

## product spotlight

### Nature's Farm Mirtogenol™

Nature's Farm recently launched Mirtogenol™, a brand new, innovative eye health supplement, in Singapore. Available in 28 Nature's Farm outlets across the city state, Mirtogenol™ offers customers a unique product for clearer, sharper vision. This patent pending formula is a combination of standardized bilberry extract Mirtoselect® and French maritime pine bark extract Pycnogenol®.

Research published in *Molecular Vision* demonstrates that natural supplement Mirtogenol™ lowers high intraocular pressure (IOP), which significantly reduces the likelihood of developing glaucoma. This study describes the discovery of the first effective nutritional intervention supporting a healthier pressure in the eyes. While several circumstances are believed to be involved in the development of glaucoma, an elevated intraocular pressure represents the greatest variable risk factor.



For more information visit  
[www.naturesfarm.com](http://www.naturesfarm.com)

### ABC Pycnogenol® Monograph

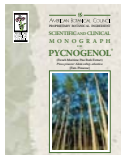
We are pleased to announce that the American Botanical Council (ABC) has published a detailed monograph on the clinical and scientific studies of Pycnogenol®.

The peer-reviewed Pycnogenol® monograph focuses on seventeen human clinical studies of the ingredient and evaluates a wide variety of its applications, including anti-inflammatory, circulatory and joint health properties. It also includes an overview of the production and chemistry of Pycnogenol®, as well as its product uses and dosage information, pharmacological and mechanical summaries, and safety data.

The ABC monograph on Pycnogenol® represents one of the most comprehensive and detailed monographs ever published on a dietary ingredient. As a part of our commitment to our customers, we continue to seek out valuable tools like this monograph to help illustrate Pycnogenol®'s rich history and extensive scientific portfolio.

As an authority in the healthcare space, we are honored that ABC chose Pycnogenol® as a subject in their series of product-specific monographs.

To view the monograph in its entirety, visit [www.pycnogenol.com](http://www.pycnogenol.com)



## welcome

In this issue we examine the important topic of eye health. This subject coincides not only with new research on diabetic retinopathy, but with a groundbreaking new eye health supplement we created in partnership with Indena that addresses intraocular pressure and glaucoma.

I would like to bring to your attention our comprehensive peer-reviewed monograph published by the American Botanical Council. This is by far one of the most detailed documents highlighting the scientific studies on Pycnogenol® and we are honored to have such an esteemed group recognize our ingredient for their monograph series.

I look forward to sitting down with you at the upcoming trade shows in both North America and Europe. Until then, I welcome your questions and comments.

Best Regards,

Victor Ferrari  
Chief Executive Officer  
Horphag Research

Horphag Research  
PO Box 80  
Avenue Louis-Casari 71  
1216 Cointrin,  
Geneva, Switzerland

## featuring...

THE LATEST UPDATES ON  
PYCNOGENOL®:

PYCNOGENOL® FOR HEALTHY  
EYESIGHT

NEW RESEARCH: PYCNOGENOL®  
RELIEVES SYMPTOMS OF ACUTE  
HEMORRHOIDS

PYCNOGENOL® REDUCES BLOOD  
PRESSURE & COUNTERACTS KIDNEY  
DAMAGE CAUSED BY HYPERTENSION

Pycnogenol® is a registered trademark of Horphag Research Ltd and is protected by U.S. patents #6,720,956 and #6,372,266 and other international patents. [WWW.PYCNOGENOL.COM](http://WWW.PYCNOGENOL.COM)

