proven to be safe
- Proven in clinical trials
- Multi-Patented
- Non GMO
- Clinically tested
- Science and research based
- All natural
- Consistent and reliable source and quality
- PR and advertising program to create consumer awareness

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**Jesse Lopez**

"NHS is built with people that are recognized as industry leaders with an emphasis on sales, marketing, and technical skill sets necessary to meet the needs of today's larger, more sophisticated, and science/technically oriented customer. The organization will be able to most rapidly and successfully penetrate the market with branded, science based, clinically proven, value added products and concepts.

The recognition of this expertise will provide growth opportunities beyond the capabilities of our internal research and product development capabilities. Strategic alliances, partnerships, distribution and licensing agreements are examples of business relationships that will evolve providing business growth for us and our partners as a result of NHS' reputation as the leader in this area of expertise."

Frank Assumma, formerly CEO of Bates and BDDP, two of the world's largest marketing communication companies, will be implementing the new concepts of communications with the leading companies in the industry. NHS will run a \$2.5 million nationwide campaign during the next 12 months. The MWW Group, led by Senior Vice President Larry Zoeller has been entrusted to develop and implement a comprehensive marketing communications plan for NHS and Pycnogenol®. Zoeller has over twenty years of experience in the dietary supplement industry and has represented major companies in every segment from retail to ingredients.

Marinelli Communications will provide promotion and advertising support.



**Frank Assumma**

PYCNOGENOL®

## ORO Pycnogenol® launches in Italy

Pycnogenol® has been successfully launched in Italy under the brand name of ORO Pycnogenol®, with a press launch in the prestigious Trussardi Palace, close to the Scala Theatre in Milan, in October of last year.



Molteni has created a website to promote the product, which can be found at [www.oropycnogenol.it](http://www.oropycnogenol.it). The website describes the product's benefits and clinical support for potential customers as well as collecting consumers' comments.

The product is being manufactured by Molteni, a Pharmaceutical Company established in 1892 in Florence and is being distributed to pharmacies by Skills, a direct sales organization composed of 38 agents.



## RESEARCH NEWS

### PYCNOGENOL® AWARDED PATENT FOR REDUCING PMS / MENSTRUAL PAIN

Pycnogenol® has been awarded a US patent for use of proanthocyanidins in the reduction of the pain and discomfort associated with menstruation (PMS).

Abdominal pain due to endometriosis was reduced in 80% of the patients and cramps disappeared in 77% of the women taking 30mg of Pycnogenol®, according to a study published in the European Bulletin of Drug Research and submitted as part of the patent application.

The United States Patent and Trademark Office awarded Patent No. US 6,372,266 to Pycnogenol® for the "unexpected" finding

that it exhibits "unprecedented remarkable ameliorating or therapeutic effects on patients with dysmenorrhea and endometriosis," as it was described in the application.

"This patent opens the door to allow women to choose a more natural and effective approach to alleviating the discomfort with menstruation and associated conditions," says Victor Ferrari, Chief Operating Officer, Horphag Research. "Also, this patent further increases the value of Pycnogenol® as an addition to women's health formulas, multivitamins or as a stand alone product."

### STUDY SHOW THAT PYCNOGENOL® MAY HELP MANAGE ASTHMA SYMPTOMS

A new clinical study in the Journal of Medicinal Food entitled, "Pycnogenol® in the Management of Asthma," indicates that taking the nutraceutical Pycnogenol®, a herbal extract derived from the French maritime pine tree, can significantly improve asthma symptoms.

In addition to the study conducted by Ronald Watson, Ph.D., College of Public Health and School of Medicine, University of Arizona in Tucson, there is a significant body of clinical evidence comprised over

30 years in some 70 studies that verify the Pycnogenol® anti-inflammatory and antioxidant properties.

Dr. Watson concludes that Pycnogenol® may be a valuable new nutraceutical in the management of asthma. Pycnogenol® was well-tolerated, and only one patient experienced gastrointestinal discomfort. However, this occurred only during the first 3-4 days of the trial. And overall, the patients generally noted an improvement of their breathing ability when they received Pycnogenol®.

