

REPORT

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LOOK, FEEL AND LIVE BETTER

Pycnogenol® for Endothelial Function

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Pycnogenol® for Endothelial Function

Flavonoid properties prove to be key for circulation and blood flow

Endothelial cells may be a mouthful to say but as the details of a groundbreaking study on Pycnogenol® and endothelial function have emerged, many people are becoming familiar with the term. In fact, it's becoming more evident that evaluating endothelial function is a crucial component in cardiovascular health.

Dr. Steven Lamm, a New York internist and clinical assistant professor, explains endothelial cells as the body's first line of defense against coronary artery disease - the most common type of heart disease. These cells serve as the "traffic cop" for blood flow, directing blood to the appropriate area of the body such as the heart, brain, muscles or digestive system to support the body's actions. On the flipside, when coronary arteries are narrowed or blocked by plaque build-up, oxygen-rich blood cannot reach the heart muscle, often leading to a heart attack.

The new study, published this year in the European Heart Journal shows for the first time that Pycnogenol® improves endothelial function and blood flow in patients with stable coronary artery disease and dependent on medication.

The lead researcher of the study, Dr. Frank Enseleit, states that the balance between endothelial function and dysfunction plays an important role in the transition from a stable to an unstable disease state.

The randomized, double-blind, placebo-controlled, crossover study was carried out at the Clinic for Cardiology at the University Hospital Zurich in Switzerland. The study investigated 23 patients with stable coronary artery disease. After eight weeks of treatment with 200 mg a day of Pycnogenol® the study found Pycnogenol® increased artery dilation by 32 percent, a significant change, while it remained unchanged in the placebo group. Pycnogenol® significantly reduced plasma isoprostanes, an index of oxidative stress. Finally, the extract demonstrated significant effects on a critical measure of endothelial function, reducing plasma levels of endothelin-1.

Past research results on Pycnogenol® and endothelial function have shown that the extract restores healthy endothelial function. This helps to maintain healthy circulation by increasing dilation of blood vessels and improving blood flow. The new endothelial function research further strengthens Pycnogenol®'s already large arsenal of cardiovas-



cular health benefits including hypertension, cholesterol and platelet function. This new study also provides further evidence on the safety of Pycnogenol® for patients taking cardiovascular medicines.

Visit www.pycnogenol.com to view a comprehensive video on the new study.



Asia Customer Meeting Highlights



We want to thank each of our customers who participated and helped make Horphag Research Asia's 10th annual regional meeting a huge success. Held in picturesque Da Lat, Vietnam in May, the gathering brought together customers from all areas of Asia including Vietnam, Japan and Singapore.

Pycnogenol® data was presented by distinguished guest speakers Prof. Petra Hogger of the University of Würzburg, Germany, Dr. Gianni Belcaro of the University of Chieti, Italy, Prof. Donald Salter of the University of Edinburgh, UK and Mr. Junji Nagao from Kobayashi Pharmaceutical, Japan. Noteworthy new research in the fields of inflammation, respiratory health and vascular function was discussed.

Victor Ferrari, CEO of Horphag Research led the annual meeting, providing kickoff and closing remarks. Frank Schönlau, PhD., scientific director at Horphag Research, provided an overview of Pycnogenol®'s nutritional value and an update on the product's technical facts. Dr. Jeff Strong, director of scientific communications for Horphag Asia, led a discussion on Pycnogenol®'s cardiovascular health benefits.

Golfing, group meals and additional activities provided a fun social break for the attendees.

Horphag Receives Prestigious NBT Award

Horphag Research won the "Most Improved Product Safety and Quality" award at the Nutraceutical Business & Technology (NBT) Awards during Vitafoods in Geneva, Switzerland this past May.

According to NBT judges, "This company aimed to set a sterling example of innovation in the marketplace ... and succeeded."

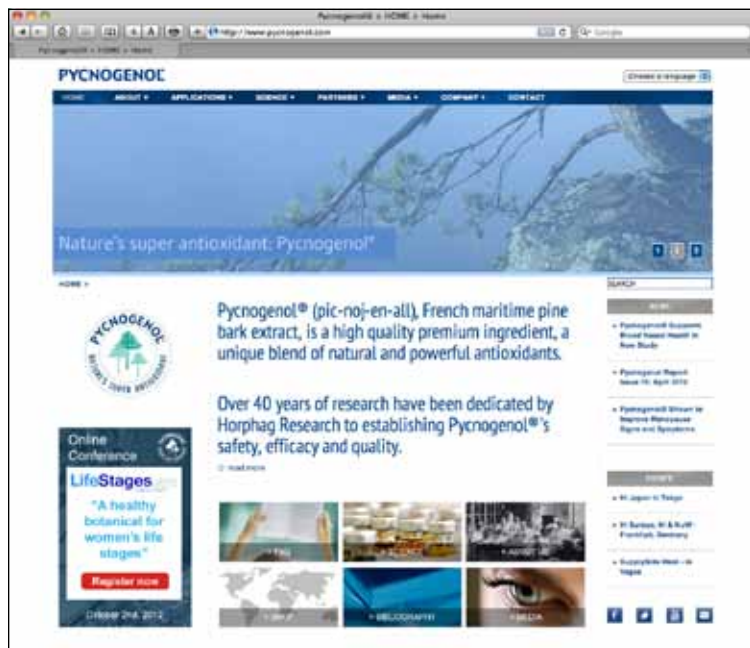
Horphag Research rose to the top of this competitive category because of its commitment to research and innovation. The judges were impressed by the catalogue of clinical trials and regulatory compliance studies. One judge commented on the very impressive record of publications featuring Horphag Research and the clearly explained return on investment.