# REPORT

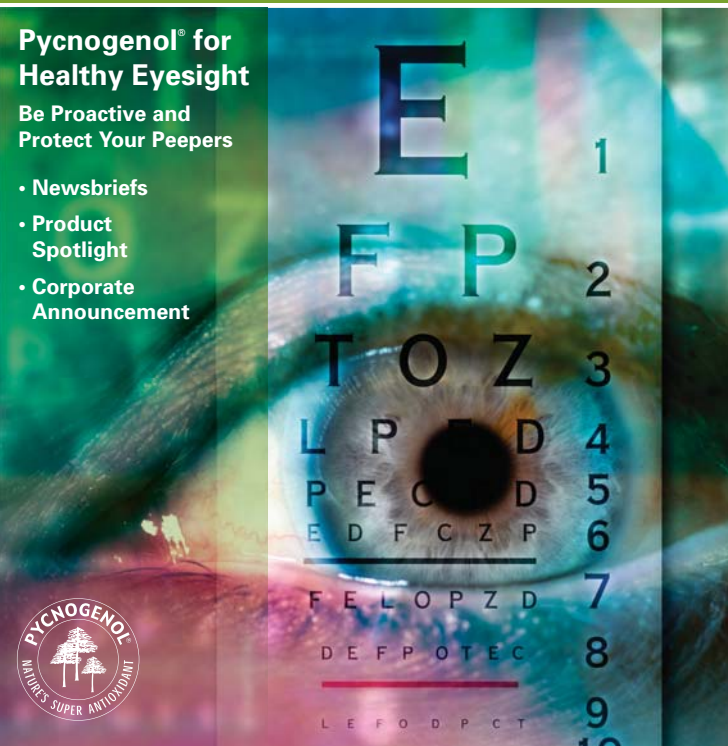
ISSUE 15 2010

LOOK, FEEL AND LIVE BETTER

## Pycnogenol® for Healthy Eyesight

Be Proactive and  
Protect Your Peepers

- Newsbriefs
- Product Spotlight
- Corporate Announcement



## feature story

### Pycnogenol® for Healthy Eyesight Be Proactive & Protect Your Peepers



If you have ever experienced a painful eye infection, contact discomfort or limited vision, you are quick to wish your eyes were healthy and "back to normal." As everyday routine tasks such as reading a street sign become almost impossible due to limited sight or discomfort, you realize what a crucial role your eyes play in everyday life. It's our job to treat them right and keep them healthy.

Vision loss most commonly results from cataracts, macular degeneration, diabetic retinopathy and glaucoma. Over the past decade, numerous studies have been published on Pycnogenol's health benefits for eyes, including retinopathy and most recently, glaucoma. Key research has focused on science in three major areas: 1) metabolic conditions 2) retinal capillaries and 3) antioxidant protection. Let's see how Pycnogenol works for healthy eyesight.

More than half of diabetic patients may eventually develop retinopathy, an eye disease caused by capillaries leaking blood into the retina, leading to gradual vision loss. Diabetic retinopathy is a leading cause of blindness in diabetics and one of the most feared complications.

Research results from five clinical studies of more than 1,200 diabetes patients showed that Pycnogenol has the ability to seal leaky capillaries in the eye. This capability impedes the progression of vision loss in patients suffering from diabetic retinopathy and demonstrates that Pycnogenol improves the vascular system of the eyes to preserve healthy eyesight.

A recent study published in *Phytotherapy Research* investigated Pycnogenol in a double-blind, placebo-controlled trial for treatment of patients diagnosed with diabetic, hypertensive- or atherosclerotic retinopathy. After two months of treatment with Pycnogenol, the intensity of patients' retinal bleedings was reduced and visual acuity was improved, while visual acuity in the placebo group further deteriorated.

In a German multi-center field study published in *International Ophthalmology*, 1169 diabetic retinopathy patients were treated with 20-160 mg of Pycnogenol per day. After three months of treatment, Pycnogenol not only stopped further deterioration of patients' visual acuity, but also improved eyesight.

In addition to offering a safe and efficacious measure to control diabetic retinopathy at the non-proliferative stage, Pycnogenol also supports retinal blood flow. A 2009

study published in the *Journal of Ocular Pharmacology and Therapeutics* revealed Pycnogenol can improve microcirculation, retinal edema and visual acuity in the early stages of diabetic retinopathy.

