

## Horphag Research Unveils New Ad Campaign

Horphag Research unveils a new advertising campaign showcasing the unique health benefits of Pycnogenol® for skin, joint, eye, heart, cognitive function, and sports nutrition. The new creative represents the evolution of the Pycnogenol® brand while continuing to stay true to its commitment to science. Look for the new advertisements in trade magazines, consumer publications, and industry trade websites, or visit [www.pycnogenol.com](http://www.pycnogenol.com).



## Like Us on Facebook!

The official Pycnogenol® Facebook page has launched! Facebook provides a unique opportunity and community to share real-time information on our flagship ingredient with you, our valued customers, as well as thousands of consumers.

We invite you to visit the page at [www.facebook.com/pycnogenol](http://www.facebook.com/pycnogenol) and to "like" Pycnogenol® so that you can receive continuous research updates, news, and marketing materials. The site will grow and change over the coming weeks as we continue to develop its content, so we encourage you to check back regularly.

We hope the page serves as a tool to help you further your business and stay on the cutting edge of Pycnogenol® news.



## welcome

We are throwing our hat in the cognitive function ring with a new standout study on Pycnogenol® supplementation and memory improvement in both young and elderly individuals.

I am also pleased to share some exciting details on several new global product launches that truly exemplify innovation for sports nutrition and beauty from within.

Pycnogenol® is now part of the Facebook community, and we encourage you to "like" our page and take advantage of this new option for you to receive regular news updates.

I look forward to reconnecting with many of you at upcoming trade shows and meetings in the months to come.

Best Regards,

Victor Ferrari  
Chief Executive Officer  
Horphag Research

## Horphag Research

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## featuring...

PYCNOGENOL® FOR COGNITIVE FUNCTION

THE LATEST PRODUCTS USING PYCNOGENOL®

PYCNOGENOL® SHOWN TO IMPROVE VISIBLE SIGNS OF AGING

PYCNOGENOL® NATURALLY IMPROVES MENOPAUSE 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](http://www.pycnogenol.com)

