



SEP 16 1998

6265 '98 SEP 21 P1:51

Michael L. Kobiela
President
Ancient Herbs, Inc.
835 Potts Avenue
Green Bay, Wisconsin 54304

Dear Mr. Kobiela:

This is in response to your letter of September 8, 1998 to the Food and Drug Administration (FDA) pursuant to 21 U.S.C. 343(r)(6) (section 403(r)(6) of the Federal Food, Drug, and Cosmetic Act (the Act)). Your submission states that Ancient Herbs, Inc. is making the following claims, among others, for the products:

St. John's Wort Extract

- "...to treat wounds and burns"
- "...natural therapy for mild to moderate depression"
- "...effective as synthetic antidepressants..."
- "...the leading treatment for mild to moderate depression"
- "Less costly than synthetic antidepressants"
- "...studied as a treatment for Aids, several forms of cancer, bedwetting in children, skin diseases such as psoriasis, rheumatoid arthritis, peptic ulcers and even hangovers"

Standardized Ginkgo Biloba Extract

- "...relieve symptoms of coughs, asthma and depression"
- "Assists in delaying the progression of Alzheimer's"
- "Decreases the risk of blood clots"
- "Reduces impotency due to decreased blood flow"
- "Assists in reducing migraine headaches"

Standardized Echinacea Extract

- "...reducing the frequency, symptoms and duration of the common cold and flu"
- "Helps fight infection"
- "Helps reduce severity of infections"
- "...reducing occurrences of yeast infections..."
- "Helps shorten duration of colds and flu"
- "May accelerate healing"
- "...should be taken at the onset of symptoms until 48 hours after symptoms disappear..."

978-0163

LET 220

100% Pure Wisconsin American Ginseng

- “Reduction in serum cholesterol”
- “May lessen menopausal side effects”
- “Reduction in stomach irritation”
- “...reduce harmful effects of alcohol”

Standardized Bilberry Extract

- “...treatment for diarrhea and minor inflammation”
- “May reduce progression of cataracts”

Standardized Saw Palmetto Extract

- “...for problems associated with the urinary tract, reproductive systems...”
- “...offers therapeutic and nutritional support for the prostate gland without unpleasant side effects”
- “...reducing symptoms caused by an enlarged prostate...”
- “reduced inflammation of bladder & enlarged prostate”

Standardized Grape Seed Extract

- “...leading to cancer, heart disease, and many other illnesses”
- “Promotes faster healing”
- “Decreases risk of heart disease”

These claims suggest that these products are intended to treat, prevent, mitigate, or cure disease.

Your submission also states that Ancient Herbs, Inc. is using citations to one or more articles or other sources, some of which (for example; Health Counselor, “Saw Palmetto - Nature’s Answer to an Enlarged Prostate,” by Michael T. Murray, N.D., Vol. 6 No. 4; NNFA Today, “Ginkgo Biloba Found Effective for Treatment of Alzheimer’s,” vol. 11 no. 10; and Hypericum and Depression, by Harold H. Bloomfield, Mikael Nordfors, M.D., Peter McWilliams, copyright 1997) appear to suggest that the products are intended to treat, prevent, mitigate, or cure disease.

21 U.S.C. 343(r)(6) makes clear that a statement included in labeling under the authority of that section may not claim to diagnose, mitigate, treat, cure, or prevent a specific disease or class of diseases. The statements that you are making for these products suggest that they are intended for use to treat, prevent, mitigate, or cure diseases or as alternatives to approved disease therapies. These claims do not meet the requirements of 21 U.S.C. 343(r)(6). These claims suggest that these products are intended for use as drugs

- Supports rebuilding of healthy connective tissue

Ancient Herbs Standardized Grape Seed Extract:

Benefits of Grape Seed Extract may include:

- Improved resistance to environment toxins
- Potent antioxidant
- Promotes healthy circulatory function
- Strengthens capillaries and blood vessels
- Enhances immune response
- Promotes faster healing
- Decreases risk of heart disease
- Promotes healthy skin

Ancient Herbs Saw Palmetto Extract:

Benefits of Saw Palmetto may include:

- Provide nutritional support for maintaining normal prostate health
- Reduced inflammation of bladder & enlarged prostate
- Improved urinary flow
- Decreased urinary frequency
- No significant side effects

Section 101.93 (a) (2) (iii) The name of the dietary ingredient or supplement that is the subject of the statement, if not provided in the text of the statement;

Provided in the text of the statements above.

Section 101.93 (a) (2) (iv) The name of the dietary supplement (including brand name), if not provided in response to paragraph (a) (2) (iii) on whose label, or in whose labeling, the statement appears.

Provided in the text of the statements above.