The randomized controlled study, conducted by G'D'Annunzio University in Italy, investigated 46 diabetic patients over a period of three months. Subjects were treated with 150 mg of Pycnogenol tablets per day or placebo tablets over a period of three months. The most critical result of this study was the subjectively perceived visual improvement of 18 out of 24 patients in the Pycnogenol group. There were no improvements found in the control group.

Treatment with Pycnogenol significantly decreased macular swellings and improved blood flow velocity in the capillaries nourishing light sensing cells. The authors suggest that both effects account for the improved vision of patients. In the control group, retinal edema was not relieved, blood flow velocity remained unaffected and no visual improvements occurred. All 22 subjects in the control group maintained the same diabetic macular swellings as they were diagnosed with at the beginning of the study.

Here is where Pycnogenol's antioxidant capabilities come into focus. The extract is a potent blend of antioxidant compounds that neutralize the harmful effects of free radicals, enabling the body to heal and repair itself. Antioxidant protection is essential to eye health as the retina is the tissue with the highest metabolic turn-over in the body, resulting in the highest oxidative stress. Free radical damage is known to lead to cataracts and macular degeneration.

In response to Pycnogenol's unique health benefits for the eyes, Horphag Research has recently introduced a new, patented eye health supplement with Indena called Mirtogenol® (mir-toj-en-all). Further affirming Pycnogenol's eye health benefits, Mirtogenol® combines Pycnogenol and Mirtoselect®, a standardized bilberry extract from Indena. Mirtoselect® is suggested as a therapeutic application for ophthalmic problems and is found to significantly reduce retinal microhemorrhages in retinopathy patients. Published research in *Molecular Vision* demonstrates Mirtogenol's ability to normalize intraocular pressure (IOP), decreasing the likelihood of developing glaucoma, the second leading cause of blindness in the world. This synergistic combination formula is the first natural eye health supplement of its kind that reduces the likelihood of developing glaucoma.

A second study, just completed and scheduled to be published this year, examines the effect of taking Mirtogenol® together with medication for intraocular hypertension which proves safe and aids to further normalizing of ocular pressure.

We are pleased to share some of the new Mirtogenol® products being launched around the world in this newsletter. For more information please visit [www.mirtogenol.com](http://www.mirtogenol.com)

## new research

### Pycnogenol®: Reduces Blood Pressure and Counteracts Kidney Damage Caused by Hypertension

A study published in the March issue of the *Journal of Cardiovascular Pharmacology and Therapeutics* reveals Pycnogenol counteracts kidney damage caused by hypertension, lowering urinary proteins and improving blood flow to the kidneys.

The randomized, controlled study conducted by G'D'Annunzio University in Italy investigated 55 hypertensive patients who showed early signs of impaired kidney function, as judged by elevated amounts of proteins found in their urine. The patients were divided into two groups. Both groups were treated with anti-hypertensive medication Ramipril and one group of 29 patients took Pycnogenol in addition to the Ramipril.

All patients included in the study had an average urinary protein level of 89 mg per 24-hour period, significantly exceeding 30 mg, the level for sufficient kidney function. After six months of treatment with Ramipril, average protein levels decreased to 64 mg per 24-hour period, remaining well above an acceptable level. Conversely, the group taking Pycnogenol as an adjunct to Ramipril had an average of only 39

mg per 24-hour period, a decrease of nearly double compared with anti-hypertensive medication taken alone.

The study also found a significant decrease in patients' blood pressure when taking Pycnogenol in conjunction with Ramipril. When treated exclusively with Ramipril, systolic blood pressure values dropped by more than 30 percent and diastolic blood pressure values dropped approximately eight percent. The addition of Pycnogenol decreased both systolic and diastolic pressures by an additional three to six percent. Furthermore, Pycnogenol was shown to reduce inflammatory marker CRP to half the initial value. CRP represents an independent marker for the risk of developing serious cardiovascular events in future.



### Pycnogenol®: Relieves Symptoms of Acute Hemorrhoids



A study published in a recent issue of *Phytotherapy Research* reveals Pycnogenol has important anti-inflammatory and anti-thrombotic properties that may be beneficial in patients with hemorrhoids, both for acute and chronic treatment, and in preventing new attacks.

