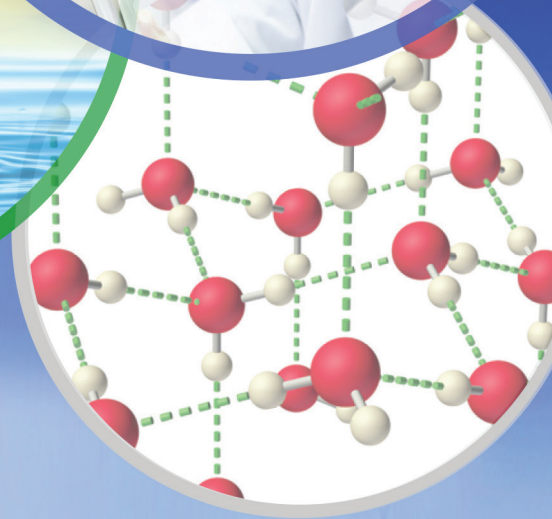




NATURALTM BLOOD HEALTH AID


PHARMAPEX[®]
CREATING A HEALTHY WORLDTM



Nutritional Support for
Healthy Glucose Levels and Insulin Activity



NATURALTM
BLOOD HEALTH AID

Natural Blood Health Aid uses a proprietary and licensed Virgin Isolate Technology, invented which recreates the Ayurvedic method used in ancient times for centuries.

*This exclusive technology is the key to enriching the *Gymnema sylvestre* extract used in Natural Blood Health Aid™*



So Unique, the U.S Government Awarded its Extraction Process Multiple Patents!

Ever-increasing consumer target market base on 180,000,000 potential customers worried about cholesterol, triglycerides and pre-diabetes!

Revolutionary, multi-patented, all-natural dietary supplement that actually helps stabilize and balance cholesterol, triglyceride and blood sugar levels in clinical trials.*†

- Helps stabilize and balance cholesterol, triglycerides and blood sugar levels
- Works on a cellular level
- All-natural
- Multi-patented Virgin Isolate Technology—enhances effectiveness up to 400% more than other *Gymnema sylvestre* products, including those made with G\$3/G\$4 extracts
- Works in as little as 30 days



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United States

Toll-Free: 1-844-PHARMAPEX
www.PharmapexUSA.com

NATURAL BLOOD HEALTH AID™

Natural Blood Health Aid™ is the leading all-natural dietary supplement for maintaining healthy blood sugar, cholesterol and triglyceride levels; and is the result of more than 20 years of international research and development. This product is the perfect balance of science and nature. It is based on a novel proprietary extraction process that preserves the labile compounds of the key Active Principles of botanically pure *Gymnema sylvestre* leaves.

Clinical studies and fundamental cellular research have been completed. Recent cellular research at King's College London, has shown Natural to be more active than the leading *Gymnema sylvestre* based products. This product limits consumer's exposure to potentially harmful side-effects, since it is a 100% all-natural healthy supplement.

NATURAL'S BENEFITS INCLUDE:

- Helps stabilize and balance blood sugar levels.† *
- Helps stabilize and balance cholesterol levels.† *
- Helps stabilize and balance triglyceride levels.† *
- Results in as little as 30 days.
- On average, up to 400% more active than competing *Gymnema sylvestre* products.
- Clinically proven.
- Works on a cellular level. NATURAL BLOOD HEALTH AID™
- No side effects have been reported to date when taking Natural at normal daily dosages.
- Easy-to-swallow vegetarian capsules.
- No artificial colors, flavors or preservatives.
- No chemical solvents, yeast, starch or gluten.
- On average, clinical studies have found that over 90% of subjects who took Natural experienced important results in stabilizing and balancing their blood sugar, cholesterol and triglyceride levels.

The invented Ayurvedic Virgin Isolate technology, OSA™, which is supported by U.S. and foreign patents, offers characteristics that are unique in its category of herbal extracts. Our technology is quickly gaining recognition from the international medical community, which is reported in various journals and first class research publications, such as *Cellular Physiology and Biochemistry* (2009), *Phytotherapy Research* (2010) and *Diabetes, A Journal of the American Diabetes Association* (2007).

OSA™ allows our all-natural proprietary *Gymnema sylvestre* extract product, Natural Blood Health Aid™, to be coupled with scientific cellular-level endocrine research and human clinical trials, to bring a truly unique health solution to millions of people worldwide.

Our product is currently distributed through major drugstores and supermarkets across the United States.