Section 101.93 (a) (3) The notice shall be signed by a responsible individual or the person who can certify the accuracy of the information presented and contained in the notice. The individual shall certify that the information contained in the notice is complete and accurate, and that the notifying firm has substantiation that the statement is truthful and not misleading.

I, Michael L. Kobiela, certify that the information contained in the notice is complete and accurate, and that the notifying firm, Ancient Herbs, Inc., has substantiation that the statement is truthful and not misleading

Signed by: Michael L. Kobiela, President Dated: 9/8/98
Michael L. Kobiela, President of Ancient Herbs, Inc.

100% Pure Wisconsin American Ginseng

- “Reduction in serum cholesterol”
- “May lessen menopausal side effects”
- “Reduction in stomach irritation”
- “...reduce harmful effects of alcohol”

Standardized Bilberry Extract

- “...treatment for diarrhea and minor inflammation”
- “May reduce progression of cataracts”

Standardized Saw Palmetto Extract

- “...for problems associated with the urinary tract, reproductive systems...”
- “...offers therapeutic and nutritional support for the prostate gland without unpleasant side effects”
- “...reducing symptoms caused by an enlarged prostate...”
- “reduced inflammation of bladder & enlarged prostate”

Standardized Grape Seed Extract

- “...leading to cancer, heart disease, and many other illnesses”
- “Promotes faster healing”
- “Decreases risk of heart disease”

These claims suggest that these products are intended to treat, prevent, mitigate, or cure disease.

Your submission also states that Ancient Herbs, Inc. is using citations to one or more articles or other sources, some of which (for example; Health Counselor, “Saw Palmetto - Nature’s Answer to an Enlarged Prostate,” by Michael T. Murray, N.D., Vol. 6 No. 4; NNFA Today, “Ginkgo Biloba Found Effective for Treatment of Alzheimer’s,” vol. 11 no. 10; and Hypericum and Depression, by Harold H. Bloomfield, Mikael Nordfors, M.D., Peter McWilliams, copyright 1997) appear to suggest that the products are intended to treat, prevent, mitigate, or cure disease.

21 U.S.C. 343(r)(6) makes clear that a statement included in labeling under the authority of that section may not claim to diagnose, mitigate, treat, cure, or prevent a specific disease or class of diseases. The statements that you are making for these products suggest that they are intended for use to treat, prevent, mitigate, or cure diseases or as alternatives to approved disease therapies. These claims do not meet the requirements of 21 U.S.C. 343(r)(6). These claims suggest that these products are intended for use as drugs

Page 3 - Mr. Michael L. Kobiela

within the meaning of 21 U.S.C. 321(g)(1)(B), and that they are subject to regulation under the drug provisions of the Act. If you intend to make claims of this nature, you should contact FDA's Center for Drug Evaluation and Research (CDER), Office of Compliance, HFD-310, 7520 Standish Place, Rockville, Maryland 20855.

Please contact us if we may be of further assistance.

Sincerely,

James T. Tanner, Ph.D.
Acting Director
Division of Programs and Enforcement Policy
Office of Special Nutritionals
Center for Food Safety
and Applied Nutrition

Copies:

FDA, Center for Drug Evaluation and Research, Office of Compliance, HFD-300
FDA, Office of the Associate Commissioner for Regulatory Affairs, Office of Enforcement, HFC-200
FDA, Minneapolis District Office, Office of Compliance, HFR-MW340

cc:

HFA-224 (w/incoming)
HFA-305 (docket 97S-0163)
HFS-22 (CCO)
HFS-456 (File)
HFS-450 (file, r/f, OSN#61121)
HFD-310 (BWilliams)
HFD-314 (Aronson)
HFS-600 (Reynolds)
HFS-605 (Bowers)
GCF-1 (Nickerson, Dorsey)
r/d:HFS-456:RMoore:9/14/98
Init:GCF-1:DDorsey:9/14/98
f/t:HFS-456:rjm:9/15/98:docname:61121.adv:disc32



"Your Source of Fine Herbs"

Ancient Herbs, Inc.
835 Potts Avenue
Green Bay, Wisconsin 54304

Toll Free: 1-888-430-HERB (4372)

Phone: (920) 494-8660

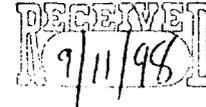
Fax: (920) 494-8695

E-Mail: ancherbs@netnet.net

Web Site: <http://www.ancientherbs.com>

61121

September 8, 1998



Office of Special Nutritionals (HFS-450)
Center for Food Safety and Applied Nutrition
Food and Drug Administration
200 C St. SW.
Washington, DC 20204

RE: SEC. 101.93 NOTIFICATION PROCEDURES FOR CERTAIN TYPES OF
STATEMENTS ON DIETARY SUPPLEMENTS.

