




MEDI  HERB®

The Quality  
Choice for  
Practitioners





At MediHerb, exceptional quality  
is of the highest importance.  
For us, good doesn't mean great.  
A pass doesn't mean perfection.  
Acceptable doesn't mean excellent.

At MediHerb, we are dedicated to creating  
and providing products of exceptional quality.  
What does that mean? It means you can trust  
we have the most exceptional natural medicine  
products available. These quality products,  
accompanied by our outstanding support,  
will help you achieve promising results with  
your patients time and time again.\*





# What MediHerb DOES:



## Ensure our therapeutic formulas are produced at therapeutic doses

Standardized ingredients and quantified activity levels are tested where relevant and allow us to ensure MediHerb formulas retain potency and deliver clinically effective doses throughout their shelf life.



## Only source and purchase quality raw materials

We source sustainably from around the world and select materials with precision, as we know climate and conditions matter in the end product. Our strong relationships with growers from more than 100 herb farms and/or wild harvesting regions go back over 30 years. We proudly test every raw material to ensure quality and purity meet our strict release criteria before the material is considered suitable for use.



## Extract many herbs ourselves using our proprietary 1:2 cold percolation extraction

This method was developed and is used only by MediHerb to maintain the delicate herbal integrity and efficacy of the end MediHerb product.



## Test every batch of every product

We've invested in our own state-of-the-art laboratories featuring the latest technological equipment for precision, accuracy and quality control. Our testing occurs at various stages of production and follows strict criteria, so you can be sure every MediHerb product is of the highest quality and consistent potency.



## Innovate

Our own primary research, clinical experience and respect for traditional evidence defines our approach to innovation – tried, tested, trusted, and true.



## Invest heavily in independent natural medicine research

We support and strengthen the industry through investments in a growing number of clinical trials and research projects. We do this to unlock new information, pioneer quality standards and help build a more credible industry for all practitioners in the future.



## Recruit and nurture a qualified practitioner team

Our team is made up of industry-leading professors, naturopaths, herbalists, scientists and researchers, all with extensive years of research and significant, practical real-world clinical experience.



## Proud to be a world class manufacturer

Our manufacturing and packaging facilities in Australia are world class and are certified as following good manufacturing practices (GMPs). We continue to invest in the latest equipment. We also source the best free-thinking, local talent; some of our employees have been with MediHerb since the beginning.



## Empower you, the practitioner

We want to invest in you and help you in your practice with quality technical support, valuable clinic tools, and first-class educational events that bring you relevant and current research – all with the end goal of meeting the current health needs in your clinic.

# What MediHerb DOES NOT do:

- ⊘ **No** subtherapeutic formulas
- ⊘ **No** substituted, adulterated or contaminated raw materials: herbs may be tested for microbial contamination, heavy metals, pesticides, herbicides and aflatoxins
- ⊘ **No** standardization claims that we don't test for in our raw materials
- ⊘ **No** release of formulas that fail our strict quality testing. We won't bottle it if it doesn't meet our standards
- ⊘ **No** harmful manufacturing processes that can damage delicate active constituents
- ⊘ **No** rush to market with new formulations that don't meet MediHerb's strict, evidence-based benchmark
- ⊘ We **don't just** comply with industry standards; we proudly meet GMPs for both the U.S. Food and Drug Administration and Australian Therapeutic Goods Administration



# Quality leading the way

To uphold our industry-leading reputation for quality and results, MediHerb tests various products in the practitioner landscape to ensure we are the brand meeting and exceeding your expectations with every bottle you purchase.

On the following pages is a snapshot of the independent testing results that were determined across a range of top-selling practitioner herbal supplements in the United States. All testing was conducted by an independent Therapeutic Goods Administration (TGA) - licensed analytical laboratory.

The results speak for themselves...