OSA VIRGIN ISOLATE

OSA™ is a next-generation Virgin Isolate, and comes in the form of a powder. It is an extract from the leaf of *Gymnema sylvestre*, an Ayurvedic plant native to the tropical forests of southern and central India. OSA™ offers characteristics that are unique in its category of herbal extracts. OSA™ is supported by U.S. and foreign patents and cellular-level research conducted by recognized experts in the field. It is quickly gaining recognition from the international medical community.

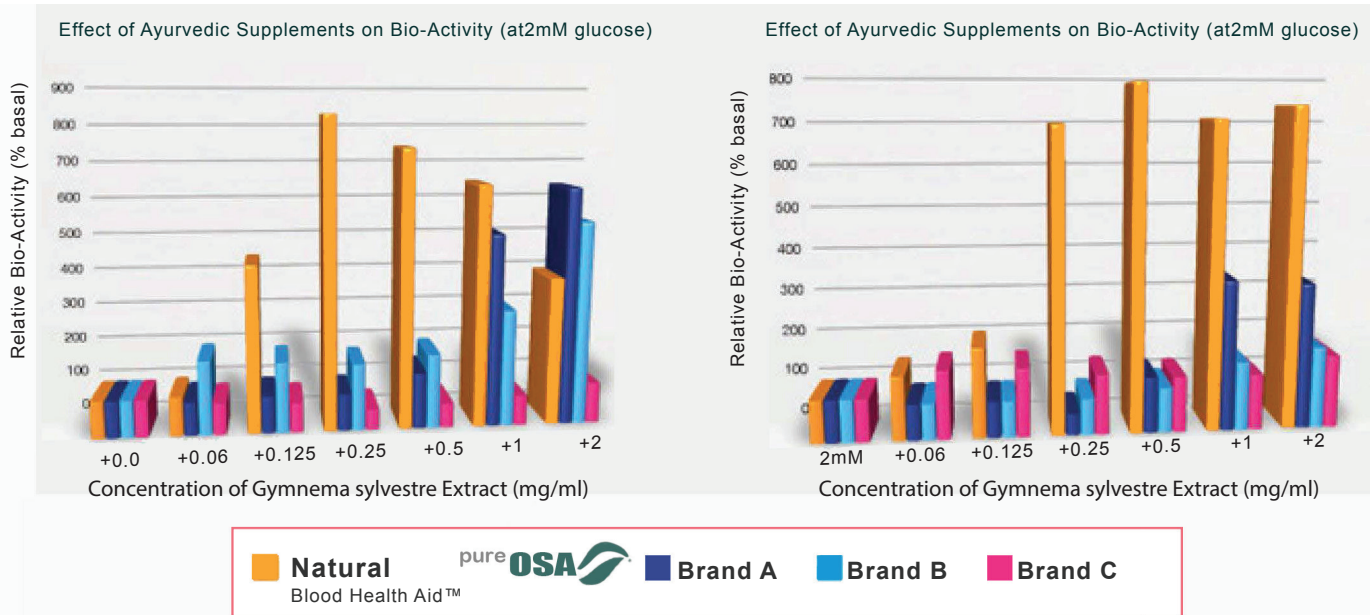
The uses for OSA™ extend beyond the traditional encapsulated dietary supplement and may include drink mixes, nutrition bars and other health food products.

NATURAL'S DETAILS

Pharmapex's branded version of OSA™ comes in the form of vegetarian capsules and is marketed under the Natural name.

Natural Blood Health Aid™ is the result of 20 years of international research and development. It is an all natural dietary supplement that can be used as part of the diet to help stabilize and balance blood sugar, cholesterol and triglyceride levels. The active ingredient in Natural is OSA™ (as described above), and is offered in vegetarian capsules.

Clinical studies, and fundamental cellular research, have been completed. Recent cellular research at King's College London, has shown Natural Blood Health Aid™ to be more active than the leading *Gymnema sylvestre* based products .



FREQUENTLY ASKED QUESTIONS

WHAT IS NATURAL BLOOD HEALTH AID™?

Natural Blood Health Aid™ is the leading all natural dietary supplement that can be used as part of a healthy diet to help stabilize and balance blood sugar, cholesterol and triglyceride levels. Natural Blood Health Aid™ is clinically proven and is the result of more than 20-years of international research and development.

Natural is a next-generation product obtained from a proprietary extract of the *Gymnema sylvestre* leaf. *Gymnema sylvestre* is a unique plant that grows in the Indian sub-continent and has been used as a natural folk medicine for maintaining optimal health since 6000 B.C. Several tribes, including those in east-central India, have used *Gymnema sylvestre* leaves for centuries as a folk remedy.

HOW CAN NATURAL HELP ME?

Natural can be used as part of a healthy diet to help stabilize and balance blood sugar, cholesterol and triglyceride levels that are already within the normal range.