For compliance of section 101.93, we are providing you the notification for certain types of statements used in the labeling of its products. We currently do not use statements of nutritional support on our labels of our product. We have provided samples of our labels and information brochures for your review.

We contacted our local attorney, Richard E. Nell, with Stellpflug, Janssen, Nell & Hammer, S.C. from DePere, Wisconsin for review of our marketing materials. He stated that as long as we are sourcing our information on the brochures for what we are stating, we should be in compliance of the federal laws. I am voluntarily submitting our labels and information materials for your review to make sure we are in compliance with current laws.

Section 101.93 (a) (2) (i) The name and address of the manufacturer, packer, or distributor of the dietary supplement that bears the statement;

Ancient Herbs, Inc.
835 Potts Avenue
Green Bay, WI 54304

Section 101.93 (a) (2) (ii) The text of the statement that is being made;

Ancient Herbs St. John's Wort Extract:

Benefits of St. John's Wort may include:

- Improved mood and sense of well being
- Increased motivation to accomplish tasks
- Greater interest in socializing with others
- Improved productivity
- More energy

Also see docket 97S-0163

- Decreased feelings of anxiety
- Improved ability to concentrate
- Less costly than synthetic antidepressants

Ancient Herbs Ginkgo Biloba Extract:

Benefits of Ginkgo Biloba may include:

- Reduced memory loss
- Improved blood flow to brain and lower extremities
- Assists in delaying progression of Alzheimer's
- Potent antioxidant
- Decreases the risk of blood clots
- Promotes elasticity due to decreased blood flow
- Assists in reducing migraine headaches

Ancient Herbs 100% Pure Wisconsin American Ginseng:

Benefits Ginseng may provide with long term use include:

- Increase in general vitality
- Enhanced immune system
- Promotes longevity
- May heighten resistance to stress
- Reduction in serum cholesterol
- May lessen menopausal side effects
- Improved concentration and memory
- Reduction in stomach irritation
- May reduce harmful effects of alcohol and other toxins by promoting quick expulsion of liver toxins
- Maintain chemical and metabolic balance

Ancient Herbs Standardized Echinacea Extract:

Benefits of Echinacea may include:

- Enhanced immune response
- Helps fight infection
- Helps reduce severity of infections
- May aid in reducing occurrences of yeast infections (Candida)
- Helps shorten duration of colds and flu
- May accelerate healing

Ancient Herbs Standardized Bilberry Extract:

Benefits of Bilberry may include:

- Promotes healthy eyesight
- Helps improve night vision
- Strengthens capillaries throughout the body
- Antioxidant
- Promotes healthy circulatory function
- May reduce progression of cataracts

- Supports rebuilding of healthy connective tissue

Ancient Herbs Standardized Grape Seed Extract:

Benefits of Grape Seed Extract may include:

- Improved resistance to environment toxins
- Potent antioxidant
- Promotes healthy circulatory function
- Strengthens capillaries and blood vessels
- Enhances immune response
- Promotes faster healing
- Decreases risk of heart disease
- Promotes healthy skin

Ancient Herbs Saw Palmetto Extract:

Benefits of Saw Palmetto may include:

- Provide nutritional support for maintaining normal prostate health
- Reduced inflammation of bladder & enlarged prostate
- Improved urinary flow
- Decreased urinary frequency
- No significant side effects

Section 101.93 (a) (2) (iii) The name of the dietary ingredient or supplement that is the subject of the statement, if not provided in the text of the statement;

Provided in the text of the statements above.

Section 101.93 (a) (2) (iv) The name of the dietary supplement (including brand name), if not provided in response to paragraph (a) (2) (iii) on whose label, or in whose labeling, the statement appears.

Provided in the text of the statements above.

Section 101.93 (a) (3) The notice shall be signed by a responsible individual or the person who can certify the accuracy of the information presented and contained in the notice. The individual shall certify that the information contained in the notice is complete and accurate, and that the notifying firm has substantiation that the statement is truthful and not misleading.

I, Michael L. Kobiak, certify that the information contained in the notice is complete and accurate, and that the notifying firm, Ancient Herbs, Inc., has substantiation that the statement is truthful and not misleading

Signed by: Michael L. Kobiak, President Dated: 9/8/98
Michael L. Kobiak, President of Ancient Herbs, Inc.

SUGGESTED USE:
As a dietary supplement, take one capsule three times per day or as recommended by your health care professional.

Developed in accordance with the recommendations and safety standards set forth by the German Commission E.

Safety sealed for your protection. If seal is broken, do not use.

Keep out of reach of children.
For More Information Call:
1-888-430-HERB (4372)

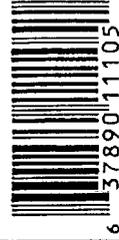


EACH CAPSULE CONTAINS:
St. John's Wort Extract...300 mg
(*Hypericum perforatum*)
standardized to contain 0.3%
hypericin.