# REPORT

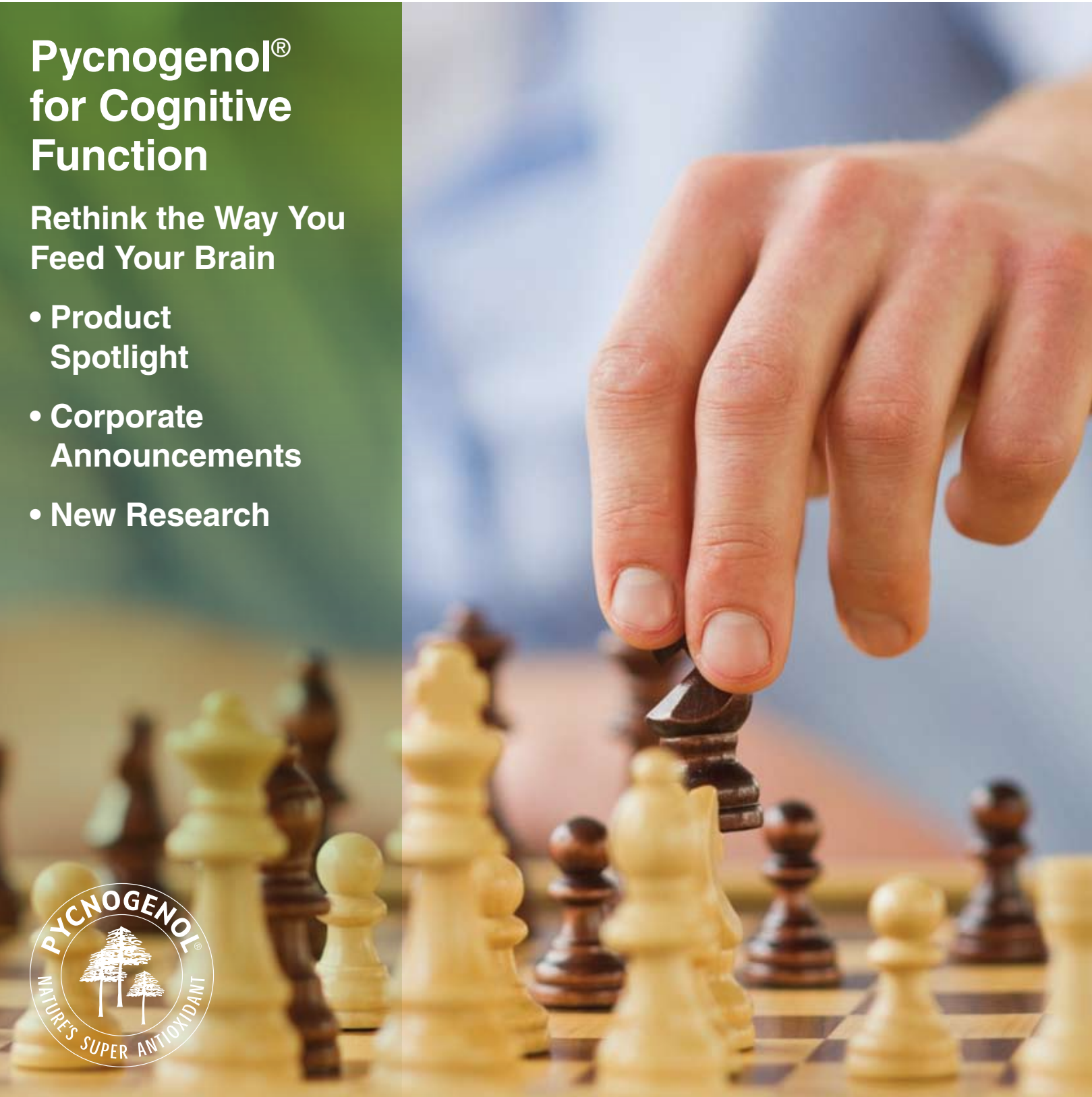
ISSUE 19 2012

LOOK, FEEL AND LIVE BETTER

## Pycnogenol® for Cognitive Function

### Rethink the Way You Feed Your Brain

- Product Spotlight
- Corporate Announcements
- New Research



## Pycnogenol® for Cognitive Function

### Rethink the way you feed your brain

From tying string around a finger to listening for the familiar beep of a cellular phone, technology continues to revolutionize how one remembers important information. Despite these methods for daily reminders, who has the ability to remember it all?

Improve your natural memory ability by powering your brain with a healthy diet and supplement regime. New to the scene of natural cognitive enhancers is botanical extract Pycnogenol®, which has demonstrated memory improvement in both students and seniors.

Recent research published in *Panminerva Medica* found that Pycnogenol® significantly enhanced mental performance in healthy college students. The study examined 53 Italian university students, aged 18-27. After supplementing with 100 mg of Pycnogenol® per day, for eight weeks, the study found that Pycnogenol® effectively enhanced mental performance, including improved sustained attention, memory, and mood in students. Students taking Pycnogenol® had higher test scores on university exams than the control group and experienced significantly improved alertness and contentedness. Results showed that not only did Pycnogenol® decrease test anxiety by 17 percent, but also confirmed Pycnogenol®'s ability to improve mental performance by evaluating students' scores on exams.

According to the lead researcher, Dr. Gianni Belcaro, oxygen-rich blood supply to the brain is important for cognitive function, which Pycnogenol® enhances by improving overall vascular function.



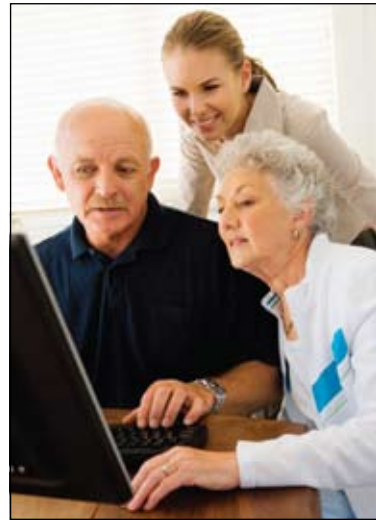
While this is great news for young students, how does Pycnogenol® benefit the rest of the population? A previous study confirms findings that Pycnogenol® effectively improves cognitive function in senior individuals. Research published in the *Journal of Psychopharmacology* demonstrated that Pycnogenol® supplementation improved both numerical working memory as well as spatial working memory.

