



Echinacea  Premium<sup>®</sup>

Superior immune system support\*



## Delivering Health Solutions That Work

MediHerb was co-founded in 1986 by world-renowned phytotherapist, Professor Kerry Bone. In his words, "Our passion at MediHerb is to unlock the healing power of plants by combining the time-honored wisdom of traditional knowledge with sound clinical experience and the rigor of scientific research. This quest can only be attained by the total commitment to quality and continuous improvement which permeates every aspect of our endeavors."

In over 25 years of operation MediHerb has not only demonstrated an unwavering commitment to quality in herbal products, we have redefined it. We believe our unique approach to quality sets a standard for herbal products that is unsurpassed in the world today.

Kerry Bone and over 20 health care professionals work within MediHerb while still maintaining their own clinical practices. We know from our experience that the quality of a product you take makes a huge difference to the health outcome you experience. We dedicate ourselves to researching and making the best possible products to deliver you health solutions that work.

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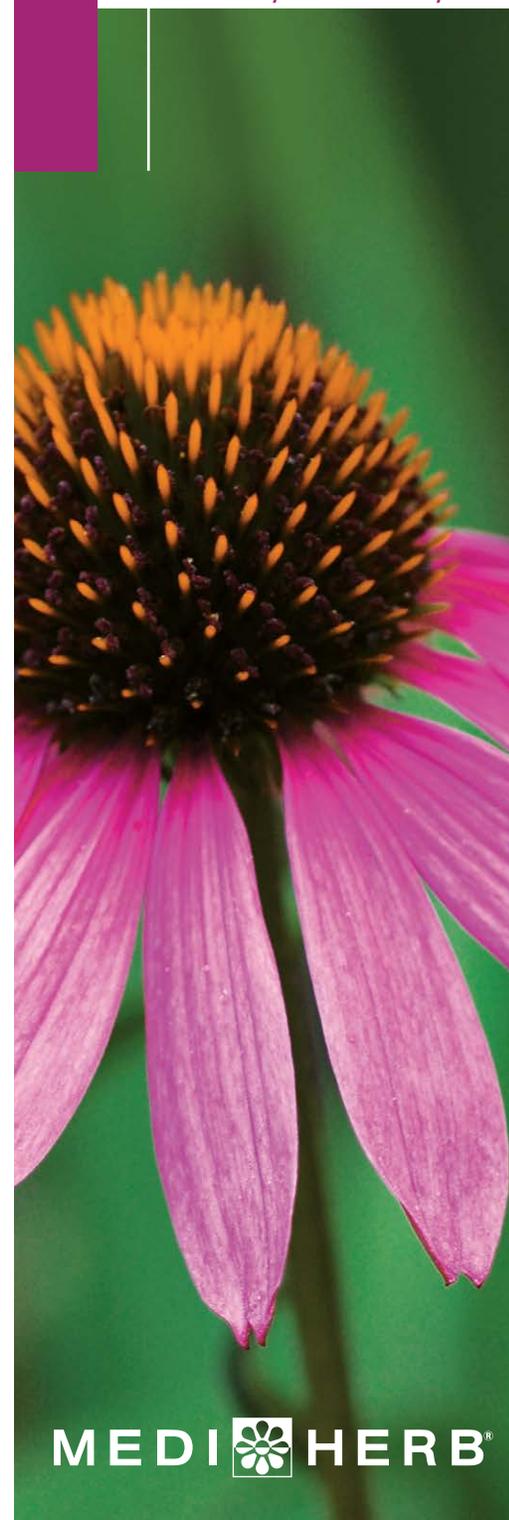


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Your Daily Immune System Insurance



Echinacea  Premium<sup>®</sup>



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# Echinacea Premium – Superior Immune System Support

Echinacea is a vibrant flowering plant used for more than 1,000 years to support the immune system. Although there are many Echinacea supplements on the market today, not all Echinacea products are the same quality nor will they have the same effect.\*

Echinacea root helps strengthen and support the immune system, our body's natural defense mechanism. When your immune system is firing on all cylinders, you can be prepared for anything, which is vital in today's busy world.\*

**Taking a superior quality Echinacea product every day is the best protection for maintaining good health.\***

## What is Echinacea Premium?

Echinacea Premium is a high-quality supplement designed to support and protect the immune system. As a result of our extensive research we know that a high-quality Echinacea product should contain:

- The right herb species: *Echinacea angustifolia* and *Echinacea purpurea*
- The right part of the plant: the root exclusively (not flowers or the whole plant)
- Therapeutic levels of the known active component: alkylamides

Research has shown that the alkylamides are the most important compounds for assisting your immune system. You will notice the alkylamides immediately when you taste them. Chew a high-quality tablet and you will experience a strong tingling sensation in your mouth that you will not forget!

If the Echinacea product you are taking doesn't tingle, it doesn't have the essential alkylamides to activate the immune system.\*

**You can safely take Echinacea Premium every day to provide insurance for your immune system.\***

## How is Echinacea Premium Unique?

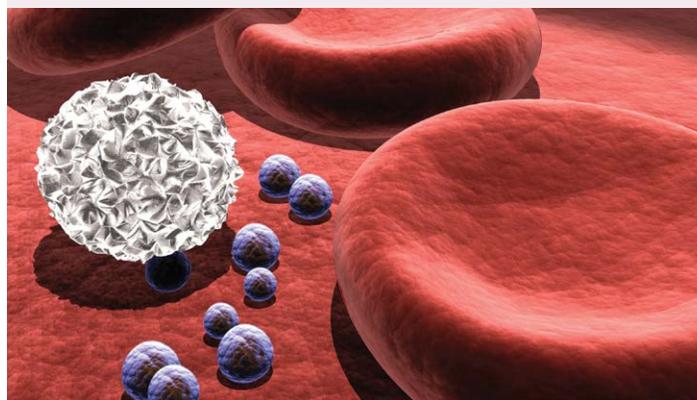
Echinacea Premium contains the root of two species - *Echinacea angustifolia* and *Echinacea purpurea* - and guaranteed levels of alkylamides to ensure optimal quality and strength.

MediHerb works with Echinacea growers to facilitate the cultivation of superior quality plants. Our Research and Development team collaborated in the development of testing methods used to assess Echinacea quality.

MediHerb's unrivalled expertise means you can trust every bottle of Echinacea Premium.

## Who Needs Echinacea Premium?

Every one of us, at any age, can benefit from taking Echinacea Premium to maintain a strong and healthy immune system. Studies show that Echinacea root can enhance your natural immune system response by recruiting and optimizing the function of white blood cells.<sup>1</sup> Certain white blood cells engulf and digest foreign particles or cells. Think of it as launching a full scale attack on immune system "invaders". Take this powerful formulation with confidence to support your immune system and maintain optimal health.\*



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## Clinically Effective

Echinacea Premium contains an effective blend of *Echinacea angustifolia* (600 mg) and *Echinacea purpurea* (675 mg), with a minimum of 4.1 mg of alkylamides per tablet. This synergistic formulation works to:

- Enhance immune system function
- Support healthy immune system response following stress
- Support and promote healthy white blood cells
- May support normal interferon production for healthy immune system response
- Encourage healthy upper respiratory tissue
- Support healthy throat tissue\*

**Ask your health care professional today if Echinacea Premium is the right immune system support formula for you. They will also be able to inform you of any cautions to be aware of when taking this product.\***

<sup>1</sup> Agnew LL, Guffogg SP, Matthias A et al. *J Clin Pharm Ther* 2005; 30(4): 363-369

**\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.**

You Can Rely on Echinacea Premium