

REPORT

ISSUE 25 2015

LOOK, FEEL AND LIVE BETTER

Interview with Dr. Steven Lamm

*“Pycnogenol®: An
Important Building
Block of Wellness”*

From a practitioner
view...

- Product
Spotlight
- Corporate
Announcements
- New Research



Pycnogenol®: An Important Building Block of Wellness

An interview with researcher and best-selling author Dr. Steven Lamm

We sat down with clinician, researcher and best-selling author Dr. Steven Lamm for a discussion about what has kept him engaged and supportive of the brand for more than two decades. Dr. Lamm is a best-selling author of several books including *The Hardness Factor* and *No Guts, No Glory* and is medical director of the NYU Langone's Center for Men's Health.

How were you first introduced to Pycnogenol®?

About 20 years ago I was writing a book called *Younger at Last* and was investigating the process of wellness and what to suggest to patients who were not ill, but wanted to enhance their level of wellness. In our research we discovered Pycnogenol® as being a fascinating, well studied supplement. I then met Victor Ferrari, CEO of the company and was immediately engaged, as the research was so powerful and the data was so well done. I thought this would be a nice cornerstone product to recommend for people that do not want to take 40 different products.

What was the determining factor that led you to becoming an advocate for the ingredient?

The sheer amount of science on Pycnogenol® was a determining factor, because the more research we did on it, the more it made sense to me. I realized that this product can be used to not only prevent illness but to modulate or modify common disorders such as varicose veins, hypertension and elevating cholesterol. What I saw in this product was not that it would be a substitute for pharmaceuticals, but rather an adjunct to the use of pharmaceuticals – and ultimately reducing the dose or eliminating the use of pharmaceuticals altogether.

As both an MD and an advocate for healthy lifestyle, how do you balance between healthcare and sickcare?

You have ultimate wellness on one end of the spectrum and disease on the other end. People transition from being well, to being in a pre-diseased state, to developing illness. If you can intervene before you transition to that ill state, you may actually halt the process towards illness. For example, let's say I use Pycnogenol® to try to improve cardiovascular function and endothelial function. I see Pycnogenol® as a way of delaying or preventing erectile dysfunction and coronary disease – intervening with some very common conditions at an early stage to try and prevent the illness – as Pycnogenol® has properties that have an effect on inflammation and blood vessels. I see Pycnogenol® as being a very important building block of wellness.

In the 40+ years you have been practicing medicine, what is the most significant trend you have seen materialize in the health-care industry?

What I have seen is that patients want a greater role in their wellness, and they are clearly taking responsibility. I see patients doing their best to really prioritize their health and think about what they need to do on a daily basis to continue to improve their health—wanting to have a “no regrets” policy.



What patient testimonials in your years working in your practice have stood out the most in relation to Pycnogenol®? Do you find patients seeking out Pycnogenol® for a particular condition, more so than others?

I've noticed patients who are using Pycnogenol® have a greater self-awareness for their overall wellbeing. You find the Pycnogenol® patient is simply blazing their awareness of health issues in many ways. I ask them how high, from 1-10, do you prioritize your health? Most men will say level 4. The men that are taking Pycnogenol® are really at a level 7. It's a statement that they are prioritizing their health.

I also think that some patients view Pycnogenol® as their “go to” product for general health and others might use Pycnogenol® to target a particular problem. Some women who have chronic leg swelling, they see Pycnogenol® as their go to product for varicose veins. Younger men who are worried about their erections, will use Pycnogenol® sometimes alone or in combination with arginine to enhance their sexual function. For some it's an overall wellness product and for others it's a targeted product.

Please share your latest news with us!

I just came out with a book this year titled, *Fighting Fat* – which is intended to raise awareness of why people are overweight and what the newer approaches towards this chronic disease are – consistent with the American Medical Association and Endocortical Society of Obesity and Disease. It's a book that explains weight loss is not solely dependent on willpower; we need to use biology. This is a book that is widely embraced by the medical community, because doctors are taking responsibility with patients to managing obesity. It's a health centric approach that is not about losing weight, but about gaining health. Which is exactly the same message that we talk about with Pycnogenol®. It's not about a particular treatment of a disease; it's about improving your overall health.



Clinical Grade Pycnogenol® Launched in United States

Dr. Whitaker Clinical Grade Pycnogenol® has launched in the United States, joining the company's line-up of other Pycnogenol® products. According to company founder, Dr. Whitaker, "My Clinical Grade formulas are of the highest quality and highly recommended by me."

The 50mg Pycnogenol® stand alone formula is designed to support a wide variety of health concerns including skin, eyes, ears, joints, brain, heart and more. With over 100 published clinical studies supporting powerful antioxidant Pycnogenol®'s health benefits, you can adjust your product dose depending on your own health needs.

For more information visit
www.drwhitaker.com/product/pycnogenol



Two new formulations with Pycnogenol®

Health Maintenance Europe introduces two new formulations with Pycnogenol® for overall health and wellness.

