

REPORT

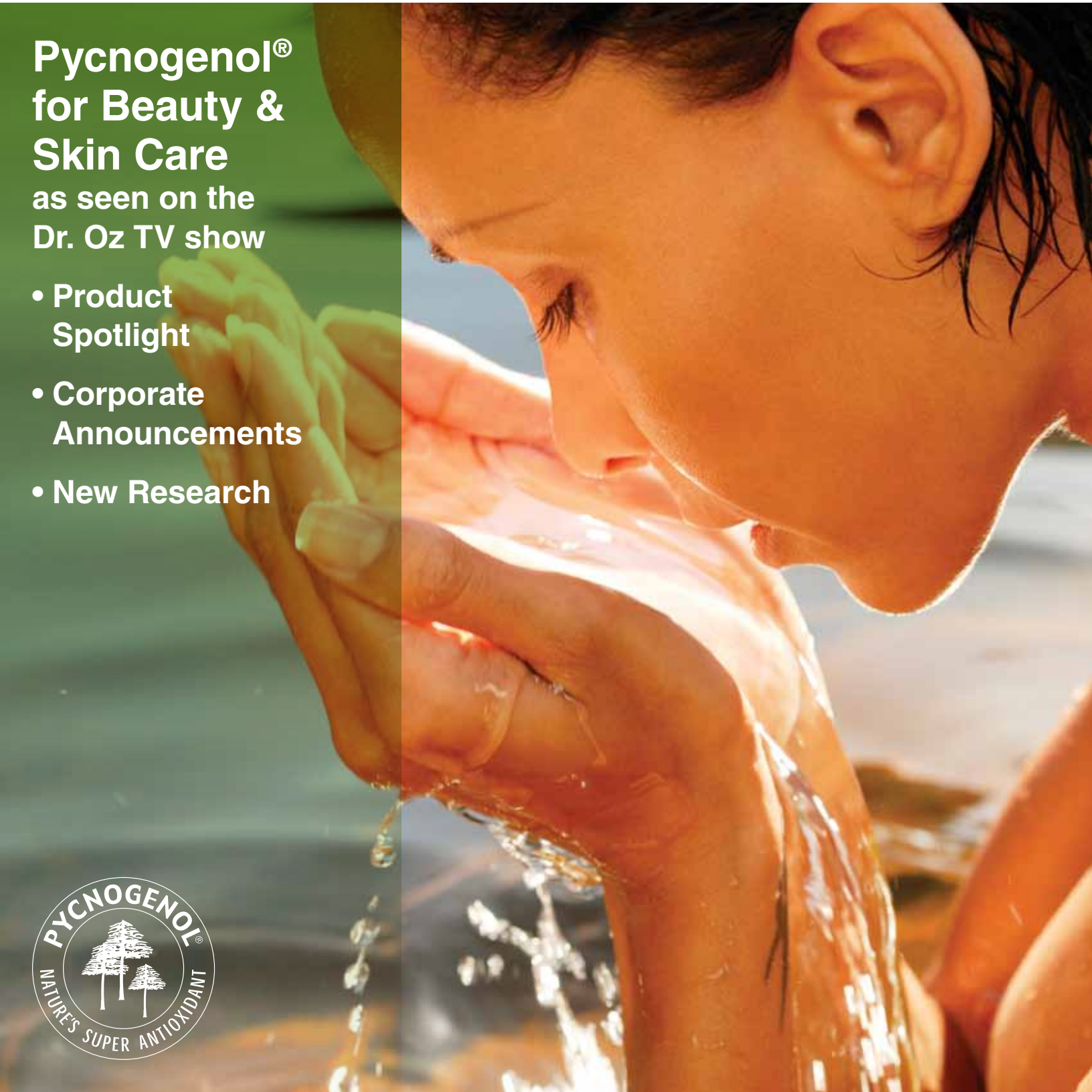
ISSUE 21 2013

LOOK, FEEL AND LIVE BETTER

Pycnogenol® for Beauty & Skin Care

as seen on the
Dr. Oz TV show

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Pycnogenol®: The Key to Looking Younger

Dr. Oz demystifies the science for extraordinary skin



Dr. Oz treated his 3 million plus viewers of his television show to a five minute science lesson on Pycnogenol® and its skin-restorative benefits.