The study examined the effects of Pycnogenol® on a range of cognitive and biochemical measures in 101 senior individuals, aged 60-85. The study also examined the "oxidative stress" hypothesis of ageing and neuronal degeneration as it relates to normal changes in cognition in elderly individuals. Participants consumed a daily dose of 150 mg of Pycnogenol® for three months. After treatment, a marker known as F2-isoprostanes significantly decreased with Pycnogenol®, but not in the placebo group, as demonstrated by blood samples. F2-isoprostanes develop by oxidation of unsaturated fatty acids, which are present in particularly high quantities in nerve cell membranes. The coincidence of Pycnogenol® significantly improving memory after three months and the oxidation of nerve membranes being significantly inhibited suggests that the antioxidant activity of Pycnogenol® plays a major role in clinical effects.

Researchers suggest that several physiologic contributions of Pycnogenol® may have contributed to the improved cognitive function of investigated students, namely antioxidant potency and blood circulation improvement. While the results are promising, they need to be further investigated in a larger population group.

Similar conclusions were drawn in the study with elderly subjects. The researcher, Dr. Con Stough, remarked that the results support research from a range of disciplines that suggests that antioxidants may aid in preserving or enhancing specific mental functions. Cognitive research in this area specifically indicates that the putative benefits associated with antioxidant supplementation are associated with memory.

While Pycnogenol®'s cognitive function benefits are in the process of being investigated further, combination formulas with Pycnogenol® for memory are also being explored.



## Fruit Flavored Gel Supplement, PULZ™

Developed and introduced by Berry.En, a German manufacturer of high-end nutritional products, **PULZ™** is a unique functional gel supplement designed to naturally support the cardiovascular system.

The special formulation of highly efficient and proven components in Berry.En PULZ™ includes 50 mg of Pycnogenol®, Resveratrol, L-Carnitine, Taurine, Coenzyme Q10, Vitamin E and folic acid. The potent combination supports heart, blood vessel and circulatory health.

Clinical research has shown that botanical ingredients like Pycnogenol® promote heart health through blood pressure control, cholesterol maintenance and circulation enhancing properties.

The fruit flavored gel pack is designed for health conscious individuals, including athletes, to incorporate into their everyday diet and exercise routine. The product is available in the official Berry.En Store, [www.berryenstore.com](http://www.berryenstore.com), and through independent distributors in many European countries. For more information on Berry.En markets and products, visit [www.berryen.com](http://www.berryen.com).



## Dietary Supplement Flebon®

Introduced by Farmoquímica in Brazil last year, **Flebon®** is a dietary supplement containing 50 mg of Pycnogenol®. The supplement is designed to manage symptoms of chronic venous insufficiency.

Research has shown Pycnogenol® effectively helps against the typical subjective symptoms of venous insufficiency including pain, cramps and the "feeling of heaviness." It seals fragile veins and capillaries and effectively reduces lower leg and foot swelling. Pycnogenol® is anti-inflammatory, enabling fragile blood vessels to heal and recover completely. Finally, studies have shown it reduces platelet aggregation without increasing bleeding time, thus helping to avoid complications such as deep vein thrombosis.



Flebon® has obtained OTC registration in Brazil by the local authorities, Anvisa, and recommends a daily dose of three tablets. Please visit [www.fqm.com.br](http://www.fqm.com.br) for more information.