HME Glutathione COMPLEX contains high quality ingredients including 20mg of Pycnogenol® and a variety of vitamins and minerals such as selenium, amino acids and glutathione. The broad spectrum of ingredients along with individual extracts like Pycnogenol®, address specific health benefits to reduce damage caused by oxidative stress.

HME Glutathione COMPLEX FORTE is a stronger formula and is to be used in cases of severe pain. It boasts the same ingredients as COMPLEX but contains a higher dosage of Pycnogenol® at 40mg. For more information visit www.hmehealth.com/nl

Backed by a portfolio of research, Pycnogenol® brings its potent antioxidant and anti-inflammatory properties to both formulas.



Multivitamin for Athletes

Multi Health Support Gold is a high quality multivitamin tailored to the needs of athletes, launched by Virtuoo's in the Netherlands.

The formula is free of vitamin B6 and is one of the few NZVT certified and tested multivitamin supplements that supports professional athletes that do not want B6 in their vitamin. Active ingredients include 25mg of Pycnogenol®, pomegranate, apple berry, minerals, fruit complex and citrus flavonoids. Pycnogenol®'s powerful antioxidant properties help to protect cells against oxidative stress.

For more information visit
www.virtuoo'sstore.com



New supplement for fitness

Fine Lab is launching Final Pump N.F.A. sports nutrition supplement in Asia to provide a potent product choice for the growing fitness category.

This product contains 30 mg Pycnogenol® along with the amino acids arginine, citrulline, ornithine and tyrosine accompanied with medium chain fatty acids and caffeine. The formulation is designed to boost energy and performance in high performance athletes by stimulating blood flow and energy levels to help sustain high level of performance. To learn more visit www.fine-lab.com



Super Antioxidant in Japan

Super Antioxidant + Pycnogenol® introduced by Healthy Pass is sold exclusively through doctors and hospital pharmacies in Japan.

This long selling antioxidant product targeted for physician's use in Japan, has been completely reformulated with Pycnogenol® as the leading antioxidant compound in the formulation, along with vitamin C, coenzyme Q10, betacarotene, vitamin B2, zinc, manganese, selenium, hesperidin, epigallocatechin galate, and resveratrol. This formulation is an accepted choice among nutrition-minded physicians in Japan.

For more information visit
www.healthy-pass.co.jp



New Colleague Welcome



Fabrice Avaltroni joins Horphag Research as Quality Control Director. His main responsibilities in the Geneva office include answering technical inquiries from customers that pertain to quality control, toxicology, safety and analytics aspects. As a member of the scientific board, he also reviews scientific papers on the company's ingredients.

Fabrice has 16 years' experience in the field of chemical analyses, alternatively in the pharmaceutical industry and the

food & flavor industry. He brings with him a vast portfolio of technical knowledge including chemical analysis of raw ingredients and finished products in food and pharmaceutical formulations, quality procedures in a GMP/GLP pharmaceutical facility and lab, and customer support functions.

Fabrice earned his bachelor of science in Analytical Chemistry after training at McGill University in Montreal. He has a Master's degree in Analytical Chemistry from the University of Geneva and earned his Ph.D. in Computational Chemistry from Swiss Federal Institute of Technology in Lausanne.

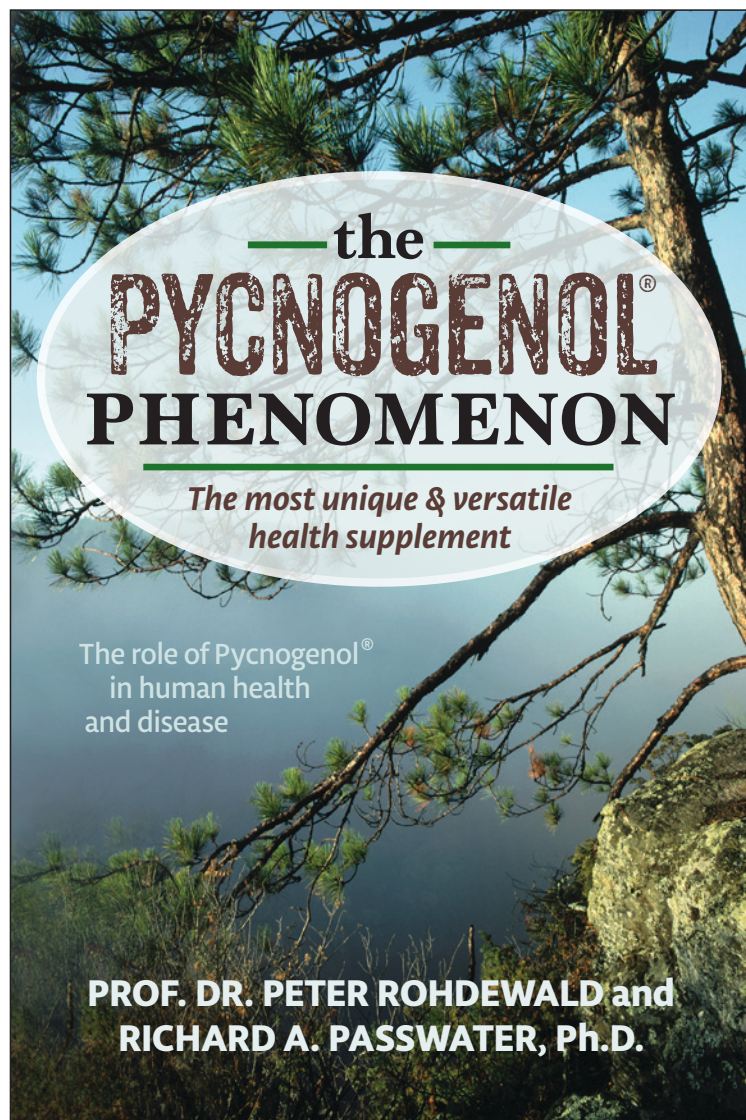
Please join us in welcoming Fabrice to our team. He can be reached at fabrice.avaltroni@horphag.com.