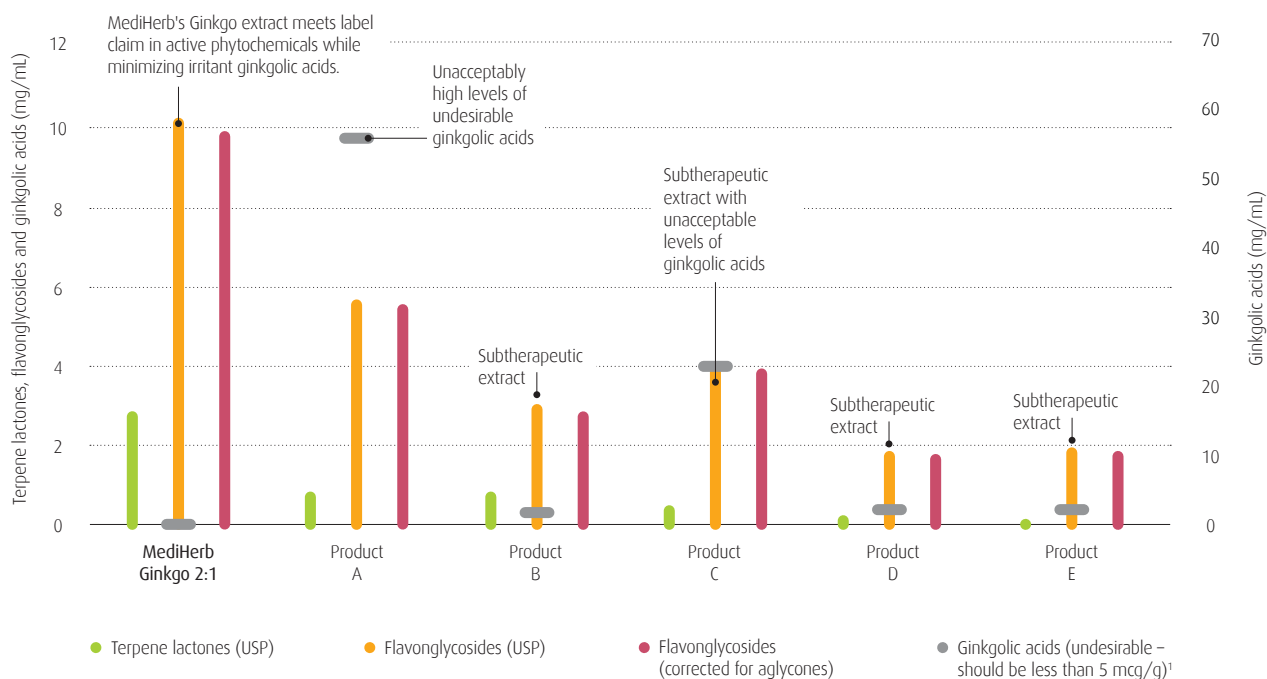
# Ginkgo

## Noteworthy Facts

- **Terpene lactones** (ginkgolides and bilobalide) and **flavonglycosides** are the active constituents in Ginkgo. These are important measures of quality and efficacy in a Ginkgo product.
- **Ginkgolic acids** are a group of undesirable Ginkgo constituents often associated with allergic reactions.<sup>1</sup>



