

The Doctors' Prescription for

Healthy Living

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Better COX-2 Inhibitor for Arthritis & Cancer

The name might be difficult to pronounce correctly but if you begin using Zy • fla • mend chances are your arthritis-related pain will disappear and that your risk for cancer, heart disease, diabetes, and other such conditions will be reduced.



There's something going on here and it's called pain-free living, a state of enviable health that so many of us have been without for so long we don't even know what it feels like anymore. Just maybe herbal COX-2 inhibitors, like Zyflamend®, can help us to experience what it is to wake in the morning without pain. We think so.

We think such herbal combinations might be the missing link in natural arthritis support and also an incredibly important support formula for protection against prostate besides other cancers.

The weight of the evidence is so powerful, one herbal COX-2 inhibitor, Zyflamend, has received a well-deserved regular use recommendation from Andrew Weil, M.D., one of America's leading proponents of complementary medicine.

But there's much more to this quality herbal preparation. Of particular importance and one reason we're going to recommend Zyflamend as one of your daily nutritional supplements is it provides an answer to the real epidemic that we face today: hyper-inflammation.

Due to diet, stress, obesity, lifestyle, environmental pollution and lack of exercise, most people are leading hyper-inflammatory lives. The result is increased risk for cancer, heart disease, arthritis, Alzheimer's, and diabetes.

We do not speak of cures at **Healthy Living** but rather of nutritional support for better health. An expertly formulated herbal prepara-

tion, this combination provides such uniquely, scientifically validated support so we have a better opportunity than ever before of modulating our body's overall inflammation. This can only bring better health to our lives.

COX-2 Role in Inflammation

The herbs contained in this formula are COX-2 (cyclooxygenase-2) inhibitors. They are very good COX-2 inhibitors and promise to reduce our risk for some of the most troubling conditions today, including cancer, heart disease, diabetes, and arthritis. In these times, most of us are living in a hyper-inflammatory state, which is caused by COX-2 enzyme overactivity.

The first obvious symptom is pain. Your hips, joints or legs might ache and the pain you feel is frequently due to this inflammatory state. Your blood thickens. It doesn't flow as well. There is too much fibrinogen. The cause for most of us is our diet.

"This is a natural product that contains herbs and spices and in our lab studies seems to have an effect on the cancer we looked at," says one of the study's authors, Dr. Aaron Katz, director of the Center for Holistic Urology at Columbia-Presbyterian Medical Center in New York City. "The compound... holds the potential for prevention and reducing PSA (prostate-specific antigen) levels."

We are simply consuming the wrong foods—excess amounts of red meat, vegetable cooking oils like peanut, safflower, soy and corn oil, or just about anything that is fried, baked, or processed. These foods are rich in proinflammatory omega-6 fatty acids.

Think of this incredible fact: one of

the most dangerous foods is corn. And you probably thought it was good for you! Research from the United Kingdom shows that not only is corn one of the most dangerous foods for causing arthritis symptoms, it is also loaded with omega-6 fatty acids. Wheat products can also trigger inflammation.

Few people know that most men have early expressions of prostate cancer by the time they're in their twenties! The same is true for women and breast cancer!

And scientists throughout the world are now saying that more and more of our most common disorders today are rooted in inflammation. Cancer, heart disease, diabetes, arthritis, Alzheimer's, stroke, lupus and fibromyalgia can all be linked with an inflammatory state.

And it all comes down to diet. The foods you consume determine your inflammatory levels. Your body converts omega-6 fatty acids to arachidonic acid. The COX-2 enzyme

converts arachidonic acid to prostaglandin E2, which can inflame joints and lead to pain.

At the same time, we are not consuming enough of anti-inflammatory foods such as salmon and flax (rich in omega-3 fatty acids) or other foods like ginger, turmeric, and green tea that also

That Zyflamend works is clear-cut. After a few weeks to a few months, the kinds of aches and pains we feel with everyday arthritis seem to disappear as quietly and quickly as the day they first appeared. It really is pretty amazing.

inhibit the body's activity of proinflammatory compounds. For the last thirty to forty years, we have increasingly consumed foods loaded with omega-6 fatty acids. Indeed, some health experts estimate we consume ten to twenty times more of the omega-6 than the omega-3 fatty acids. Even the most conscientious consumer who consumes healthy foods still needs supplemental help.

