



# echinacea 50/50™

## STANDARDIZED BLEND

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Created with 50% Echinacea angustifolia and 50% Echinacea purpurea, Echinacea 50:50 has been formulated for optimal immune boosting and to combat both viral (the common cold) and bacterial infections. Unlike any other Echinacea product on the market, Echinacea 50:50 contains 2.5mg/ml of cichoric acid and 4mg/ml of echinocoid; cichoric acid being the main active constituent in E. purpurea and echinocoid in E. angustifolia. These two compounds are believed to be the key components behind Echinacea species health benefits and have tremendous antioxidant activity. Independent research has demonstrated that cichoric acid and then echinocoid have the highest antioxidant ability of all the compounds in Echinacea, and that the two combined have significant synergistic effect (1). This means that a product such as Echinacea 50:50, with equal amounts of E. angustifolia and E. purpurea extract, is the most powerful way to get the most benefit from these health boosting herbs.

Cichoric acid, a phenolic acid, has been shown to possess strong anti-viral ability. Inhibition of many viruses including herpes, polio and influenza has been demonstrated by various researchers (2). There is also tremendous potential for the use of cichoric acid in HIV, as studies have revealed that not only can cichoric acid inhibit the HIV virus from replicating, but improve the efficacy of common HIV medications (3). Phagocytosis is the process by which immune cells engulf and destroy foreign pathogens and cichoric acid as been shown to increase phagocytic activity in the body (2). Not only is phagocytosis an important aspect of the non-specific immune system but it

is also necessary to maintain healthy immune and tissue function as it is responsible for 'cleaning' up the body on a regular basis.

Echinocoid also has significant anti-viral ability but this caffeic ester has antibacterial and antifungal effects as well as antioxidant and anti-hyaluronidase action. For more information on the immune and health benefits of echinocoid, see Echinacea A+.

Although cichoric acid and echinocoid are two well researched compounds from Echinaceae species, there are numerous other important constituents in both E. purpurea and E. angustifolia that contribute to its cold fighting function. Alkylamides are a group of compounds believed to be crucial to Echinacea's immune benefits. One specific alkylamide found in E. purpurea has been shown to decrease levels of NFkappa-beta; a cellular compound whose poor regulation has been linked to viral infections, cancer, inflammation and immune system disorders. The same researchers also found that alkylamides, as well as cichoric acid, decreased levels of TNF! (tumor necrosis factor alpha), a cytokine necessary for viral replication and linked to systemic inflammation (4). Polysaccharides are found in many plants that are used for modulating the immune system and Echinacea is rich in these as well.

Although many of the specific compounds found in Echinacea species are just beginning to be understood, the whole herb Echinacea purpurea has been studied extensively and used for centuries as an immune boosting herb. Numerous clinical trials have demonstrated that E. purpurea can help decrease the severity and duration of the



common cold and related illnesses. One placebo-controlled, double-blind randomized trial of 80 adults demonstrated that symptoms were alleviated more quickly in patients given E. purpurea than in those who were given a placebo (5). The reasons for the shortened duration and lessened symptoms are numerous. Another group of researchers recently demonstrated that treatment with an Echinacea preparation during a cold resulted in an increase in circulating white blood cells, monocytes, neutrophils and NK cells; components of the nonspecific immune system required for fighting any pathogenic organism. The study also showed that the superoxide released by neutrophils, usually seen during an acute illness was greatly reduced, a likely reason for the decreased symptoms experienced by the study participants (6).

Although designed for short term immune stimulation, the safety of long-term use of Echinacea has been well documented (7). With the best of both Echinacea species, Echinacea 50:50 supplies amazing immune boosting potential. Crafted from organic, Canadian grown plants this product provides an alternative to suffering through the common cold - prevent it from happening in the first place!

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