# REPORT

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Molteni has been so impressed by clinical support for Pycnogenol® that they have decided to add it to their best selling product Flebil and re-launch it as Flebil Plus.



## **Flebil Plus—developed to improve systems of chronic venous disorders**

Flebil (Troxeutin) was originally developed to overcome the symptoms of venous insufficiency. With the addition of Pycnogenol®, clinical studies have determined that Flebil Plus is specifically designed to have a synergistic action mechanism that rapidly improves symptoms of chronic venous insufficiency while reducing swollen legs (oedema), pain, leg fatigue, feeling of numbness, and nightly cramps.

The addition of Pycnogenol® prevents thrombosis and leukocyte adhesion and activation. Pycnogenol® helps stop the degeneration of venous walls, binds and seals leaky venous walls, affords strong antioxidant protection, relieves leg and ankle swelling which in turn allows the veins to heal, eventually providing long lasting recovery.

## **Evelle—nutrients designed for skincare from within**

Evelle developed by Pharma Nord, a company that specializes in preventive medicine and nutrition, is a 21st Century beauty concept.

For years researchers have worked to isolate the substances that are important for cell renewal. At last, their efforts have been rewarded. The result is Evelle, a dietary supplement utilizing a unique blend of revitalizing nutrients that helps nourish the skin from the inside.

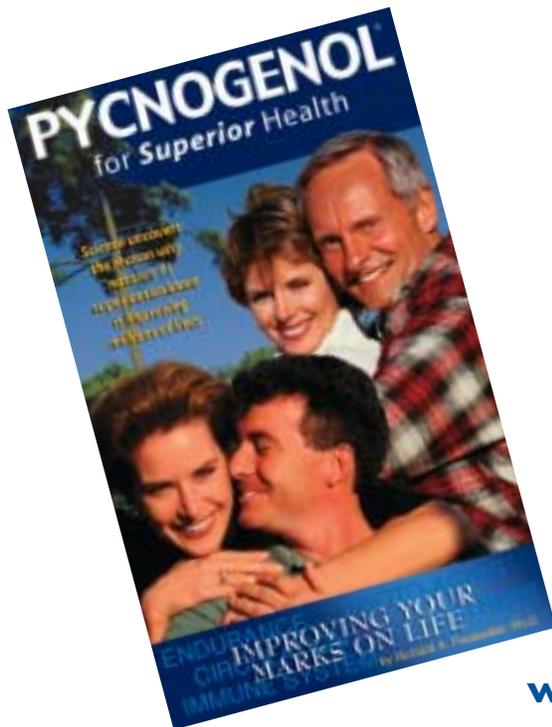
Moisturizers only reach the outer layers of the skin. If you wish to influence the underlying layers, those responsible for the resilience of the skin, you must do it from the inside.

Evelle is designed for skincare from within:

- Pycnogenol® nature's super antioxidant—helps to stabilize and protect collagen and elastin.
- Bio-Marine Complex® with proteins and polysaccharides—helps improve the structure and quality of the dermis resulting in a smoother, more supple skin.

Two tablets taken daily can provide visible results on the outside—smoother, firmer, younger looking skin, shiny, lustrous hair and stronger nails.





## **Pycnogenol® for Superior Health**

by

Richard A. Passwater, Ph.D.

or

for more information on

Pycnogenol® or to

order a copy of

*Pycnogenol® for*

*Superior Health*

visit our website:

[www.pycnogenol.com](http://www.pycnogenol.com)



### **PYCNOGENOL®**

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Always look for the Pycnogenol® pine tree logo on the bottle label. It's your guarantee that you are buying genuine patented Pycnogenol® brand French maritime pine bark extract from Horphag Research.

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For inquiries and to order reprints of the Pycnogenol® Report,  
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**A D M I N I S T R A T I V E   O F F I C E S**