

# Euphrasia Complex

M1250

Quality is our Passion  
 Passion Flower (*Passiflora incarnata*)

## Euphrasia Complex: Clear Nose & Sinus Support

Euphrasia Complex is a unique combination of Eyebright herb, Golden Seal root and rhizome, Golden Rod herb, Echinacea root and Cayenne fruit formulated for sinus support.\*

### Mucous membranes in the nasal passages

Mucous membranes are located on the lining of body cavities including the respiratory tract. They are designed to protect delicate body tissues that have some exposure to the outside world.<sup>1</sup> Inside your nose is a series of structures called turbinates. When you breathe, the air is forced over the turbinates (their shape creates turbulence in the breathed air). Each turbinate is covered with a mucous membrane, containing a rich blood supply and having the following functions: (1) trapping dust and other particles, and (2) warming and humidifying the air.<sup>1</sup> The nasal passages act as an air conditioner and help ensure ongoing healthy resistance in these and the lower respiratory tissues.<sup>2,3\*</sup>

Closely related to the nose are the sinuses. They are hollow chambers in some of the bones of the face that connect with the nasal cavity. The sinuses are also lined with mucous membranes and help to humidify the inhaled air. The sinuses have another important function: they cause a unique resonance in your voice as the sound waves bounce in and out.<sup>1\*</sup>

## How Euphrasia Complex Keeps You Healthy

### Maintains healthy and normal mucus secretion in nasal passages

Eyebright, Golden Seal and Golden Rod have been used traditionally to support and maintain healthy mucous secretion in the nasal passages.<sup>4,5</sup> Golden Seal also improves the tone, vigor and function of these mucous membranes. Due to its pungent, hot and spicy nature, Cayenne is thought to assist the nasal passages by promoting healthy blood flow in the mucosal tissues. Cayenne became an important herb for the natural clinicians in the late 19th Century United States because of its ability to bring 'vital heat' to the body.<sup>4</sup> By maintaining healthy nasal passages these herbs also support free and clear breathing.\*

### Supports healthy response to occasional seasonal stresses

Eyebright, Golden Seal and Golden Rod have been used traditionally to support a healthy response in the nasal passages when challenged by occasional, seasonal stresses.<sup>4,5\*</sup>

The root of *Echinacea purpurea* was used by the Native Americans to enhance immune system function.<sup>6</sup> A placebo-controlled trial found that *Echinacea purpurea* root assists the body's immune response by helping with normal phagocytosis.<sup>7</sup> This is a process involving certain white blood cells that engulf and digest foreign particles or cells that might challenge the body. A practical effect is that top quality Echinacea root helps the immune response following stress or sudden changes in weather.\*

Supplement Facts		
Serving size:	1 tablet	
Servings per container:	30	
Amount per Serving		%DV
Calories	3	
Calcium	60 mg	6%
Eyebright herb 4:1 extract from <i>Euphrasia officinalis</i> herb 650 mg	162.5 mg	†
Golden Rod herb 4:1 extract from <i>Solidago virgaurea</i> herb 650 mg	162.5 mg	†
Echinacea root 6:1 extract from <i>Echinacea purpurea</i> root 370 mg	61.67 mg	†
Golden Seal root & rhizome 3:1 extract from <i>Hydrastis canadensis</i> root & rhizome 125 mg	41.67 mg	†
Cayenne fruit 4:1 extract from <i>Capsicum annuum</i> fruit 10 mg	2.5 mg	†

† Daily Value (DV) not established.

Other ingredients: Calcium acid phosphate, cellulose, hypromellose, magnesium stearate, silica and sodium starch glycolate.

**Caution:** Contraindicated in pregnancy and lactation. Contraindicated in known allergy to Golden Rod.

**Product No** M1250  
**Content** 30 Tablets



**Associate Professor Kerry Bone**  
 MediHerb Co-Founder and  
 Director of Research and Development

### A Phytotherapist's Passion

"Philosopher and teacher Rudolf Steiner once said that, for every human illness, somewhere in the world there exists a plant which is the cure. I believe that there is a healing potential locked inside plants which is integral with their evolution, just as it is part of human evolution to learn to tap this wonderful gift of Nature."