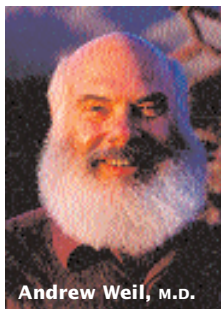
Wisdom of Nature

Although some people might want to look to synthetic substances to inhibit their COX-2 enzymes, nature has provided us with gentler, yet no less profound, COX-2 enzyme inhibitors. These actually have far more science to back up their efficacy and, with thousands of years of traditional usage, their safety.

Zyflamend takes this wisdom and creates an herbal synergy that medical science validates is real and that traditional usage

effects were suppressed by 80 to 90 percent for twelve hours by turmeric's active ingredient, **curcumin**. In fact, because curcumin helps to maintain the body's normal inflammatory levels, it "has the potential to prevent the progression of prostate cancer to its hormone refractory state," says Dr. A.E. Katz, of the prestigious Columbia University College of Physicians Surgeons where a recent Zyflamend study was conducted, demonstrating its potent COX-2 and prostate cancer inhibitory activity. In fact, the Columbia University researchers observed that not only was COX-2 activity "significantly decreased in the presence of [Zyflamend]; effects appear to be more potent than those observed with curcumin alone."

In total, there are some 78 known COX-2 inhibitors found among the herbs of this formula. There are also some 78 known directly anti-inflammatory compounds (some of which



Andrew Weil, M.D.

Andrew Weil, M.D. — "A good supplement to try is Zyflamend."

tells us is safe. This formula consists of ten herbs, many with which you are familiar: **rosemary, turmeric, ginger, holy basil, green tea, oregano**, and others, perhaps lesser known, such as **hu zhang, Chinese goldthread, barberry**, and **Scutellaria baicalensis**.

Ginger alone has some twenty different COX-2 inhibitors. Interestingly, in Japan where people are longer lived and inflammatory diseases are less prevalent, for every pound of ginger consumed in the U.S., some 203 pounds are consumed.

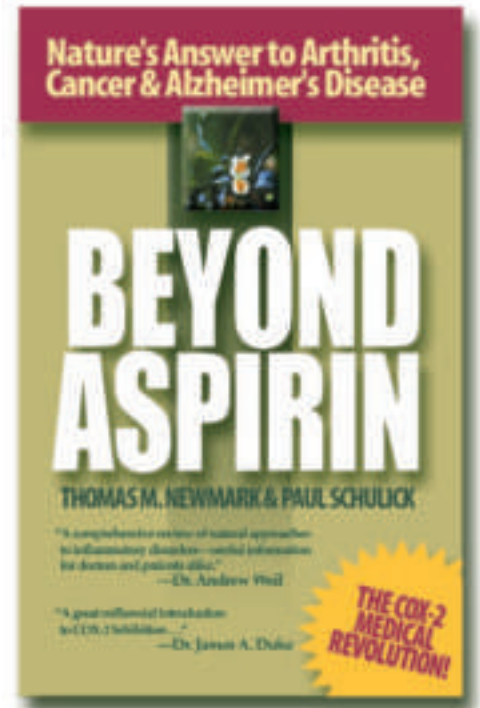
Turmeric is another powerful COX-2 inhibitor. In one study, it was noted that exposure to the environmental carcinogen benzo[a]pyrene led to highly increased inflammation but that these

are also COX-2 inhibitors).

We do need some of the COX-2 enzymes for our health. They are essential to homeostasis, especially for regulation of salt, water and body temperature. In fact, one study has shown that with complete suppression of the COX-2 enzymes, animals are likely to experience significant reproductive impairment, including increased stillbirths. So we don't want to wipe out our COX-2 enzymes. On the other hand, as we age and in our current modern society, COX-2 activity can be abnormally increased. Such increased activity is associated with inflammation and cancer risk.

Therefore, we need a balanced approach. Zyflamend reaches the right balance. ♦

TO LEARN MORE...



Beyond Aspirin tells each of us how to get off prescription painkillers and harness the powers of natural medicines to limit inflammation and related pain and disease. By using herbs such as turmeric and ginger and others, we can significantly reduce our risk for pain and support our health quest to ameliorate symptoms of arthritis, as well as cancer, heart disease, and Alzheimers.

The book is written by master herbalist Paul Schulick and the educator Thomas Newmark. Says one reader, "I have found that for my own purposes, I get amazing relief from constant back pain, and insomnia using their recommendations."

This reprint is intended to give you more information about the ingredients which comprise Zyflamend. The Dietary Supplement Health and Education Act of 1994 permits and encourages the providing of scientific information which may assist you in making your health care decisions. Please call 1-800-543-7279, if you want more scientific information about these ingredients.