WHY SHOULD I TAKE NATURAL INSTEAD OF A COMPETING GYMNEMA SYLVESTRE SUPPLEMENT?

Because of the unique process for isolating and extracting the most concentrated OSA™ (Om Santal Adivasi) compound from the *Gymnema sylvestre* leaf, Natural requires only one-third of the normally recommended dosage recommended for competing supplements. This allows consumers to receive maximum benefits from Natural's benefits of stabilizing and balancing blood sugar, cholesterol and triglyceride levels.

Natural is the perfect balance of science and nature. The invented Ayurvedic Virgin Isolate technology, OSA™, allows our all-natural proprietary *Gymnema sylvestre* extract product, Natural, to be coupled with scientific cellular-level endocrine research and human clinicals to bring a truly unique health solution to millions of people worldwide.

IS NATURAL SAFE?

No side effects have been reported to date when taking Natural at normal daily dosages. However, you should consult with a licensed healthcare professional before taking Natural Blood Health Aid™.

HOW LONG DOES IT TAKE FOR ME TO EXPERIENCE RESULTS FROM NATURAL?

Natural provides peak results when taken daily as part of a healthy diet and exercise program. Although individual results may vary, in clinical trials positive results have been experienced in as little as 30-days.

WHAT ARE THE INGREDIENTS OF NATURAL?

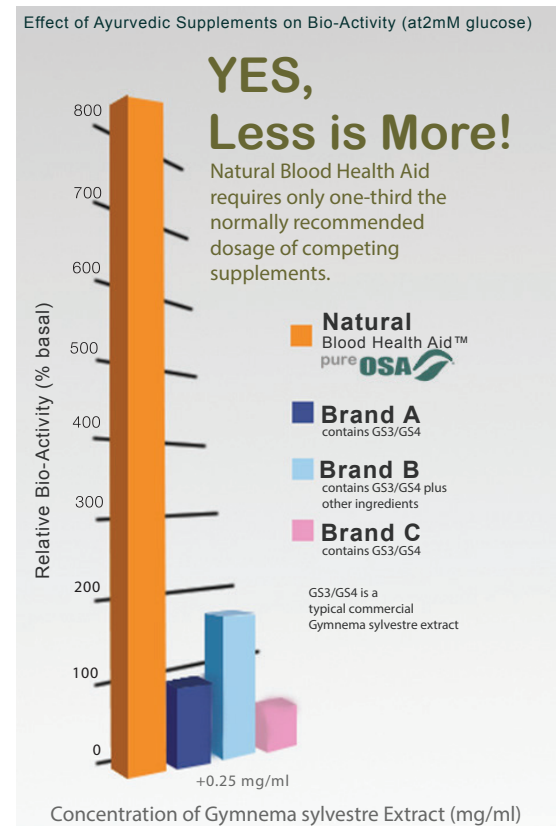
OSA™, a proprietary extract of the *Gymnema sylvestre* leaf, Vegetarian Capsules, Hydroxypropyl Methylcellulose (HPMC).

HOW MUCH NATURAL SHOULD I TAKE EACH DAY?

As a dietary supplement, take one capsule 2 to 3 times daily. Natural provides peak results when taken daily as part of a healthy diet and exercise program.

CAN I TAKE NATURAL IF I TAKE OTHER MEDICATIONS?

Before taking Natural you should consult with your licensed healthcare professional.



STIMULATION OF INSULIN SECRETION BY AN AQUEOUS EXTRACT OF GYMNEMA SYLVESTRE : ROLE OF INTRACELLULAR CALCIUM

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INTRODUCTION

Plant derived extracts have been used to treat Type 2 diabetes mellitus for several millennia and a number of tribes, including those in east-central India, have used *Gymnema sylvestre* leaves in their diet and as a folk-medicine for centuries. In the current study we have investigated the effects of a leaf extract of an organic *Gymnema sylvestre* (a virgin isolate designated OSA) on insulin secretion from mouse and human β -cells, and examined the dependence of the secretory response on extracellular Ca^{2+} . The name 'OSA' denotes Om Santa! Adivasi, as a tribute to the Santa! tribal people. The virgin isolate is proprietarily prepared by re-creating the Santa! tribe's methods to retain the labile compounds of the active principles.

METHODS

Insulin secretion: For static incubations, groups of 20,000 MIN6 cells were seeded into 96 well plates, incubated with OSA for 30 minutes, then the supernatant was retrieved for measurement of insulin secretion by radioimmunoassay. For time-course studies, Liberase- isolated human islets were loaded into chambers and perfused at a rate of 0.5ml/min at 37°C with a physiological salt solution supplemented with OSA. Following collection of the perfusate samples at 2 minute intervals for 50 minutes, the insulin content was determined by radioimmunoassay.