Do not take with prescription antidepressants unless under close supervision of a health care professional. Avoid excessive sun exposure.

DISTRIBUTED BY:
Ancient Herbs, Inc. 835 Potts Ave.
Green Bay, WI 54304

Made in U.S.A.



SUGGESTED USE:
As a dietary supplement, in addition to a healthy diet, take 1-2 capsules twice daily with water or make into tea.

Safety sealed for your protection. If seal is broken, do not use. Keep out of reach of children.

Ancient Herbs, is known for its high quality and freshness. Our herb products are selected from the finest areas of the world.

For More Information Contact:
<http://www.ancientherbs.com>

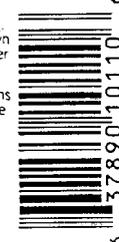


CONTENTS:
Each capsule contains 500 mg. of 100% pure Wisconsin grown American Ginseng root powder (Panax Quinquefolius).

An ancient herb that contains ginsenoside (ginseng's active ingredient).

DISTRIBUTED BY:
Ancient Herbs, Inc.
835 Potts Ave.,
Green Bay, WI 54304

Made In U.S.A.



SUGGESTED USE:
As a dietary supplement, in addition to a healthy diet, take 1-2 capsules twice daily with water or make into tea.

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Ancient Herbs, is known for its high quality and freshness. Our herb products are selected from the finest areas of the world.

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DISTRIBUTED BY:
Ancient Herbs, Inc.
835 Potts Ave.,
Green Bay, WI 54304

Made in U.S.A.



SUGGESTED USE:
As a dietary supplement, 1 or more capsules per day or as recommended by your health professional.

Contains no sugar, starch, salt, corn, yeast or soy derivatives and no artificial preservatives.

Safety sealed for your protection. If seal is broken, do not use.

Keep out of reach of children.

For More Product Information Call:
1-888-430-HERB (4372)



EACH CAPSULE CONTAINS:
Ginkgo Biloba Extract 40 mg
50:1 concentrated extract
Standardized to contain 24%
Flavonoid Glycosides and 6%
Terpene Lactones.

Ancient Herbs brings you the highest quality standardized products available.

DISTRIBUTED BY:
Ancient Herbs, Inc.
835 Potts Ave.,
Green Bay, WI 54304
Made In U.S.A.



SUGGESTED USE:
As a dietary supplement, 1 or more capsules per day or as recommended by your health professional.

Contains no sugar, starch, salt, corn, yeast or soy derivatives and no artificial preservatives.

Safety sealed for your protection. If seal is broken, do not use.

Keep out of reach of children.

For More Product Information Call:
1-888-430-HERB (4372)



EACH CAPSULE CONTAINS:
Echinacea Purpurea
Extract..... 400 mg
Standardized to contain 4%
Phenolic Compounds.

Not recommended for individuals with autoimmune conditions.

DISTRIBUTED BY:
Ancient Herbs, Inc.
835 Potts Ave.,
Green Bay, WI 54304
Made In U.S.A.



SUGGESTED USE:
As a dietary supplement, 1 or more capsules per day or as recommended by your health professional.

Contains no sugar, starch, salt, corn, yeast or soy derivatives and no artificial preservatives.

Safety sealed for your protection. If seal is broken, do not use.

Keep out of reach of children.

For More Product Information Call:
1-888-430-HERB (4372)



EACH CAPSULE CONTAINS:
Bilberry Extract..... 80 mg
Standardized to contain
25% Anthocyanosides.

Ancient Herbs brings you the highest quality standardized products available.

DISTRIBUTED BY:
Ancient Herbs, Inc.
835 Potts Ave.,
Green Bay, WI 54304

Made In U.S.A.



SUGGESTED USE:
As a dietary supplement, 1 or more capsules per day or as recommended by your health professional.

Contains no sugar, starch, salt, corn, yeast or soy derivatives and no artificial preservatives.

Safety sealed for your protection. If seal is broken, do not use.

Keep out of reach of children.

For More Product Information Call:
1-888-430-HERB (4372)

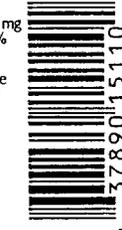


EACH CAPSULE CONTAINS:
Grape Seed Extract (PCO)..... 50 mg
Standardized to contain 95%
Procyanidolic Oligomers.

Ancient Herbs brings you the highest quality standardized products available.

DISTRIBUTED BY:
Ancient Herbs, Inc.
835 Potts Ave.,
Green Bay, WI 54304

Made In U.S.A.



SUGGESTED USE:
As a dietary supplement, take one capsule two times per day or as recommended by your health care professional.

Developed in accordance with the recommendations and safety standards set forth by the German Commission E.