Victor Ferrari CEO, "Quality, safety and innovation are always our priority and we are thrilled to win this prestigious award. We are committed to our customers and strive to have the highest quality product in the market".



corporate announcements



Creative Ad Campaign in Asia

Customer Nature's Farm partnered with Horphag Asia to run a six month bus advertising campaign ending in October. A large ad wrap promoting Nature's Farm Pycnogenol® was displayed on bus number SBS 195, which ran through one of the busiest routes that cut through the Central Business District, downtown and major residential estates in Singapore. The campaign was planned in conjunction with the "Great Singapore Sales" event in June and July which further coordinated with promotions running in all of the Nature Farms stores.



www.pycnogenol.com New Website Launches

Horphag Research is pleased to debut its new website www.pycnogenol.com. This site has been completely rebuilt and designed to accommodate the tremendous growth in interest that Pycnogenol® has experienced in the past decade. User friendly features include interactive media such as video and audio recordings as well as expanded science resources on Pycnogenol®'s health applications. The website is designed to handle the increase in consumer traffic and inquires on the history, science and product solutions behind the extract. Coming soon, the website will be available in seven languages, making it a true global resource for consumers and customers.



product spotlight

SUPER LUTEIN MIRTOPLUS

Is the next generation of the blockbuster supplement SUPER LUTEIN. Designed primarily for eye health by Naturally Plus, the supplement focuses on providing additional eye health benefits to attack the main causes of blindness including age-related macular degeneration (AMD), cataracts, retinopathy and glaucoma.

The new formulation adds Mirtogenol®, a proprietary and patent-pending combination of Pycnogenol® and standardized bilberry extract Mirtoselect®. Mirtogenol® has been shown in clinical studies to lower high intraocular pressure, which translates into a decreased risk for developing glaucoma. It has also been shown to effectively improve blood flow to the eyes in patients with ocular hypertension.

The product is currently available in Japan and is planned to launch in additional Asian countries in the future.

Victor Ferrari CEO, "Quality, safety and innovation are always our priority and we are thrilled to win this prestigious award. We are committed to our customers and strive to have the highest quality product in the market".



Lowering Blood Sugar with Elix® Diabene®

Launched in Finland, **Elix® Diabene®** is a versatile, functional fiber powder for blood sugar management. The product combines unique, high-quality ingredients including Finnish crushed linseeds, magnesium, Pycnogenol® and cinnamon.

Elix® Diabene® is intended for people whose blood sugar level is slightly above the recommended values or who have been diagnosed with type II diabetes. The product contains soluble and insoluble fibers which promote the feeling of fullness, increase the level of blood sugar after a meal and help to promote bowel movements.

Pycnogenol® research shows it significantly slows the absorption of sugar compounds such as carbohydrates. Additionally, the extract affects the fundamental problem of diabetes by lowering blood sugar levels, protecting the circulatory system, strengthening capillary blood veins and maintaining the health of coronary circulation.

Recommended daily dose is two allowance measures (i.e. 10 g), which can be taken as a single or double serving at breakfast, for a snack or dinner with yogurt, sour milk, porridge, cereals, etc.



welcome

The saying "bark for your heart" took on a new meaning this year after remarkable research results were published on Pycnogenol® and endothelial health.

You can read more about the study in this newsletter and also find a short video on our brand new website that was completely recreated with you, our customer, in mind.

I encourage you to share your feedback on the recent research and let us know what we can do to help impact your existing or future heart product formulations.

Best Regards,

Victor Ferrari
Chief Executive Officer
Horphag Research

featuring...

PYCNOGENOL® FOR ENDOTHELIAL FUNCTION

THE LATEST PRODUCTS USING PYCNOGENOL®:
SUPER LUTEIN MIRTO PLUS
ELIXI® DIABENE®

PYCNOGENOL® CORPORATE ANNOUNCEMENTS

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