Cell viability: Cells were incubated with 0.1% (w/v) Trypan blue for 15 minutes and non-viable (blue) cells were identified by light microscopy.

Single cell microfluorimetry: The effects of OSA on $[Ca^{2+}]_i$ were determined by single cell microfluorimetry in which Fura 2-loaded MIN6 cells seeded on APES coated glass cover slips were illuminated alternately at 340nm and 380nm and emitted light was filtered at 51 nm.

RESULTS

Figure 1. Effect of OSA on insulin secretion

OSA caused a concentration-dependent increase in insulin secretion from the MIN6 mouse insulin-secreting cell line at both 2mM glucose (left panel) and 20mM glucose (right panel). The left panel also shows data (red line) from Trypan blue uptake studies: OSA caused significant increases in Trypan blue uptake at concentrations ≥ 0.5 mg/ml, so for all further experiments OSA was used at a concentration of ≤ 0.2 mg/ml. Data are mean \pm SEM, n=10.

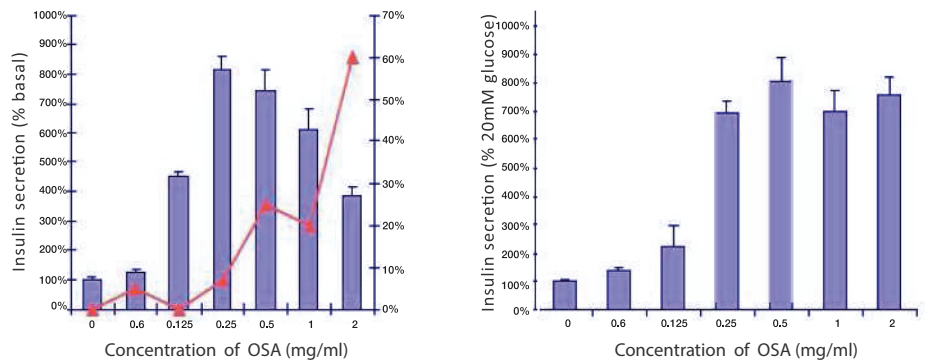


Figure 2. Time course of OSA effects

OSA (0.125mg/ml) caused a rapid stimulation of insulin secretion from perfused human islets at 2mM glucose (left panel), with a peak increase of 266 \pm 54% basal secretion. Secretion declined towards basal levels when OSA was removed. OSA also potentiated glucose-stimulated insulin secretion from human islets (right panel). The secretory response was rapid in onset, with an initial peak 4.4-fold higher than the 20mM glucose-induced secretory plateau, and this was followed by a sustained elevation in secretion. Data are mean \pm SEM, n=3.

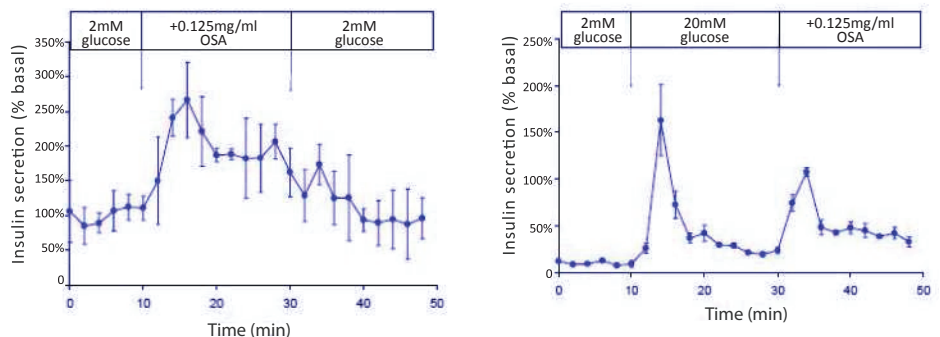
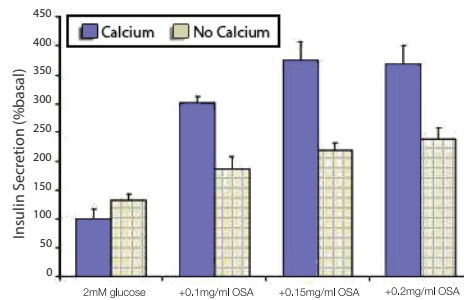