Safety sealed for your protection. If seal is broken, do not use.

Keep out of reach of children.

For More Information Call:
1-888-430-HERB (4372)



EACH CAPSULE CONTAINS:
Saw Palmetto Extract..... 160 mg
standardized to contain 85-95%
fatty acids in an olive oil base.

Contains no sugar, starch, salt, corn, yeast or soy derivatives, and no artificial preservatives.

DISTRIBUTED BY:
Ancient Herbs, Inc.
835 Potts Ave.
Green Bay, WI 54304

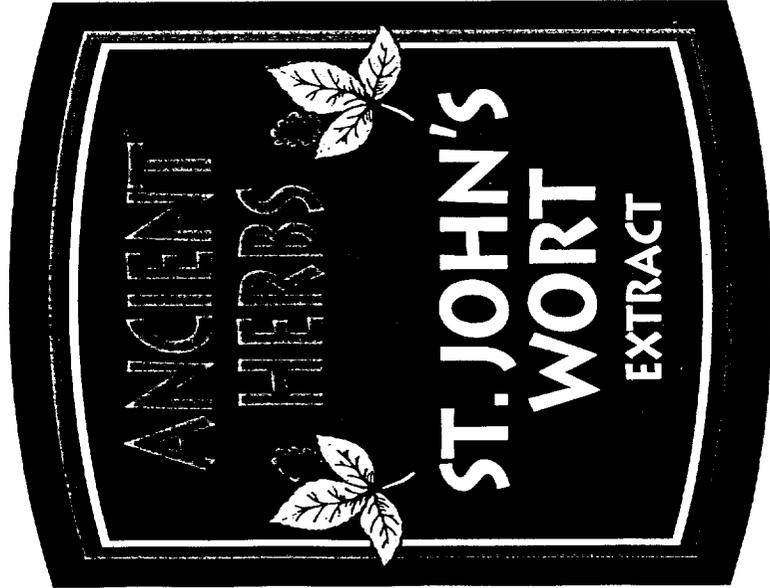
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WHAT

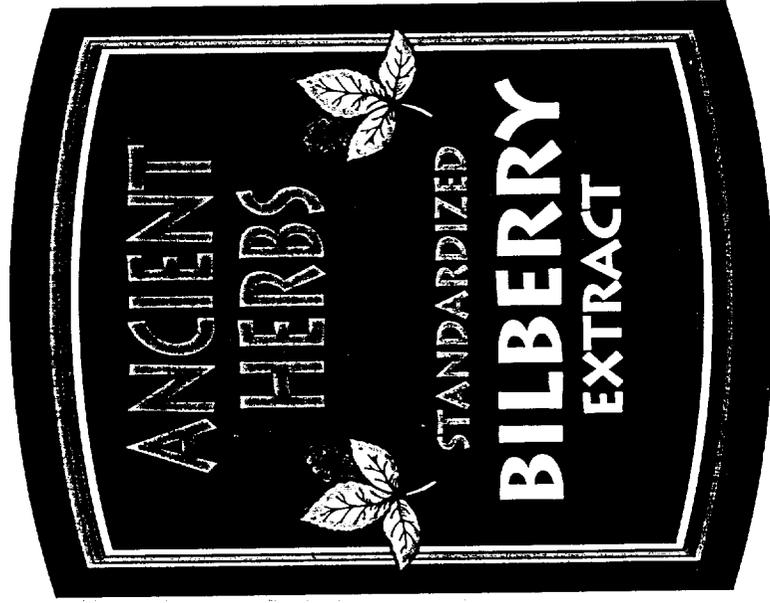
**ST. JOHN'S
WORT**

CAN DO FOR YOU...



WHAT

**BILBERRY
CAN DO FOR YOU...**



WHAT

WISCONSIN AMERICAN

GINSENG

CAN DO FOR YOU...



ABOUT GINSENG...

Ginseng is the most revered medicinal plant in the world. Known for its ability to promote strength and vigor, Ginseng has been a significant part of Chinese herbal medicine for the past 5,000 years. It's Ginseng's long, established history of use that speaks most impressively of its health benefits.

BENEFITS GINSENG MAY PROVIDE WITH LONG TERM USE INCLUDE:

- Increase in general vitality
- Enhanced immune system
- Promotes longevity
- May heighten resistance to stress
- Reduction in serum cholesterol
- May lessen menopausal side effects
- Improved concentration and memory
- Reduction in stomach irritation
- May reduce harmful effects of alcohol and other toxins by promoting quick expulsion of liver toxins
- Maintain chemical and metabolic balance



Ancient Herbs, Inc. is a member of the Ginseng Board of Wisconsin Seal program. All products listed on this Wisconsin variety of Ginseng products carry the Ginseng Board of Wisconsin Seal. The Ginseng Board of Wisconsin Seal is your assurance that you are purchasing 100% Pure Wisconsin Ginseng.