## Ginkgo Liquid Extract Product Comparison



**Note:** The Ginkgo liquid extract is used to develop our Ginkgo Forte tablets.

1. The United States Pharmacopeial Convention. USP 39 Monograph Powdered Ginkgo extract 2016.



# Echinacea

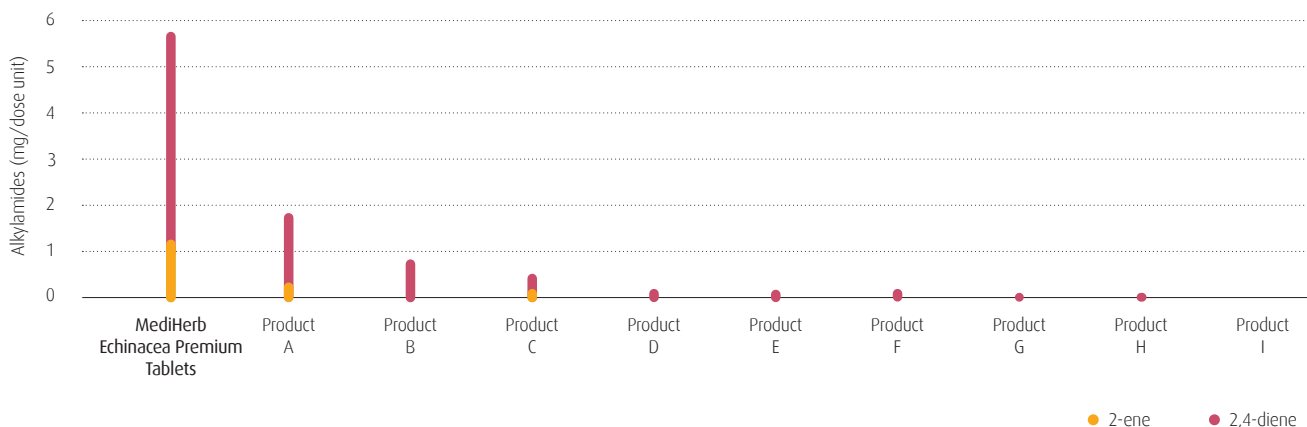
## Noteworthy Facts

- **Alkylamides** are the clinically relevant active constituents of Echinacea and the major markers of quality and activity.<sup>2</sup>
- **2-ene alkylamides**
  - occur in *Echinacea angustifolia* but barely or not at all in *Echinacea purpurea*
  - protect the 2,4-diene alkylamides against degradation by cytochrome P450 (CYP) enzymes and thus improve the bioavailability of these important bioactive alkylamides<sup>3</sup>
  - are an important measure of quality
- **2,4 diene alkylamides**
  - occur in both Echinacea species but are rapidly degraded by hepatic CYP enzymes unless protected by 2-ene alkylamides from *E. angustifolia*
  - are immune modulating
- The combination of both types of alkylamides in MediHerb's Echinacea Premium results in a unique, bioavailable and clinically efficacious product.\*
- The true value of combining alkylamides from the two Echinacea species has come to light through MediHerb's extensive Echinacea research program, and the formulation is patented in Australia, New Zealand, USA and United Kingdom.
- Echinacea Premium provides the practitioner with a research-based, bioavailable, high-potency Echinacea product that is unrivaled.

## Echinacea Solid Dose Product Comparison

MediHerb Echinacea products are labeled with their total alkylamide content. The testing below reports the alkylamide content of MediHerb Echinacea Premium and nine other U.S. Echinacea products.

Note that most of the other Echinacea products do not make claims of alkylamide content. Through research, MediHerb has determined alkylamides are important constituents of Echinacea.



## Tablet Dosage Comparison

The table below shows the amount of tablets required to equal the alkylamides in one Echinacea Premium tablet.

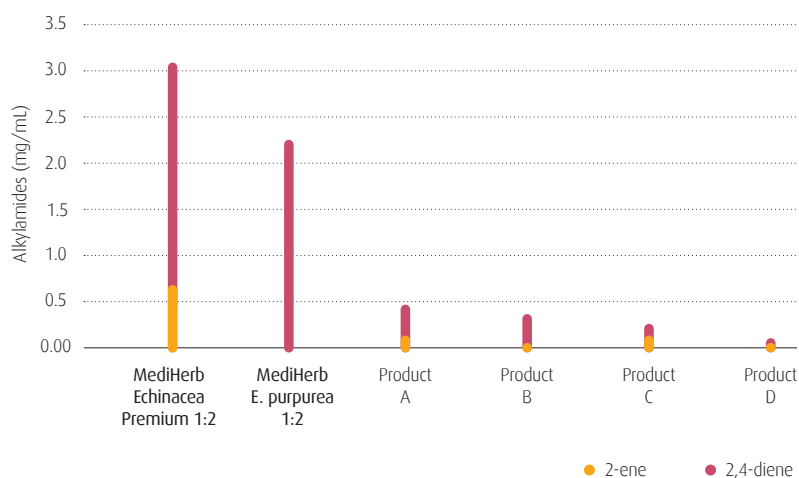
MediHerb Echinacea Premium Tablets	Product A	Product B	Product C	Product D	Product E	Product F	Product G	Product H	Product I
1	2.4	5	9	18	22	22	63	159	341

2. Ardjomand-Woelkart, K. and R. Bauer, *Echinacea a survey of current literature*. Zeitschrift für Phytotherapie, 2014. **35**(3): p. 128-135.

3. Matthias A, Gillam EM, Penman KG, Matovic NJ, Bone KM, De Voss JJ, et al. *Cytochrome P450 enzyme-mediated degradation of Echinacea alkylamides in human liver microsomes*. Chem Biol Interact. 2005;155:62-70.



## Echinacea Liquid Extract Product Comparison



## Liquid Dosage Comparison

The table below shows the amount of extract required to equal the alkylamides in one 5 mL daily dose of Echinacea Premium 1:2.

MediHerb Echinacea Premium 1:2	Product A	Product B	Product C	Product D
5 mL	32 mL	41 mL	75 mL	562 mL

*We are  
proud*

as an Australian company  
to have developed a unique  
and effective Echinacea.  
This formulation is patented  
in Australia, New Zealand,  
USA and UK.