## Three Elite Performance Products from USN

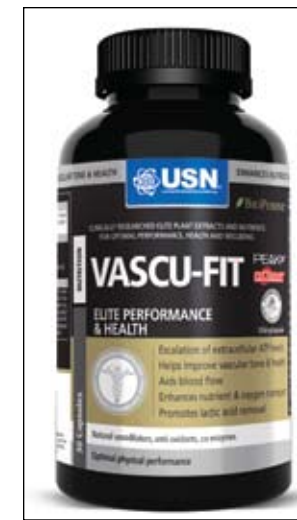
Ultimate Sports Nutrition has launched the ultimate muscle building energy stack, **ANABOLIC NITRO-X**. Formulated to deliver a focused and explosive workout, key ingredients Pycnogenol®, creatine and Vitargo® agglomerated barley starch work in combination to provide potential benefits to significantly enhance nitric oxide generation, assistance in generating energy during workouts and speeding muscle recovery between sets, all resulting in muscle gain.



**SPRINT PRO RACE FUEL** is a new pre- and during-exercise beverage designed to deliver energy and peak performance for up to 90 minutes. Active ingredients Pycnogenol® and Pure Creatine monohydrate work synergistically to provide significant enhancement of nitric oxide generation, explosive energy during strenuous activity and hastening muscle recovery between races/training sessions.



USN's **VASCU-FIT** is a nutritional supplement developed for optimal performance, health and well-being. It is a unique formulation of scientifically tested polyphenol-rich fruit extracts, Vitamin B12, Pycnogenol® (100mg), Vinburnine and absorption enhancers. VASCU-FIT elevates the body's extracellular ATP levels (Anaerobic Energy), helps to improve vascular health, aids in stimulating blood flow to peripheral sites, provides an efficient mechanism for removal of catabolic waste products such as lactic acid and provides excellent free radical scavengers during stressful situations.



All three elite performance products developed with Pycnogenol® harness the botanical extract's ability to stimulate the enzyme endothelial nitric oxide synthase which has been clinically proven to increase vasodilation, consequently improving blood micro-circulation. It was also demonstrated

in controlled clinical trials to speed up the healing of harmed tissue, to reduce pain and cramps in training, as well as to improve endurance capacity. The products are available at these distribution outlets in UK/Europe: Holland & Barrett, GNC, DW Gyms, Muscle Fines, Evolution Nutrition, CLF, TROPicana, and everywhere online. And in South Africa, you can find them in these stores: Dis-Chem, Clicks, Sportsman's Warehouse, Massmart stores, and independent pharmacies. For more information visit [www.usn.co.za](http://www.usn.co.za).

## Pycnogenol® Shown to Improve Visible Signs of Aging

Natural supplement Pycnogenol® was found to improve skin at a physiological and molecular level, increasing skin hydration by eight percent and elasticity by 25 percent in women in a trial recently published in *Skin Pharmacology and Physiology*. According to researcher Dr. Jean Krutmann, Pycnogenol® is the only natural supplement to date that stimulates hyaluronic acid production in human skin.

The study examined 20 healthy women, aged 55-68 years. Participants were given 75 mg of Pycnogenol® per day, over a 12-week period. Skin hydration, elasticity, and fatigue were assessed by noninvasive biophysical methods at trial start and after six and 12 weeks. The study found that Pycnogenol® elevated gene expression COL1A1 by 29 percent, COL1A2 by 41 percent and increased hyaluronic acid production in skin by 44 percent. Pycnogenol® also decreased skin fatigue considerably, reduced skin wrinkles by three percent and increased skin smoothness by six percent.



## Pycnogenol® Naturally Improves Menopause Symptoms

Pycnogenol® was found to significantly improve signs and symptoms of menopause and decreased elevated levels of oxidative stress, while helping to manage heart health, which is particularly important as menopausal women live at elevated risk for cardiovascular disease. The study examined 70 perimenopausal women, aged 40-50. After supplementing with 100 mg of Pycnogenol® per day (50 mg taken twice daily), over eight weeks, the study concluded that Pycnogenol® substantially improved perimenopausal signs and symptoms including hot flashes, night sweats, mood swings, irregular periods, loss of libido and vaginal dryness after treatment, as judged by patients' scores, showing a decrease from an average of 2.67/4 to 1.45/4.

Pycnogenol® also effectively decreased the severity of bloating, irregular heart beat, and digestive problems. Additionally, oxidative stress levels decreased significantly after Pycnogenol® supplementation.

