Men’s Health & Wellness
Pycnogenol® & Robuvit®: Key Nutrients to Take Your Health to the Next Level

New Research
Pycnogenol® Reduces Dry Mouth Symptoms

Innovative Product Launches
For joint, sports, healthy aging, menopause and more

Plus!
PRODUCT SPOTLIGHT
NEW RESEARCH
GLOBAL MEDIA COVERAGE
Is your definition of health cycling for three plus hours over a weekend? Perhaps your favorite activity is lifting weights at the gym or playing on a competitive soccer team. Are you at your best when you prepare a special meal for friends or family? Whatever your definition of wellness is, a collection of newly minted men’s health research inspired us to take a fresh look at Pycnogenol® and our new French oak wood extract ingredient, Robuvit® for male wellness.

**Sexual Wellness**

Pycnogenol® is renowned for its powerful antioxidant properties, ability to promote nitric oxide production and enhance vascular health and circulation. It is through these key mechanisms of action the foundation has been laid for new research on erectile function.

Thirty million men in the U.S. are affected by erectile dysfunction and 1 in 4 new cases of ED occur in men under the age of 40. Newly published research in the *Bratislava Medical Journal* shows daily use of Pycnogenol® helps strengthen erectile function and address common concerns related to type 2 diabetes.

“Erectile dysfunction often correlates to other health issues, including stress and lack of sleep, and may be an indicator of a serious underlying condition such as hypertension and diabetes. This study shows the benefits of Pycnogenol® for addressing erectile function as well as underlying conditions,” said Dr. Steven Lamm, medical director of the NYU Langone Preston Robert Tisch Center for Men’s Health, a leading expert on sexual health, and author of *The Hardness Factor*.

Fifty-three participants, divided into two groups of individuals with ED alone and individuals with ED combined with type 2 diabetes, supplemented with 120mg of Pycnogenol® daily over the course of three months and reported significant improvements. This included a 45% improvement of erectile function in the diabetes participant group and 22% improvement in the ED-only participant group. The diabetes participant group recorded a 20% reduction of LDL cholesterol levels while the ED-only participant group saw a 14% improvement.

**Prostate Health**

Benign Prostate Hypertrophy (BPH), also known as enlarged prostate, is a common condition that affects nearly 90% of men by the age of 80. As such most of us likely know someone affected by this condition.
In a study published in Minerva Medica, Pycnogenol® was shown to improve multiple urinary BPH symptoms with significant results after 8 weeks. The study tested 75 men between the ages of 55-75 and found Pycnogenol® reduced uncomfortable symptoms related to enlarged prostate including a significant improvement of residual bladder volume by 51%, significant improvement of bladder emptying by 42%, a reduction in frequency of urination by 37% and an improvement of urinary straining by 31%.

“Symptoms of enlarged prostate are often painful and can interfere with daily activities – even disrupting sleep,” says Dr. Steven Lamm. “Most of my patients experience urgency of urination, weak flow and inability to fully empty their bladder. This initial study shows measurable benefit from Pycnogenol® within 60 days – a natural option without side effects.”

Robuvit®, a French oak extract and the latest release from Horphag, fills a unique role for men as a caffeine-free vitality ingredient unlike any other in the marketplace.

The French oak tree, prized for centuries for its therapeutic and astringent benefits, has been used to fight off fever and other common ailments. The wood is also used for barrels to age wines, sherry and spirits. Robuvit® is an exclusive source of ellagitannins and roburins, a class of beneficial oak flavonoids. Once ingested, the gut converts ellagitannins into bioactive metabolites, known as urolithins. Urolithins play a key role in mitochondrial function and are shown to improve liver health, increasing assembly of bioactive proteins for more energy as well as greater muscle function.

**Natural Energy**

Nearly 25% of Americans are regularly affected by fatigue – not merely feeling tired or excessively yawning– many individuals struggle with exhaustion after a good night’s sleep. An estimated one million people suffer from Chronic Fatigue Syndrome (CFS), a condition which can persist for months. Multiple clinical studies have documented Robuvit®’s ability to manage symptoms of general fatigue and CFS like exhaustion, headaches and loss of memory.

