

New Food Division Launched

Horphag Research introduces a new Nutrition Division with operations being run by new colleagues and veteran food industry executives Markus Beba and David Johnston. The vision for the Nutrition Division is to further the growth of Pycnogenol® in functional drinks and foods and develop a platform for new product development for future Horphag ingredients.



Markus Beba, Vice President Sales and Business Development, is considered to be one of the foremost experts on new product development, supply chain management, sales and marketing, and business strategy within the nutraceutical and functional food and beverage industries. He has held several sales and marketing positions within the food ingredients industry for the last 17 years.



David Johnston, Vice President of Technical Development, brings extensive industrial experience from the food and flavor industry and excels in new product development, is proficient in the supply chain and the ability to bridge the gap between the needs of the market and innovation community. For the last 10 years, he has occupied several key product development positions within the food ingredients industry.

Please join us in welcoming Markus and David to the Horphag Research team!

Asia Customer Meeting

Horphag Research Asia's 9th Annual Regional Meeting was held in Chiang Mai, Thailand in May and was the largest meeting to date, with more than 85 participants assembled for a four-day workshop. Customers from Bangladesh and Vietnam attended and represent new markets for Pycnogenol®.

Pycnogenol® data was presented by guest researchers including Dr. Susanne Grether-Beck, University of Düsseldorf, Prof. Akira Matsumori from Tokyo Medical University, Japan and Dr. Gianni Belcaro, University of Chieti, Italy. Breaking new research in the fields of metabolic syndrome, oral cosmetics and cognitive function was discussed.



Frank Schönlau, PhD., scientific director at Horphag Research spoke on Pycnogenol® as a cost effective alternative in heart disease and diabetes. Dr. Jeff Strong, director of scientific communications for Horphag Asia discussed contributions Pycnogenol® provides for decreased mobility with age. Victor Ferrari, company CEO provided an insightful overview titled "From Science, to Communication, to Marketing."

When it was time to break for the day, golf, paintball wars, and bungee jumping kept the group busy.

welcome

What men focus on in terms of their health continues to evolve. Men are quietly taking responsibility for their health and wellness needs and in the process, doing some shopping of their own.

We see this directly correlate to opportunity and innovation in terms of men's supplement products. This is prevalent in two new Pycnogenol® combination products targeted towards men introduced in this issue. Both are sports nutrition formulas and pack a powerful punch!

Our new Nutrition Division will be taking a keen look at sports nutrition as it pertains to functional foods and beverages and, in general, focus on the growth of Pycnogenol® and innovative, yet to be released ingredients for the food industry. I look forward to sharing more developments with you in the near future.

Best Regards,

Victor Ferrari
Chief Executive Officer
Horphag Research

featuring...

PYCNOGENOL® FOR MEN'S HEALTH

THE LATEST PRODUCTS USING
PYCNOGENOL®

PYCNOGENOL® NATURALLY
IMPROVES HEART FUNCTION

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.
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REPORT

ISSUE 18 2011

LOOK, FEEL AND LIVE BETTER

Pycnogenol® for Men's Health

The Natural Gateway
to Vitality, Endurance,
and Vascular Health

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Pycnogenol® for Men's Health

The Natural Gateway to Vitality, Endurance, and Vascular Health

It's no secret that men and women need different vitamins and minerals to fuel their body. Today, more than ever, health food stores have entire sections devoted to sports nutrition and heart health formulas for men.

According to a recent Leatherhead market report, the U.S. sports supplement market rang in 2.9 billion last year in sales, remaining one of the leading categories in dietary supplements. Globally, Western Europe registered \$713.6 million in sales of sports nutrition products across the board. Pycnogenol® has well-known health benefits in this booming category.

Sports Nutrition

Pycnogenol® helps the body adjust to physical activities and strenuous exercise. The botanical powerhouse's antioxidant properties make it ideal to fight dangerous effects of free radicals as a result of exercise which demands excess energy from the body. Additionally, oxidative stress, a result of free radical damage, can affect muscle tissue and possibly rupture muscle cells. According to research published in *Lipids*, Pycnogenol® will significantly extend the antioxidant network in a performing athlete.