The randomized, controlled study conducted by G'D'Annunzio University in Italy investigated 84 patients suffering from an acute episode of external hemorrhoids, lasting 24 to 48 hours prior to inclusion in the study. Patients were randomly allocated to one of three treatment groups, as follows: Treatment of Group One consisted of initial 300 mg of Pycnogenol

tablets daily for four days, followed by 150 mg per day for the following three days; Group Two received the same treatment as Group One, plus 0.5% Pycnogenol topical cream; and Group Three was a placebo treatment group.

The complication of hemorrhoidal bleedings was completely absent in the Pycnogenol groups after seven days and thereafter, while it was still observed in the placebo group during two weeks of follow up. Results for quality of life parameters confirmed a significant improvement in social functions by using Pycnogenol orally, with the important added benefit of a topical application of Pycnogenol. Results also confirmed the duration of peak pain was significantly lower in the combined oral plus topical Pycnogenol group. Finally, there was a decrease in the number of lost working days, as well as a decrease in the recurrence of complications and overall treatment costs the month following in both Pycnogenol groups.

## Corporate Announcements: New Colleague Welcome

Horphag Research is pleased to welcome Ulf Agnéus to the Geneva, Switzerland office as Strategic Accounts Manager. Ulf is integrated with the sales team in Europe and offers extensive sales and marketing experience and support to existing and new accounts as the Geneva office continues to steadily grow.

Ulf is responsible for our European sales accounts in Germany, France, UK, Italy, Finland, Sweden, Austria, Belgium, Holland and Switzerland. He will also work on developing new strategic accounts in this territory.

Prior to joining Horphag, Ulf worked for several large companies including L'Oréal. As a leader in the sales department, he served as senior key account manager and sales operations manager.

Ulf attended Hotel Management School in Lausanne and is fluent in five languages.

Contact Ulf at [ulf.agneus@horphag.com](mailto:ulf.agneus@horphag.com)



## product spotlight

### Pycnogenol® EasyLife

Launching at Vitafoods Geneva is Hankintatukku's Pycnogenol® EasyLife product. Available in Finland and other countries, the supplement targets women who suffer from PMS-related pain and distress. The proprietary product blend contains 40 mg Pycnogenol® as the main active ingredient and includes 25 mg of Vitamin B6 and magnesium compounds.

Numerous clinical studies prove Pycnogenol's anti-inflammatory ability to soothe pain during the menstrual period, so less pain medication is needed. And, women may experience less days with menstrual pain. In this formula, Pycnogenol works synergistically with other ingredients. Magnesium reduces symptoms like cramping, bloating, depression, anxiety and water retention, and Vitamin B6 alleviates PMS symptoms of anxiety, irritability and mood swings and is essential for absorption and cellular uptake of magnesium.



Pycnogenol® EasyLife should be used continuously to ensure the full relief from PMS symptoms. The product is safe and all ingredients are well tolerated even when consumed for extended periods. Recommended dosage is one tablet per day.

For more information visit [www.hankintatukku.com](http://www.hankintatukku.com)

### LifeDrink

Introduced by San Miguel in the Philippines, LifeDrink Four Seasons is a new functional beverage developed to pack an antioxidant punch and strengthen your immunity. The main active ingredient is Pycnogenol® which is combined with a fruit juice mix base.

Pycnogenol® is a natural fit for the beverage with its potent blend of antioxidant compounds including procyanidins, bioflavonoids and organic acids. Decades of scientific research demonstrate how Pycnogenol® combats and neutralizes the harmful effects of free radicals, enabling the body to better heal and repair itself. At the University of California, Berkeley, Dr. Lester Packer found that Pycnogenol® is so powerful that it recycles spent vitamin C back to the bioactive form and protects vitamin E from oxidation.

LifeDrink beverage is now available in convenience stores and supermarkets in Manila and select provinces.

