

IMMUNE FORMULA

PROMOTES A HEALTHY IMMUNE SYSTEM*



POSITIONING STATEMENT

Immune Formula contains a proprietary blend of ingredients to support the body's natural immune function.*

CONCEPT

The immune system is an intricate system with a variety of functions vital to optimal health. When functioning properly, the immune system performs the following important functions: maintain the integrity of the body, help protect against invasion by potentially harmful pathogens, and seek out and destroy cells damaged by oxidative stress.*

Cells, tissues, organs, and products of the immune system are found throughout the body. The bones, thymus, and spleen are among the organs involved with the immune system. Components of the immune system include T cells (including T helper and T cytotoxic cells), B cells, natural killer (NK) cells, macrophages, monocytes, neutrophils, and a host of other cell types.

A number of studies with vitamin supplements have shown significant immune benefits. Other reviews have also documented the benefit of essential nutrients, including antioxidants, for proper immune function in the general population.*

Immune Formula contains a proprietary blend of vitamin C, echinacea, goldenseal, and two unique immune-stimulating ingredients—arabinogalactan and beta-sitosterol. Each of these ingredients have been shown individually to support the body's natural immune function.*

PRIMARY BENEFITS

- Boosts immune function for the cold weather season*
- Supports the body's natural immune function*
- Provides a comprehensive blend of immune-enhancing ingredients*

WHAT MAKES THIS PRODUCT UNIQUE?

- Safe and effective
- Contains 100% all-natural herbal ingredients
- Contains the time-honored herbs echinacea and goldenseal

WHO SHOULD USE THIS PRODUCT?

Immune Formula is designed for individuals who want to promote the body's natural immune defense system, especially during the more susceptible cold and wet weather seasons.*

DID YOU KNOW?

- According to a laboratory study conducted at the University of Minnesota, arabinogalactan (AG) was shown to be two times as effective as echinacea in boosting immune function.
- A number of studies with vitamin supplements have shown significant immune benefits against cold weather-related discomforts.
- Beta-sitosterol is found in almost all plants with particularly high amounts in rice bran, wheat germ, corn oil, and soybeans.

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

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FREQUENTLY ASKED QUESTIONS

Are there scientific studies validating Immune Formula?
Clinical evidence for each of the ingredients in Immune Formula have been shown to promote certain aspects of immune function. Data exists supporting the use of goldenseal in human, animal, and in vitro studies. Echinacea has also been subject to hundreds of scientific studies, most of which focus on its immune-supporting properties.*

How are the ingredients in this product standardized?
The constituents in Immune Formula are standardized through scientific and analytical methods in a sterile environment to ensure that every capsule contains the prescribed level of constituents, every time. Other routine procedures include testing for heavy metal content, residual solvents, and full microbial testing. Echinacea is standardized to contain a minimum of 4% phenolic compounds. Goldenseed is standardized to contain a minimum of 5% total alkaloids. Plant sterols contain a minimum of 38% beta-sitosterol.

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Is this product safe?
Immune Formula is safe at the recommended dosages. Women who are pregnant or lactating, or persons taking prescription medications should consult a physician prior to use. As a matter of controversy, most practitioners agree that the use of echinacea in persons with autoimmune diseases and immune system disorders such as AIDS is not advised.

KEY SCIENTIFIC STUDIES

1. Schwartz J, Weiss ST. Dietary factors and their relation to respiratory symptoms. The Second National Health and Nutrition Examination Survey. *Am J Epidemiol*, 1990;132:67-76.
2. Hemila H. Vitamin C intake and susceptibility to the common cold. *British Journal of Nutrition*, 1997;77:59-72.
3. Donald PR, Lamprecht JH, Freestone M et al. A randomised placebo-controlled trial of the efficacy of beta-sitosterol and its glucoside as adjuvants in the treatment of pulmonary tuberculosis. *Int J Tuberc Lung Dis*, 1997;1:518-22.
4. Melchart D, et al. Results of five randomized studies on the immunomodulatory activity of preparations of Echinacea. *J Alt Comp Med*, 1995;1(2):145-60.

Supplement Facts

Serving Size One Capsule

| Amount Per Serving | %Daily Value* | |
|--|---------------|------|
| Vitamin C (as Calcium Ascorbate) | 200 mg | 333% |
| Echinacea (Echinacea purpurea) Leaves and Root Extract | 225 mg | * |
| Goldenseal (Hydrastis canadensis) Root Extract | 125 mg | * |
| Arabinogalactan | 100 mg | * |
| Plant Sterols | 30 mg | * |

*Daily Value not established.

Other Ingredients: Gelatin, Microcrystalline Cellulose, Magnesium Stearate, Silicon Dioxide.

DIRECTIONS FOR USE

Take one (1) capsule two to three (2-3) times daily. Use as needed for up to two weeks. Follow with a resting period of at least one week. Store in a cool, dry place.

WARNINGS

Keep out of reach of children. Consult a physician prior to use if you are pregnant or lactating, or taking prescription medication. Discontinue use of this product 2 weeks prior to and after surgery. Discontinue use and consult a physician if any adverse reactions occur.

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