Note: This brochure is intended as information only and not as medical advice. Always consult a physician for any medical problems or concerns.

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ABOUT BILBERRY

A relative of the blueberry, Bilberry is a small shrub with sweet black berries. In Ancient Europe, Bilberry was consumed as a food source, as well as for medicinal purposes. It was used as a treatment for diarrhea and minor inflammation of the mouth and throat until WWII when British Royal Air Force pilots reported improved night vision after eating Bilberry jam. European studies confirm Bilberry's positive effect on vision.

BENEFITS OF BILBERRY MAY INCLUDE:

- Promotes healthy eyesight
- Helps improve night vision
- Strengthens capillaries throughout the body
- Antioxidant
- Promotes healthy circulatory function
- May reduce progression of cataracts
- Supports rebuilding of healthy connective tissue

MORE ABOUT BILBERRY...

The active ingredients in Bilberry are called anthocyanosides. The recommended dose is one or more 80 mg. capsules per day or as recommended by your health professional. Bilberry is standardized to contain 25% anthocyanosides. No side effects have been reported. Ancient Herbs, Inc. is proud to bring you the highest quality, standardized Bilberry extract product.

Sources:
*Herbs for your Health, "Bilberry," by Steven Foster, copyright 1996.
**Earl Mindell's Herb Bible, "Bilberry," by Earl Mindell, copyright 1992.
Today's Herbal Health, "Bilberry," by Louise Teasdale, M.H., copyright 1996.
Herbs of Choice - The Therapeutic Use of Phytonutrients, "Bilberry," Vams E. Tyler, PhD, S.D., copyright 1996.
Nutrition for Today's Living, "Bilberry: Herbal Antioxidant Ripe for the Picking," by Rob McCaleb, Nov., 1994.

Note: This brochure is intended as informational only and not as medical advice. Always consult your Physician for any medical problems or concerns. If pregnant, consult physician before using.

© 1997 Ancient Herbs Inc.
Call 1-888-430-HERB for more information.

ABOUT ST. JOHN'S WORT...

Used for centuries to treat wounds and burns, St. John's Wort, also known as Hypericum, has emerged as a natural therapy for mild to moderate depression.

Numerous clinical studies have shown St. John's Wort to be effective as synthetic antidepressants, but with far fewer and less serious side effects. In Germany, St. John's Wort has become the leading treatment for mild to moderate depression.

BENEFITS OF ST. JOHN'S WORT MAY INCLUDE:

- Improved mood and sense of well being
- Increased motivation to accomplish tasks
- Greater interest in socializing with others
- Improved productivity
- More energy
- Decreased feelings of anxiety
- Improved ability to concentrate
- Less costly than synthetic antidepressants

MORE ON ST. JOHN'S WORT...

According to Dr. Harold Bloomfield, author of Hypericum and Depression, "Hypericum is currently being medically studied as a treatment for Aids, several forms of cancer, bedwetting in children, skin diseases such as psoriasis, rheumatoid arthritis, peptic ulcers and even hangovers."

Studies suggest taking 300 mg. of St. John's Wort containing 0.3% of the active ingredient, hypericin, three times daily. Improvement is usually noted within 2 to 6 weeks. Ancient Herbs, Inc., brings you the highest quality, standardized product containing 0.3% hypericin.

Sources:
American Journal of Natural Medicine, "Common Questions about St. John's Wort Extract," by Michael T. Murray, N.D., Sept 1997 Vol. 4 No. 7.
Herbs for Health: "St. John's Wort Offers Natural Therapy," published by Herb Companion Press LLC, Nov./Dec., 1997.
Hypericum and Depression, by Harold H. Bloomfield, Mikael Nordfors, M.D., Peter McWilliams, copyright 1997.
St. John's Wort - Nature's Feel-Good Herb, by Ray Sahelian, M.D., copyright 1997.
Newsweek Magazine, "Focus on Your Health - A Natural Mood Booster," by Sue Miller, May 5, 1997.