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\* These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Research conducted by international groups strongly suggests that the alkylamides (pronounced al-kyl-a-mydes), present in high amounts in the roots of Echinacea:

- are very important for the immune system effects of Echinacea<sup>8-10</sup>
- are absorbed into the bloodstream<sup>11,12\*</sup>

### Why use herbal products from an environmentally-responsible manufacturer?

Herbal products are made from living plants. It is extremely important that as consumers and manufacturers we do all we can to ensure their sustainability. Many species are threatened by destruction of their habitat and by unsustainable harvesting. One such example is the wild crafting (collecting from the wild) of *Hydrastis canadensis* (Golden Seal) in the United States.\*

In June 1997, Golden Seal was included in the Convention of International Trade in Endangered Species (CITES). This means that the international trade in Golden Seal is regulated and monitored to help ensure the plant's survival.<sup>13</sup> However, CITES regulations do not monitor the trade of Golden Seal in the US, so it is vital that you ensure any Golden Seal product you choose is from a cultivated source. MediHerb has a strong policy on endangered and threatened medicinal plants, and only purchases cultivated sources of Golden Seal root and rhizome.\*

## What Makes Euphrasia Complex Unique

### Euphrasia Complex is unique in the professional herbal products industry because:

- Top quality organically grown plants are used in the manufacture of the Echinacea, and Golden Rod components of this tablet
- Only top quality *cultivated* plants are used in the manufacture of the Golden Seal component of this tablet
- MediHerb has worked with Echinacea growers to help produce superior quality plants (to ensure high levels of the tingling plant constituents)
- MediHerb helped develop some of the chemical analyses used to regularly test the quantity of alkylamides in Echinacea raw materials
- MediHerb tests the quantity of hydrastine and berberine in Golden Seal raw materials
- MediHerb tests the level of pesticides in Echinacea raw material
- MediHerb supports ongoing research and is involved in clinical trials to investigate the effects of Echinacea on the body

### Unique Manufacture & Analytical Testing

#### Quality and safety ensured

- Manufactured in Australia to the high standards of international pharmaceutical Good Manufacturing Practice
- Raw materials and finished product are subjected to tough quality standards, including use of the latest and most relevant chemical analysis methods
- Unique extraction method using cold percolation (this protects the delicate plant constituents, ensuring a full range of constituents)
- Control of all stages of the manufacturing process - from plant to tablet to you

#### References

<sup>1</sup> Lazaroff M. *The Complete Idiot's Guide to Anatomy & Physiology*. Alpha, Indianapolis, 2004. <sup>2</sup> Guyton AC, Hall JE. *Textbook of Medical Physiology*, 10th Edn. W.B. Saunders, Philadelphia, 2000. <sup>3</sup> Warrell DA, Cox TM, Firth JD (eds). *Oxford Textbook of Medicine*, Volume 2. Oxford, Oxford University Press, 2003. <sup>4</sup> *British Herbal Pharmacopoeia*. BHMA, Bournemouth, 1983. <sup>5</sup> Mills SY. *The Essential Book of Herbal Medicine*. Penguin Arkana (Penguin), London, 1991. <sup>6</sup> Moerman DE. *Native American Ethnobotany*. Timber Press, Portland, 1998. <sup>7</sup> Jurcic K, Melchart D, Holzmann M et al. *Z Phytother* 1989; **10**: 67-70 <sup>8</sup> Agnew LL, Guffogg SP, Matthias A et al. *J Clin Pharm Ther* 2005; **30**(4): 363-369 <sup>9</sup> Woelkart K, Xu W, Pei Y et al. *Planta Med* 2005; **71**(8): 701-705 <sup>10</sup> Gertsch J, Schoop R, Kuenzle U et al. *FEBS Lett* 2004; **577**(3): 563-569 <sup>11</sup> Matthias A, Addison RS, Penman KG et al. *Life Sci* 2005; **77**(16): 2018-2029 <sup>12</sup> Woelkart K, Koidl C, Grisold A et al. *J Clin Pharmacol* 2005; **45**(6): 683-689 <sup>13</sup> American Herbal Pharmacopoeia. *Goldenseal Root - Hydrastis canadensis: Standards of Analysis, Quality Control, and Therapeutics*. American Herbal Pharmacopoeia, Santa Cruz, 2001.



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### Quality is our Passion

MediHerb products are developed by experts and leaders in the field of herbal therapy, using scientific evidence and hundreds of years of traditional knowledge.

Kerry Bone and over 20 health care professionals work within MediHerb while still managing their own clinical practices, plus we consult with an advisory board of health care professionals from around the world.

Our products are made using only the highest quality ingredients which are extensively tested for purity and potency. The MediHerb manufacturing plant operates to a strictly regulated pharmaceutical standard and is regularly audited by the Therapeutic Goods Administration (similar to the FDA), the same body that audits conventional pharmaceutical manufacturing facilities. The comprehensive regulations in Australia mean that you receive a safe and effective product that has been manufactured to pharmaceutical standards.

We know from our experience as health care professionals that the quality of a product you take makes a huge difference to the health outcome you experience. We dedicate ourselves to researching and making the best possible products to deliver health solutions that work.



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