Prescription for Inhibiting COX-2, Naturally

Letter from the Editor & Publisher

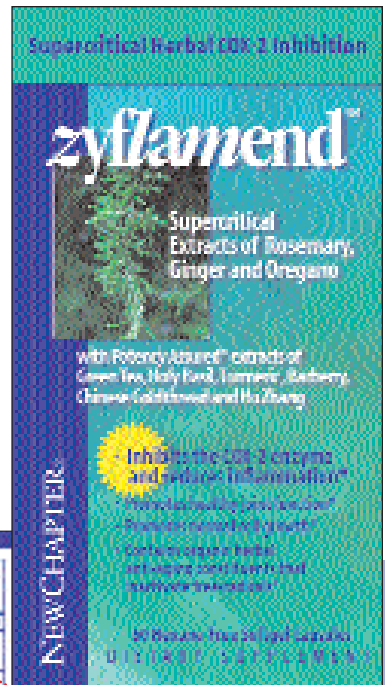
Dear Readers,

We've seen that **Zyflamend** complements systemic enzymes, glucosamine sulfate, chondroitin sulfate, green-lipped sea mussel and other potent anti-inflammatory agents by acting as a reversible COX-2 inhibitor. It can be used alone or with other dietary supplements. I use it with other dietary supplements. I can tell you what it does. But I would rather see you use it and experience the disappearance of pain. It is that simple.

That this formula works is clear-cut. After a few weeks to a few months, the kinds of aches and pains we feel with everyday arthritis seem to disappear as quietly and quickly as the day they first appeared. It really is pretty amazing. I know because I've been using this product, along with my other joint health formulas, and it seems to supply an important missing link in my nutritional program. Of course, you have to also eat right and exercise, too. I have found it is especially important to watch out for proinflammatory foods like corn and wheat.

As for dosage, I take one softgel two times daily with meals. For added relief, I've been taking one to two **Zyflamend PM** softgels at night. I have also used **Zyflamend** topical for further pain relief (though very clearly it might not be needed because from my experience the **Zyflamend** oral formulas work that well).

Sincerely,

Healing With Dr. Andrew Weil
Andrew Weil, MD



Natural Medicine for Arthritis *A unique herbal medicine and a diet makeover for aching joints*

The hottest topic in medicine these days is inflammation, because it's now believed to underlie heart disease, cancer, diabetes, and stroke.

Spicy, Pain-Soothing Herbs

The most studied of the anti-inflammatory herbs are ginger and turmeric.... You could use ginger and turmeric in cooking, but it would mean consuming a lot of both herbs on a daily basis. That's not practical for most of us. So I usually recommend using them as supplements. A good supplement to try is Zyflamend from New Chapter, available at most health food stores. It combines ginger and turmeric with other anti-inflammatory herbs and gives good results.



Summer, 2002—

Natural Cyclooxygenase Inhibitors and Their Potential Activities Against Prostate Cancer

Some herbal extracts and natural products that have peaked interest amongst researchers include curcumin (turmeric), ginger, holy basil, resveratrol (high abundance in grape skins), thundergod vine, and berberine (from barberry and Chinese goldthread). One company in particular, New Chapter Inc. (Branford, VT), has prepared a promising mixture comprised of ten different herbal extracts of which most are potential COX-2 inhibitors. This dietary supplement, Zyflamend, is also unique in that it is prepared via supercritical CO2 extraction. Unlike traditional solvent based extraction methods, supercritical CO2 extraction allows the natural products in the herbs to be obtained without leaving chemical residues behind in the preparation. In the laboratory, we have recently begun to evaluate this preparation for COX-2 inhibition in a prostate cancer cell line. Additional end points that we are investigating include the potential of Zyflamend to induce apoptosis (a programmed cell death pathway that cancer cells have learned to override) and inhibit cell growth. Preliminary data from these early studies suggests that Zyflamend is inhibiting cell growth in the prostate cancer cell line and potentially initiating apoptosis. We look forward to continuing these studies and reporting back on the COX-2 inhibitory activity of Zyflamend and other natural extracts. We also plan to further analyze Zyflamend for 5-LO inhibitory activity and will discuss more on these studies and their relevance to prostate health in future issues.

We've all heard about the miracle of COX-2 inhibitors. The herbs in **Zyflamend** such as ginger, turmeric, rosemary, green tea and holy basil work together in synergistic fashion to provide completely natural herbal anti-inflammatory support and pain relief. If you have endured pain for so long you have forgotten what it is like to be without it, we urge you to give **Zyflamend** a 30-day try. It has worked for many people.