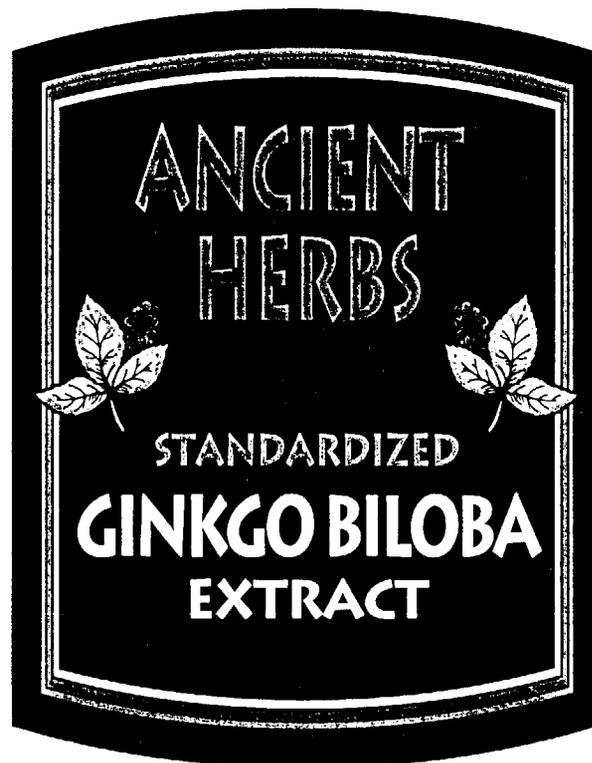
Note: Avoid excessive sun exposure. Do not take with prescription antidepressants unless under close supervision of a health care provider. This brochure is intended as information only and not as medical advice. Always consult your physician for any medical problems or concerns.

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Call 1-888-430-HERB for more information.

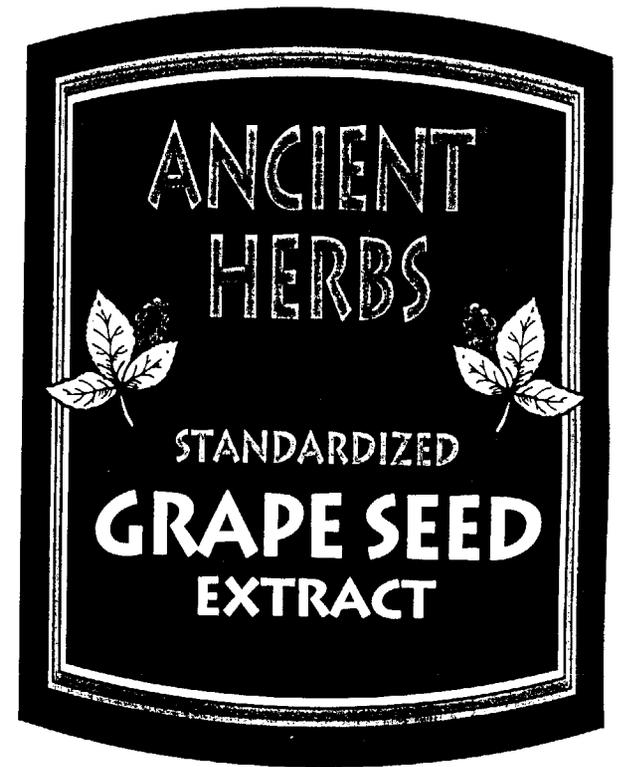
WHAT
ECHINACEA
CAN DO FOR YOU...



WHAT
**GINKGO
BILOBA**
CAN DO FOR YOU...



WHAT
GRAPE SEED
CAN DO FOR YOU...



ABOUT GINKGO BILOBA...

A staple of Chinese herbal medicine for thousands of years, Ginkgo Biloba was recommended for its ability to "benefit the brain," and relieve symptoms of coughs, asthma and depression.

Today Ginkgo Biloba extract is one of the most widely used and extensively researched herbs available. Since the 1950's, over 400 scientific studies support the use of Ginkgo as a nutritional aid in improving and maintaining health. Ginkgo leaf extract is used extensively throughout Europe and is prescribed more than five million times per year in Germany alone.

BENEFITS OF GINKGO BILOBA MAY INCLUDE:

- Reduced memory loss
- Improved blood flow to brain and lower extremities
- Assists in delaying progression of Alzheimer's
- Potent antioxidant
- Decreases the risk of blood clots
- Promotes elasticity of blood vessels
- Reduces impotency due to decreased blood flow
- Assists in reducing migraine headaches

MORE ABOUT GINKGO BILOBA...

Ginkgo Biloba extract is obtained from the leaves of the ornamental Ginkgo Biloba tree, the world's oldest living tree species. The recommended dose is one or more 40 mg. capsules per day or as recommended by your health professional. Ginkgo Biloba is **standardized** to contain 24% flavonoid glycosides and 6% terpene lactones. Results are usually evident within 6-12 weeks. There have been no reports of any significant side effects at the prescribed dose.

Sources:
"Keys to Health Guide," Ginkgo Biloba: The Amazing 200 Million Year-Old Healer," by Frank Murray, copyright 1993.
Herbs for your Health, "Ginkgo Biloba," by Steven Foster, copyright 1996.
NNFA Today, "Ginkgo Biloba Found Effective for Treatment of Alzheimer's," vol. 11 no. 10.
Health Magazine, "Nature's Pharmacy," by Burkhard Bilger, Oct. 1997.
Better Nutrition, "Two Herbs With a Heart for Health," by Steven Foster, April 1997.