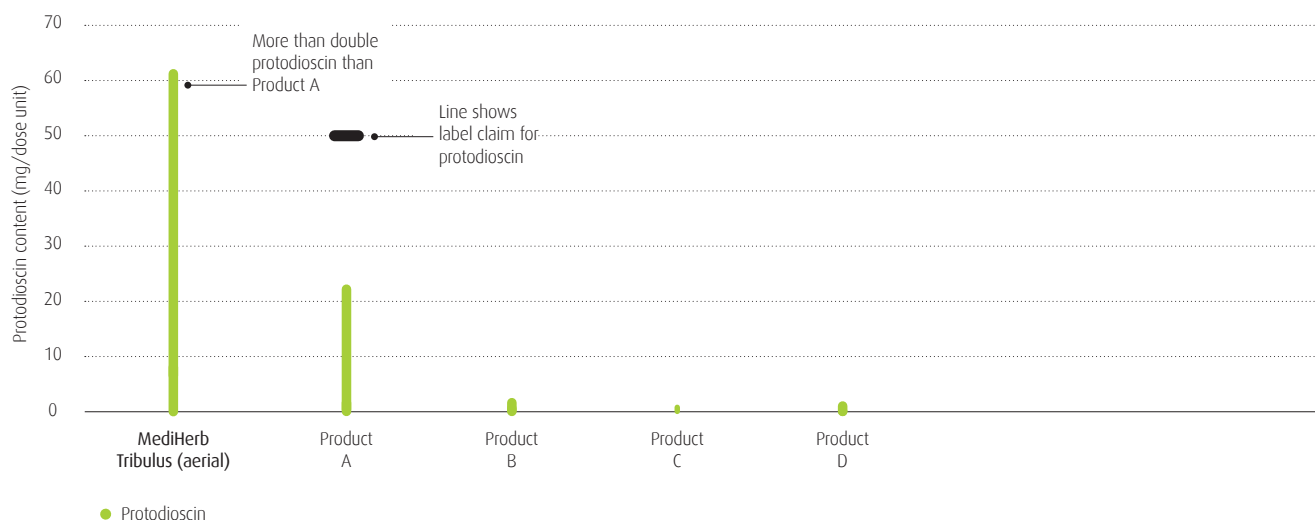
# Tribulus

## Noteworthy Facts

- **Protodioscin** is the key active constituent found in the Tribulus plant and an important measure of **quality and efficacy** in a Tribulus product.
- Studies of plants from Eastern Europe have shown that protodioscin content is much **higher in leaf extracts** of the Tribulus plant than in other plant parts, such as fruit.



## Tribulus Solid Dose Product Comparison



Note that the Tribulus label states “containing furostanol saponins as protodioscin 100 mg.”

This quantifies the whole suite of furostanol saponins (not just protodioscin) and expresses the total in terms of protodioscin equivalents.



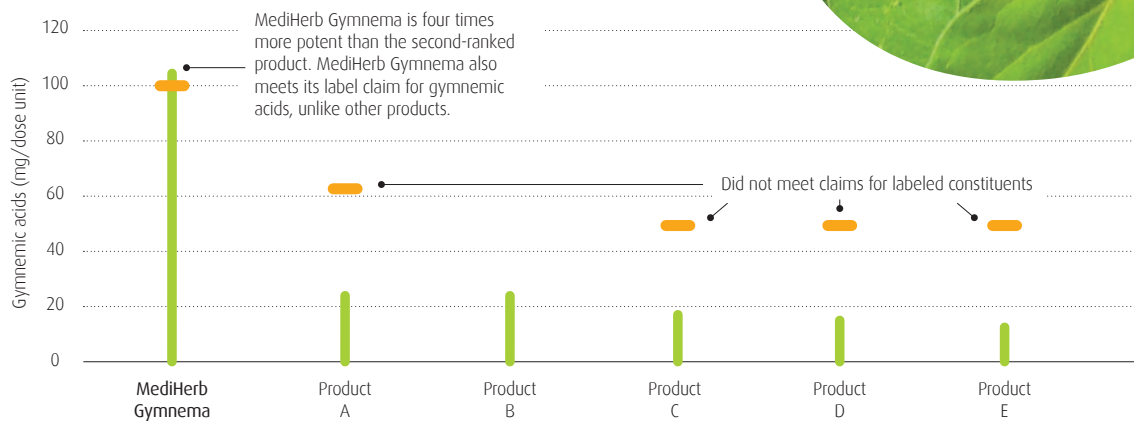
# Gymnema

## Noteworthy Facts

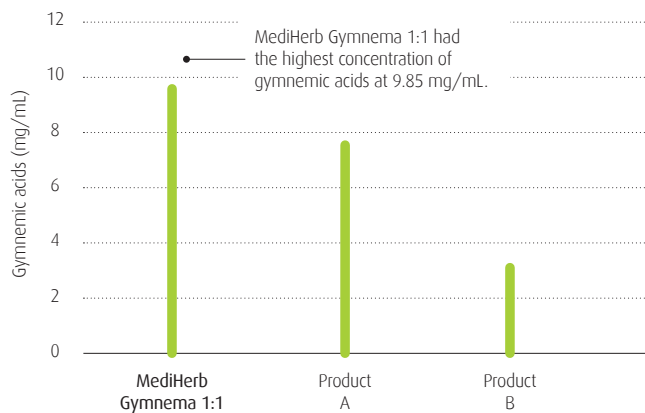
- MediHerb's Gymnema extract defines quality in terms of potency and levels of the active constituents, **gymnemic acids**.



## Gymnema Solid Dose Product Comparison



## Gymnema Liquid Extract Product Comparison



Studies shown were conducted between 2014 and 2015 by an independent, TGA-licensed analytical laboratory.

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



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