In the nationally syndicated broadcast segment *Pycnogenol®: The Supplement for Younger Looking Skin*, that aired late last year, Dr. Oz interviews *Good Housekeeping* Editor-in-Chief Rosemary Ellis and Dr. Pina LoGiudice, ND, Co-Medical Director, InnerSource Natural Health, on Pycnogenol® skin care research and health benefits. Both guests recommended taking 25 mg of Pycnogenol® three times a day for 12 weeks to rehydrate skin and look “seven years younger.”

Dr. Oz demonstrates how Pycnogenol® stimulates skin cells helping to reduce wrinkles for a healthier, smoother appearance. The in-studio demonstration uses sponges full of water to show the audience how young, firm skin is well hydrated. After squeezing out the sponges, he displays how aging skin looks wrinkled and dehydrated devoid of water. Dr. Oz pours water back on the sponges and after seeing them plump back up talks about how Pycnogenol® stimulates cells that have been devoid of water and allows the cells beneath the surface of the skin to hydrate, leading to less wrinkles and glowing skin.

Visit www.pycnogenol.com to view the five minute segment. Contact us to learn more on how you can share the influential news with your customers.



french
maritime
pine bark
extract

product spotlight

Chung Yul-Bee



Chung Yul-Bee, launched last year in Korea by Erom Co., Ltd., is a natural product designed exclusively for women, offering menopause relief by helping estrogen secretion and delays aging by hormone activation.

The product has quickly become the company's best-selling formula and targets women who want to systematically manage their health, women who are in the beginning stages of perimenopause and women currently experiencing menopause.

Chung Yul-Bee is a combination of extracts that work synergistically together including *Angelica gigas*, *Cynanchum wilfordii* and *Phlomis umbrosa*. This herbal composition substitutes for the role of female hormones and has been proven in studies to improve the menopausal index, the effects of estrogen and bone density of femoral region.

As it has been shown in three clinical studies, Pycnogenol® contributes to the formulation by minimizing climacteric symptoms in menopausal women, including hot flashes, night sweats and heart palpitations among others. The jelly-like product is available in a mixed berry flavor.

Pure & Potent Pycnogenol® and Pycnogenol® by Pure Health

Genesis Today introduces both **Pure & Potent Pycnogenol®** formula and **Pycnogenol® by Pure Health** in North America.

The **Pure & Potent Pycnogenol®** formulation contains 40mg of the ingredient along with Horsetail extract, an antioxidant-abundant plant supporting healthy, beautiful hair and nails, and hyaluronic acid, a naturally-occurring compound that promotes healthy, glowing skin. Pycnogenol® supports beautiful skin from the inside out and is also known for its benefits to vascular and cardiovascular health. For more information, please visit www.genesistoday.com.

Pycnogenol® by Pure Health is a natural beauty supplement and contains 25mg of the extract. Available nationwide, it is "Nature's Best Kept Beauty Secret" and supports healthy, hydrated skin, natural beauty and youthfulness and supports healthy hair and nails. The formula contains no binders, fillers or excipients and is vegetarian and gluten free.



Juice Up Inner Beauty

Dole recently launched **Juice Up Inner Beauty** functional beverage which promotes beautiful, nourished skin from within.

Dole Juice Up Inner Beauty contains 13mg of Pycnogenol® and other active skin care ingredients like Vitamin C for hydration and Vitamin E for faster cell renewal.



Pycnogenol® has long been associated with anti-aging and beauty benefits. The super antioxidant and anti-inflammatory has been shown in clinical trials to increase oxygen flow to the skin, improve circulation and rebuild collagen, resulting in smoother skin and less wrinkles. A key property of Pycnogenol® is its ability to bind to collagen and elastin, which leads to increased skin elasticity.

The drink is available in a pineapple lychee flavor and can be purchased in leading supermarkets and grocery stores throughout Asia.

Pycnogenol® 100 Gold and PycnoCardio® Q10 Gold

BIOGENA has launched two new powerful Pycnogenol® supplement products in Austria that promote heart function and health.

Pycnogenol® 100 Gold is an exclusive formula designed to protect blood vessel walls and improve circulation in the body. Formulated with Pycnogenol® and grape seed extract, the product boasts a high content of proanthocyanidins and promotes microcirculation in the capillaries in the brain.

PycnoCardio® Q10 Gold is a heart health formula which combines Pycnogenol® with Kaneka Q10™ (coenzyme Q10), vitamin B1 (thiamin) and other vital nutrients to promote blood circulation and help maintain heart function. Pycnogenol® protects blood vessel walls and promotes blood circulation. Vitamin B1 contributes to the maintenance of heart function.