New Book: The Pycnogenol® Phenomenon

Basic Health Publications will be publishing a new book, The Pycnogenol® Phenomenon, written by well-known natural health researcher and author, Dr. Richard Passwater, in collaboration with researcher and worldwide Pycnogenol® expert, Prof. Dr. Peter Rohdewald.

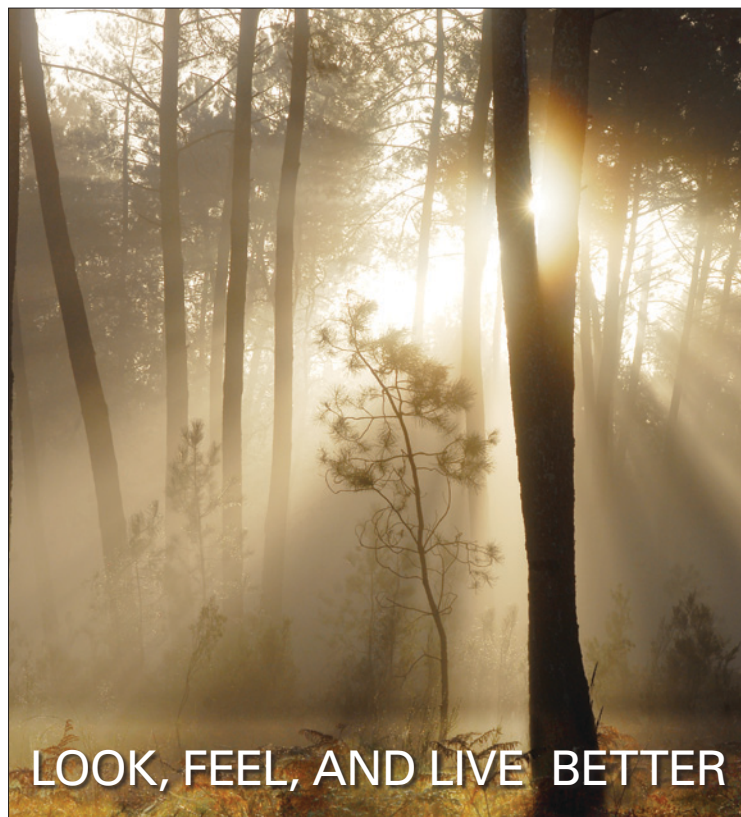
The book tracks the history and research that has developed this unique extract to the versatile health ingredient it is today.

Visit Horphag Research's booth #4043 at SupplySide West on October 8th from 2 to 4pm for an exclusive book signing session.



Pycnogenol® Improves Endothelial Function in Cases of Borderline Hyperglycemia, Hypertension or Hyperlipidemia

A study published in the *Journal of International Angiology* found that Pycnogenol® strengthens metabolic parameters, reduces LDL cholesterol and curbs oxidative stress. Daily supplementation with Pycnogenol® may significantly improve endothelial function (55 percent after 8 weeks of supplementation; 66 percent after 12 weeks of supplementation) in patients with borderline hyperglycemia and hyperlipidemia or borderline hypertension.



welcome

We work diligently to communicate Pycnogenol®'s research and health benefits to a number of different audiences including customers, media and health professionals.

In this issue we sit down with one of our esteemed partners, Dr. Steven Lamm who has researched, wrote about and shared his experiences on Pycnogenol® for more than two decades.

Our relationships with experts are another way we work to stand out from the crowd. Enjoy!

Best Regards

Victor Ferrari
Chief Executive Officer
Horphag Research



featuring...

PYCNOGENOL®: AN IMPORTANT BUILDING BLOCK OF WELLNESS

THE LATEST PRODUCTS USING PYCNOGENOL®

PYCNOGENOL® IMPROVES ENDOTHELIAL FUNCTION IN CASES OF BORDERLINE HYPERGLYCEMIA, HYPERTENSION OR HYPERLIPIDEMIA

Pycnogenol®, French maritime pine bark extract, is a registered trademark of Horphag Research Ltd and is protected by U.S. patents #5,720,956 and #6,372,266 and other international patents.
www.pycnogenol.com