Figure 3. Calcium-dependence of OSA effects

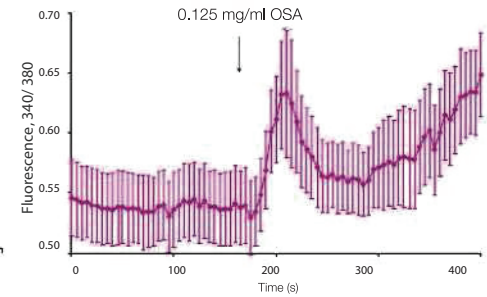
Left panel: Effect of removal of extracellular Ca²⁺

OSA (0.1-0.2mg/ml) stimulated insulin secretion from MIN6 cells both in the presence (filled bars) and absence (hatched bars) of extracellular Ca²⁺, but the secretory response was significantly (P<0.01) reduced by removal of extracellular Ca²⁺. Data are mean±SEM, n=6



Right panel: Effect of OSA on intracellular Ca²⁺

OSA (0.125mg/ml) caused a rapid, transient increase in [Ca²⁺]_i in Fura 2-loaded MIN6 cells, followed by a sustained rising phase. Data are mean±SEM, n=10 cells.



SUMMARY

- OSA (Om Santal Adivasi), a proprietary and patented virgin isolate from organic *Gymnema sylvestre* leaves, stimulated insulin secretion from the MIN6 mouse insulin-secreting cell line at both sub-stimulatory (2mM) and maximal stimulatory (20mM) glucose concentrations. Concentrations of OSA <0.5mg/ml stimulated secretion without compromising cell viability (Figure 1).
- OSA also stimulated insulin secretion from isolated human islets at 2 and 20mM glucose. Its effects were rapid in onset and reversible (Figure 2).
- The stimulatory effect of OSA partially persisted in the absence of extracellular Ca²⁺, and it was able to stimulate increases in intracellular Ca²⁺ in Fura 2-loaded MIN6 cells (Figure 3).

CONCLUSION

Our data indicate that the OSA extract of *Gymnema sylvestre* contains one or more insulin secretagogue components. At least part of the effect of OSA is dependent on elevation in intracellular Ca²⁺, but OSA may also exert direct effects on exocytosis in the absence of extracellular Ca²⁺. The capacity of low concentrations of OSA to cause a reversible stimulation of insulin secretion from human islets suggests that further research should be performed to determine its usefulness as a therapeutic agent in individuals with Type 2 diabetes mellitus.

REVIEW THESE QUESTIONS WITH YOUR DOCTOR NATURAL BLOOD HEALTH AID™



QUESTION ONE

What is *Gymnema sylvestre*?

Gymnema sylvestre is an ancient Ayurvedic plant that grows naturally in the Indian sub-continent. It has been used in folk, Ayurvedic and homeopathic systems of medicine for thousands of years. Natural utilizes a multi-patented technology—called Virgin Isolate OSA™—which extracts only the most potent parts of the *Gymnema sylvestre* leaf, making Natural up to 400% more effective than other *Gymnema sylvestre* products, including those made with GS3/GS4 extracts.

QUESTION TWO

How does Natural work?

Natural helps to stabilize and balance blood sugar, cholesterol and triglyceride levels. Research has shown that Natural works on a cellular level by actually stimulating the natural secretion of insulin in the pancreas. Ask your doctor if Natural is a good complement to your diet and exercise routine.

QUESTION THREE

What does it mean when we say Natural works on a cellular level and doesn't create cellular toxicity?

Your body is made up of trillions of cells; Natural works from within particular cells within your body, the several hundred thousand clusters of cells within the pancreas. Natural Blood Health Aid™ won't cause cellular toxicity—toxic damage to cells, which can cause individual cell death.

QUESTION FOUR

Have there been any clinical studies done on Natural?

Yes. The science behind Natural has been published in peer-reviewed research journals such as Diabetes Extract Book (June, 2007), A Journal of the American Diabetes Association and Phytotherapy Research (May 17, 2010). In clinical research studies, over 90% of subjects taking Natural experienced important results in stabilizing and balancing their blood sugar, cholesterol and triglyceride levels.

QUESTION FIVE

Is it important that Natural Blood Health Aid[™] is 100 percent natural?

Absolutely! When we say that Natural Blood Health Aid[™] is all natural, we mean it! That means it has no artificial colors, flavors, preservatives, additives, yeast, starch or gluten. Natural is encapsulated in easy-to-swallow vegetarian capsules, too.

QUESTION SIX

How could Natural interact with my current medication?

Individuals taking prescription medications (including hypoglycemic medications or insulin), pregnant or lactating women and children under the age of 18 should consult with their physician or healthcare professional before taking Natural.

QUESTION SEVEN

What are the possible side effects?

To date, there have been no side effects reported when using Natural, but you should consult with your healthcare professional(s) before taking Natural.