The correlation between Pycnogenol® and sports endurance was first studied more than a decade ago at California State University. Recreational athletes who supplemented with Pycnogenol® showed a statistically significant increase of athletic endurance while taking the extract.

An increase in physical activity, while healthy for the body overall, can lend itself to sore muscles and fatigue. A study published in *Angiology* shows that supplementation with Pycnogenol® improves blood flow to the muscles which speeds recovery after physical exercise and reduces muscle pain and cramps.

Finally, a study published in *Hypertension Research* reveals Pycnogenol® helps individuals by enhancing healthy nitric oxide (NO) production which leads to an increase in blood flow and oxygen supply to muscles.

Heart Health

According to the Centers for Disease Control and Prevention (CDC), heart disease is the leading cause of death for men in the United

States. And, between 70 percent and 89 percent of sudden cardiac events occur in men. With these statistics, there is a large arsenal of prescription drugs and natural products available as preventive options and symptom managers.

High cholesterol levels can also affect the health of your heart by leaving it vulnerable to a risk of atherosclerosis, heart attack and stroke. A University of Texas, Dallas study recorded that supplementing with Pycnogenol® significantly reduced the bad (LDL) cholesterol while elevating the good (HDL) cholesterol levels. Three additional studies have demonstrated these same results bringing Pycnogenol® to the forefront as a viable natural choice in managing cholesterol levels.

Keeping blood pressure healthy is crucial to keeping the heart healthy. Dr. Ronald Watson at the University of Arizona concluded in his research that subjects with mild hypertension showed a significant reduction of blood pressure in response to supplementing with Pycnogenol®. Pycnogenol® enhances the body's response to counteract constricted blood vessels. Normalizing blood vessel diameter naturally helps maintain normal blood pressure. Additional research confirmed that 60 percent of participants who took prescribed high blood pressure medication were able to reduce their dosage by half when they supplemented with Pycnogenol®.

Individuals can maintain healthy circulation by keeping blood vessels dilated, to ensure optimal blood flow through the body. As mentioned earlier, Pycnogenol® supports production of nitric oxide which consequently supports cardiovascular health with healthy blood flow.

Fertility

One of the less publicized but important health benefits of Pycnogenol® is its ability to protect men's sperm from free radicals and oxidative stress. Infertility in men can be a very real problem with contributing factors of stress, pollution, and lifestyle.

Dr. Scott Roseff of the Palm Beach Center for Reproductive Medicine in Florida recognized this and evaluated the potential beneficial effects of Pycnogenol® on improving sperm parameters in subfertile male patients. The pilot study published in *The Journal for Reproductive Medicine*, demonstrated a 99 percent increase in the shape of structurally normal sperm after men with fertility problems supplemented with 200 mg of Pycnogenol® daily for three months. A final, larger, and more comprehensive Pycnogenol® study by Dr. Roseff found a 38 percent (statistically significant) increase in sperm morphology, as well as a 19 percent improvement in sperm function. These results yield promising news to couples facing infertility and may offer a totally natural, less invasive and less expensive option than conventional practices for conceiving.

Pycnogenol® 200 is Launched

Vitafarma in The Netherlands has launched **Pycnogenol® 200**, the highest dosages of this super antioxidant available on the market today.

Comprised of a synergistic blend of phytochemicals, the product contains 200mg of Pycnogenol® which has been shown in research studies to be one of the strongest free radicals scavengers. The botanical powerhouse's antioxidant properties make it ideal to repeal the effects of harmful free radicals that can lead to oxidative stress,



aging and degenerative health conditions. Pycnogenol® combats free radicals, enabling the body to better repair itself all while providing a multitude of anti-aging benefits and protection in the process.

This formula strength is ideal for diabetics and individuals with retinopathy, neuropathy, smokers, frequent

flyers and air cabin personnel. Recommended dosage is one 200 mg capsule per day, however for neuropathy patients, the recommended dosage is two caps per day.

Pycnogenol® 200 bottle contains 30, 200 mg sugar-free vegacaps and is available for worldwide delivery. For more information visit www.vitafarma.nl/shop

Cellucor NO3™ Chrome, a New Nitric Oxide Pump

In a revolutionary approach to the old-school nitric oxide product, **Cellucor NO3™ Chrome** utilizes cutting edge NO3 technology and the most potent vasodilators available to fuel unmatched muscle pumps.

