



SOULNATURE NUTRACEUTICALS

The term "nutraceutical" was coined from "nutrition" and "pharmaceutical" in 1989 by Stephen DeFelice, MD, founder and chairman of the Foundation for Innovation in Medicine (FIM), Cranford, NJ.¹ According to DeFelice, nutraceutical can be defined as, "a food (or part of a food) that provides medical or health benefits, including the prevention and/or treatment of a disease."¹ However, the term nutraceutical as commonly used in marketing has no regulatory definition.²

Nutraceuticals are products which have been recently discovered due to modern medicine science. They are more popular with the younger generation who are more prone to the stress of our daily lives. Nutraceuticals (often referred to as phytochemicals or functional foods) are natural, bioactive chemical compounds that have health promoting, disease preventing or medicinal properties.

Consumers are deeply concerned about how their health care is managed, administered and priced. They are frustrated with the expensive, high-tech, disease-treatment approach predominant in modern medicine. The consumer is seeking complementary or alternative beneficial products.

Nutraceuticals are found in a mosaic of products emerging from (a) the food industry, (b) the herbal and dietary supplement market, (c) the pharmaceutical industry, and (d) the newly merged pharmaceutical/agribusiness/nutrition conglomerates.

The DSHEA formally defined "dietary supplement" using several criteria. A dietary supplement³:

- is a product (other than tobacco) that is intended to supplement the diet that bears or contains one or more of the following dietary ingredients: a vitamin, a mineral, an herb or other botanical, an amino acid, a dietary substance for use by man to supplement the diet by increasing the total daily intake, or a concentrate, metabolite, constituent, extract, or combinations of these ingredients.
- is intended for ingestion in pill, capsule, tablet, or liquid form.
- is not represented for use as a conventional food or as the sole item of a meal or diet.
- is labeled as a "dietary supplement."
- includes products such as an approved new drug, certified antibiotic, or licensed biologic that was marketed as a dietary supplement or food before approval, certification, or license (unless the Secretary of Health and Human Services waives this provision).

Thus, nutraceuticals (as per the proposed definition) differ from dietary supplements in the following aspects:

- Nutraceuticals must not only supplement the diet but should also aid in the prevention and/or treatment of disease and/or disorder.
- Nutraceuticals are represented for use as a conventional food or as the sole item of meal or diet.

PRODUCTS

<u>ITEM DESCRIPTION</u>	<u>PACK</u>
1. MELATONIN	40CT
2. VITAMIN C 500MG	30CT
2. BEE POLLEN	30CT
4. SAW PALMETTO 200MG	30CT
5. KINGS POWER PLUS VIAGRA	30CT
6. ECHINACEA 250MG	30CT
7. ECHINACEA/GOLDEN SEAL COMPLEX	30CT
8. HERBAL WEIGHT LOSS	30CT
9. VALERIAN ROOT 200MG	30CT
10. GINKGO BILOBA 300MG	30CT
11. ST. JOHNS WORT 300MG	30CT
12. GINSENG 250 MG	50CT
13. ODORLESS GARLIC 500MG	50CT
14. COENZYME Q10 MG	20CT
15. CHEW VIT C 250 MG	30CT
16. GLUCOSAMINE COMPLEX	50CT
17. SUPER B COMPLEX	50CT
18. B-6 50MG	50CT
19. B-12 100MG	50CT
20. OYSTERSHELL CALCIUM	40CT
21. ZINC 50 MG	40CT
22. POTASSIUM 99MG	40CT
23. CALCIUM, MAGNESIUM & ZINC	30CT
24. CODLIVER OIL	30CT

PRODUCTS

<u>ITEM DESCRIPTION</u>	<u>PACK</u>
25. OMEGA-3 FISH OIL 1290MG TAB SOFT GEL	30CT
26. GARLIC OIL 3 MG	50CT
27. LYSINE 500MG	30CT
28. VITAMIN C 500MG D3	30CT
29. VITAMIN E 200IU	30CT
30. VITAMIN E 400 IU SOFT GEL	30CT
31. FOLIC ACID 400MCG	50CT
32. VITAMIN A 8000IU	50CT
33. DAILY MULTOVITAMIN	30CT
34. DAILY MULTIW/IRON	30CT
35. CENTRUM® A TO Z SOFT GEL	30CT
36. WOMENS FORMULA	30CT
37. CENTRUM® TABLETS	30CT
38. CENTRUM SILVER TABS	30CT
39. MENS FORMULA	30CT
40. ASHO CHILD VITA	30CT

Bio Pharmaceuticals

Celadrin / Flexasur

Oral and topical formulation for treating Osteoarthritis and Rheumatoid Arthritis

- This branded formulation contains a proprietary complex of 8 Cetylated and esterified fatty acids.
- 3 recent clinical trials, two of which were recently published in the J of Rheumatology showed that it is highly efficacious and has no side effects.
- Positive outcomes include significant improvement in joint flexion, joint pain & reduction of swelling due to inflammation
- Topical cream works within 10 minutes
- US patents pending on the actives

Applications:

Osteoarthritis and Rheumatoid Arthritis

- As a primary formulation-no side effects
- As co-therapy with Cox 2 and other NSAIDS
- Acts like a Cytoprotective

Musculoskeletal Pains

- Sports related Pain
- Occupational Pain from repetitive tasks (Carpal Tunnel Syndrome)
- Lower Back Pain
- Bursitis
- Tendonitis



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