Urolithins developing from Robuvit® generate more cellular powerhouses, mitochondria, to overcome fatigue. For CFS sufferers, increased levels of oxidative stress can be one of the major precursors of the condition and Robuvit® is shown to reduce oxidative stress levels.

**Sports Performance**

Effective nutrition supplements are no longer being sought only by elite athletes. Fitness enthusiasts and weekend warriors are also seeking cutting edge products to help them reach their goals. Robuvit® has a growing research portfolio for boosting energy and enhancing performance, most recently demonstrated in a study of triathletes.

Urolithins from supplementation with Robuvit® enhance mitochondrial efficiency by providing ATP to muscles in abundance. Published clinical research in Minerva Cardioangiologia evaluated the effects of Robuvit® on performance and endurance in triathletes over a two-week training period. Athletes in the study reported heightened endurance and less recovery time needed between races, which allowed for improved overall time, pace and more sustained levels of energy throughout a triathlon. Researchers found that as a result of taking Robuvit® daily, athletes experienced less pain and general discomfort than they would normally after a triathlon. Furthermore, the study found Robuvit® reduces oxidative stress and increases the generation of ribosomes, accelerating the repair of training-related muscular damage.

**Detox**

The conversation surrounding detox has increased in the last few years and is no longer merely reserved for those dealing with a holiday hangover. The liver is our body’s detox engine. It removes toxins from the blood stream, breaks down alcohol and drugs and processes nutrients to be absorbed in the body.

Robuvit® supports the increase of liver enzymes required to effectively neutralize toxins in the body. Interestingly, a study on Robuvit® showed that daily supplementation helped to boost the liver’s ability to break down toxins like alcohol. Study participants also recorded reduced hangover effects after a night of drinking when supplementing with the extract.
Innovative Joint Health Formulation

**TendiJoint FORTE**, manufactured by Fidia Farmaceutici, is an innovative joint health formulation available in Italy and designed to keep tendons fit for optimal movement and posture.

Comprised of superior ingredients including 20mg of Pycnogenol®, Type I Collagen, 100mg of Vitamin C, mucopolysaccharides and manganese, this nutrient rich combination works together to promote joint health. Pycnogenol® offers potent antioxidant function and provides protective action against oxidative stress on cellular structures. Vitamin C is particularly useful in the physiological formation of collagen and works synergistically with Pycnogenol® to contribute to the protection of cells from oxidative stress. Manganese contributes to the normal formation of connective tissue.

New Women’s Wellness Brand

**Kindra** is a new women’s wellness brand focused on the needs of the menopausal woman. It offers collection of estrogen-free products which features **The Core Dietary Supplement**.

The Core Dietary Supplement helps to manage seven common menopause symptoms including hot flashes, fatigue, mood swings, night sweats, brain fog and disrupted sleeping and stress. The formulation includes 100mg of clinically tested Pycnogenol® which supports healthy blood circulation to manage menopause symptoms.

Kindra was launched in partnership with Procter & Gamble and M13, a venture studio based out of Santa Monica, CA. For more information visit www.ourkindra.com.

Sports Performance & Recovery Product

Yamamoto Nutrition launches sports performance and recovery product **Enerfuel**, a combination of new generation carbohydrates and specialized ingredients available in Italy.

Enerfuel brings together innovative carbohydrates cyclohextrins and isomaltulose, which guarantee rapid energy availability to the body and helps individuals train with greater intensity and for longer periods of time.

The carbohydrates join ingredients L-citrulline, L-taurine, beta alanine, propionyl L-carnitine, Cognizin® citicoline and WATTS’UP® hesperidin bioflavonion complex. GlyceroMax™ is added to ward off dehydration and cramps and medicinal mushroom hericium improves cognitive skills and concentration. Setria® l-glutathione is the most powerful of our body's antioxidants to protect against exercise induced oxidative stress and 80mg of Pycnogenol® completes the formulation with its powerful antioxidant action. Pycnogenol® has been studied extensively for sports nutrition and was found to boost muscle performance, increase endurance and hasten post-exercise recovery by alleviating cramping and muscle pain and stimulating blood flow to muscle tissue.