For more information and availability of products, visit www.biogena.at.



Horphag Recipient Of Prestigious ABC Award

The American Botanical Council (ABC) presented Horphag Research with its **Varro E. Tyler Commercial Investment in Phyto-medicinal Research Award** for 2012 at last month's Expo West Show in Anaheim, Calif.

Horphag was awarded this honor in recognition of the extensive scientific and clinical research on Pycnogenol®, making it one of the most clinically-tested phytomedicinal ingredients in the world.

According to Mark Blumenthal, founder and executive director of ABC, *"Horphag Research is the epitome of a research-based natural products company, investing millions of dollars in scores of clinical research trials on its key product, Pycnogenol®."*

This award provides tremendous motivation to our entire company to continue our research-based philosophy in driving the needle forward on Pycnogenol® science.



Welcoming New Colleagues

Michael Ni joins the Horphag Research Asia office as a Strategic Sales & Marketing Manager/Director. His responsibilities include developing and managing new accounts in China and assisting and executing the planning and implementation of marketing and sales strategy. Michael also manages key accounts in Asia and assists in research & development and new product development.

Prior to joining Horphag, Michael worked for several global consulting and research firms, including Gallup, J.D. Power and Associates and Ipsos. As a leader in the sales and marketing industries, he helped many global companies better understand their markets and customers and strategized branding and marketing programs to increase their customer loyalty and market share.

Michael has a Master's degree with a major in pharmaceutical chemistry from Beijing Normal University, China. He earned a MBA from Schulich School of Business, York University.

Also joining the Asia office is **Claire Shao**, the new administrative manager of the office. Claire is instrumental in providing logistics support to the office including procurement and management of the office and is responsible for accounting and banking.

Claire received a bachelor degree from Shanghai International Studies University. After graduation she was employed by Hang Seng Bank (China) Limited.

Please join us in extending a warm welcome to Michael and Claire!



Michael Ni, Kenneth Tham and Claire Shao

Pycnogenol® Reduces Critical Asthma Symptoms

A study published in *Panminerva Medica*, finds Pycnogenol® is effective in controlling allergic asthma symptoms in patients. The study on participants aged 25-45 years, found that 55 percent of asthma patients who used Pycnogenol® experienced reduced dependence on inhalation corticosteroid (ICS) and also less frequently had to use rescue inhalers. Furthermore, the group taking Pycnogenol® in addition to corticosteroids could significantly breathe better than the control group taking only steroids. Additionally, common bothersome symptoms such as night-time awakening, wheezing were decreased during Pycnogenol® supplementation.



Pycnogenol® Improves Perimenopause Symptoms

A third clinical study has been published demonstrating that Pycnogenol® effectively improves perimenopausal signs and symptoms, providing women with a safe and effective natural option for symptom relief.



The new study finds low dose Pycnogenol® to minimize climacteric symptoms in menopausal women, including hot flashes, night sweats and heart palpitations among others. Published in the *Journal of Reproductive Medicine*, the study found that after 4 weeks of supplementing with 60mg Pycnogenol® a day, women experienced improved climacteric symptoms which further improved until completion of the trial after 12 weeks. Importantly, this study demonstrated absence of hormonal effects as values were the same in placebo and Pycnogenol® supplemented women.

welcome

We rang in the New Year with a healthy stamp of approval from none other than Dr. Oz, himself!

This was an inspiring and public reminder of how we work to support your Pycnogenol® brand product formulas, investing in communications and public relations education campaigns.

Pycnogenol® yields a remarkable science portfolio, and with that comes the responsibility to make sure we explain its research and results and health benefits so individuals get the most out of their experience with the extract.

We've had a big year in terms of awareness and engagement, meaning that more than ever, consumers are looking for your products on-shelf. If you haven't done so already, please **Like Us On Facebook** to receive updates, including significant media coverage as it happens.

Best Regards,



Victor Ferrari
Chief Executive Officer
Horphag Research

featuring...

PYCNOGENOL® FOR BEAUTY & SKIN CARE

THE LATEST PRODUCTS USING PYCNOGENOL®

PYCNOGENOL® REDUCES CRITICAL ASTHMA SYMPTOMS

PYCNOGENOL® IMPROVES PERIMENOPAUSE SYMPTOMS



Pycnogenol® French maritime pine bark extract, is a registered trademark of Horphag Research Ltd and is protected by U.S. patents #5,720,956 and #6,372,266 and other international patents.
www.pycnogenol.com