NO3 Chrome utilizes NO3 in the form of Nitrate—a potent and effective fusion of L-Arginine and Nitric acid. The innovative formula also includes Pycnogenol®—a natural vasodilator clinically shown to greatly enhance blood flow and oxygen transport to the muscles, expanding blood vessels up to 46 percent, and augmenting athletic and exercise performance and endurance over 21 percent. Other ingredients include L-Citrulline Malate, L-Norvaline, and Grape Seed Extract.

Available at GNC and Bodybuilding.com, NO3 Chrome is a stimulant-free and creatine-free nitric oxide product so powerful and effective

NITRO for Helping Men Achieve Overall Fitness

Healthwell Nutraceuticals and boxing champion Manny Pacquiao have recently introduced **NITRO**, a supplement aimed at helping men naturally improve their quality of life.

NITRO is a food supplement capsule that is a combination of premium herbs and amino acids including Pycnogenol®, L-Arginine, Tongkat Ali, and Ginseng. Manny Pacquiao endorses NITRO as his daily supplement to help him achieve and sustain speed, power and performance. The formula's ingredient combination supports the overall fitness concept which helps men achieve enhanced strength and stamina.



Research studies have also shown that some of the ingredients promote vitality, increase physical and mental performance, improve stamina, booster immunity and aid in the development of good cardiovascular function.

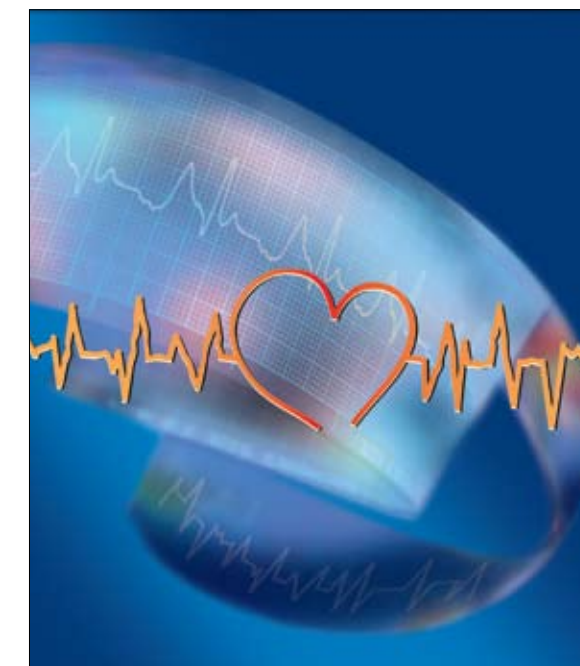
Originally launched in the Philippines, NITRO is now available in all Mercury Drug outlets and in all leading drug stores nationwide or through www.nitroman.ph



that it's already being called "the next generation of pumps." For more information visit <http://cellucor.com/no3>

Pycnogenol® Naturally Improves Heart Function

A recent study published in *Panminerva Medica* reveals that Pycnogenol® and Coenzyme Q10 (CoQ10) combination (PycnoQ10®) taken by stable heart failure patients as an adjunct to medical treatment naturally strengthens the heart, increasing the blood volume ejected with each beat. Furthermore, blood pressure, heart rate and respiratory rates were improved among patients.



The 12-week single-blinded, placebo-controlled observational study investigated the effectiveness of Pycnogenol® and Kaneka CoQ10 (PycnoQ10®) supplementation in 53 patients. At the conclusion of the 12-week study, systolic and diastolic pressure was notably lowered with PycnoQ10®. Heart rate and respiratory rate was also significantly lowered in patients.

The physical abilities of patients improved substantially as evidenced by 3.3 times longer walking distance on a treadmill in PycnoQ10® treated patients, versus marginal improvement in the control group. The quality of life of patients also improved, as validated with the Karnofsky Index, a performance scale that rates patients according to their functional impairment. At baseline, patients had Karnofsky values of 43 percent, which is categorized as "handicapped and dependent on qualified medical help." After treatment with PycnoQ10® the values were up to 54.7 percent, described as "help and medical assistance are often required."