The granulated powder mixture is peach flavored and dissolves in water.
HGH Anti-Aging Formula Re-Launches

**HGH Shield Pycno®** by Martfile Corporation re-launches its popular anti-aging formula that boosts Human Growth Hormone (HGH) production naturally, having a major impact on beauty and overall health and wellness.

A decade after its initial release of its top selling HGH Shield product, they have reformulated with the addition of 100 mg Pycnogenol® to produce a powered up renewed product with a new name, **HGH Shield Pycno®**. The supplement is formulated to include HGH amino acids L-arginine, ornithine, lysine and GABA along with 100mg of Pycnogenol®, vitamin C, vitamin E, B vitamins and zinc, among others. The amino acids play an important role in supporting HGH production along with the health of the skin and body. Pycnogenol® is a powerful polyphenol that supports women’s health through a variety of life stages and is also known for its ability to improve blood flow characteristics helping the body to enhance endurance and muscle performance.

The product is available for purchase online through the Martfile Corporation homepage as well as Amazon and Rakuten online shopping sites.

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**Pycnogenol® Relieves Severity of Dry Mouth Symptoms**

Newly published research shows daily supplementation with Pycnogenol® can enhance saliva production and alleviate dry mouth symptoms. The study found that two groups of individuals – non-diabetics and those with diabetes – who supplemented with 150mg of Pycnogenol® daily for two weeks reported improvements in symptoms. The non-diabetic test group recorded 82% improvement of saliva production and significantly reduced mouth dryness by 66%. The diabetic group reported 70% improvement of saliva production and reduced mouth dryness by 63% compared to 6% improvement in the control group. Scientists credited Pycnogenol®’s powerful antioxidant and anti-inflammatory benefits for the results.

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**Highest Dosage Robuvit® Product Available**

Coyle Japan has developed the highest dosage Robuvit® product available on the market today and is a featured member of their NOI brand series line-up.

The product, **NOI Robuvit®**, contains 400mg of Robuvit® in a recommended dose of four capsules – a daily dosage that is backed by many of Robuvit®’s clinical studies. Robuvit® is a proprietary French oak wood extract that contains a standard amount of polyphenol compounds called roburins shown to work on a cellular level by supporting production of metabolites, enhancing the function of mitochondria for better health. For centuries, great civilizations coveted the oak tree for its medicinal benefits and the wood was also used to build barrels to age wines, sherry and spirits. Clinical research has supported Robuvit®’s unique benefits for boosting energy, enhancing physical performance and natural detox. The product is available online through the Coyle shopping page as well as major online retailers in Japan.

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**In the News...**

As we ring in a new decade, we are pleased to share exciting media coverage on Pycnogenol® and Robuvit® in influential global publications including Psychology Today, Daily Mail, Men’s Health, POPSUGAR, Daily Express, MSN and more. Media coverage is an important part of our global communication initiative to educate consumer and trade audiences on the health benefits of our branded ingredients and increase awareness. For the latest Pycnogenol® and Robuvit® news and information, follow @mypycnogenol and @robuvit on Instagram or visit our Facebook page.
As I sit here writing this from my home in the Switzerland, I can't help but remark—like many of you have—how much has changed in the last month due to the coronavirus.

It's apparent now more than ever the importance of supporting our communities and staying connected during this unprecedented time. At Horphag Research, our colleagues continue to safely deliver solutions to our customers and partners as they help navigate the road ahead.

This issue focuses on new Pycnogenol® research for men's health, adding to our already robust portfolio of wellness benefits. Robuvit® is gaining traction with innovative formulations in many countries showcasing benefits for natural energy, performance and detox.

Look after yourselves and your loved ones.

Best Regards,

Victor Ferrari
Chief Executive Officer
Horphag Research