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© 1997 Ancient Herbs Inc.

Call 1-888-430-HERB for more information.

ABOUT GRAPE SEED EXTRACT...

Grape Seed Extract is a potent antioxidant that scavenges for free radicals in the body. Free radicals are compounds that, in excess, can cause cell damage leading to cancer, heart disease and many other illnesses. Free radicals are formed naturally in the body, but environmental influences such as smoking, pesticides, food additives, and pollution can contribute to an excessive amount of them. Antioxidants help the body neutralize these free radicals.

BENEFITS OF GRAPE SEED EXTRACT MAY INCLUDE:

- Improved resistance to environmental toxins
- Potent antioxidant
- Promotes healthy circulatory function
- Strengthens capillaries and blood vessels
- Enhances immune response
- Promotes faster healing
- Decreases risk of heart disease
- Promotes healthy skin

MORE ABOUT GRAPE SEED...

The active ingredients in grape seed extract are called PGO's or Procyanidolic Oligomers. Extensive research has shown it to be one of the most potent antioxidant substances known. It is 50 times more powerful than Vitamin E and 20 times more powerful than Vitamin C. The recommended dose is one or more 50 mg. capsules per day or as recommended by your health professional. Grape Seed is **standardized** to contain 95% Procyanidolic Oligomers (PGO's).

Sources:
"Herbs for Your Health," "The Health Benefits of Grape Seed," by Varro E. Tyler, PhD, ScD, June, 1997.
Better Nutrition for Today's Living, "Grape Seed is a Potent Antioxidant," author, unstated, July 95.
Dr. Earl Mindell's, "What You Should Know About the Super Antioxidant Miracle," by Dr. Earl Mindell, copyright 1996.

Note: This brochure is intended as informational only and not as medical advice. Always consult your health care provider for any medical problems or concerns. If pregnant, consult physician before using.

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ABOUT ECHINACEA...

Echinacea is a native American wild flower, commonly known as purple coneflower, belonging to the sunflower family. Extensively used in early American medicine, before the advent of antibiotics, clinical studies have shown Echinacea to be an effective immune booster. Today, Echinacea is widely used for reducing the frequency, symptoms and duration of the common cold and flu.

BENEFITS OF ECHINACEA MAY INCLUDE:

- Enhanced immune response
- Helps fight infection
- Helps reduce severity of infections
- May aid in reducing occurrences of yeast infections (Candida)
- Helps shorten duration of colds and flu
- May accelerate healing

MORE ABOUT ECHINACEA...

Echinacea is not an herb to be used continuously, but rather, it should be taken at the onset of symptoms until 48 hours after symptoms disappear, for up to 2 weeks. The recommended dose is one or more 400 mg. capsules per day or as recommended by your health professional. Echinacea Purpurea extract is **standardized** to contain 4% phenolic compounds.

Sources:
Echinacea - The Immune Herb, by Christopher Hobbs, L.A.C., copyright 1990, 2nd edition 1996.
Herbs for your Health, "Echinacea," by Steven Foster, copyright 1996.
Herbs of Choice, "The Therapeutic Use of Phytomedicinals," by Varro E. Tyler, PhD, ScD, copyright 1994.
Better Nutrition, "Wild Flower Wonder - Echinacea," by Steve Foster, Jan. 97.
Vegetarian Times, "Herbal Rx for the Immune System: Echinacea Can Help Fight off a Menzies of Ills," by Donald J. Brown, Sept. 96.
Health News & Review, "Nature's Number 1 Immune Enhancer," by Daniel B. Mowrey, Summer 1995.

Caution: Clinical studies have shown Echinacea to be extremely safe; however, people with impaired immune system diseases such as Lupus, Chronic Fatigue Syndrome, Multiple Sclerosis, HIV or TB should not use Echinacea as it may over stimulate the immune system.

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ABOUT SAW PALMETTO...

Native to the Southern Atlantic Coast, Saw Palmetto is a small palm tree that produces large, dark, red berries. Native Americans and early settlers used the berries for problems associated with the urinary tract, reproductive systems, and as a general tonic to nourish the body.

More recently, studies suggest that Saw Palmetto offers therapeutic and nutritional support for the prostate gland without unpleasant side effects. It has been widely used in Germany and other European countries for its role in reducing symptoms caused by an enlarged prostate, a condition common in men over 40. Use of this herbal therapy is also becoming increasingly popular in the U.S.

BENEFITS OF SAW PALMETTO MAY INCLUDE:

- Provide nutritional support for maintaining normal prostate health
- Reduced inflammation of bladder & enlarged prostate
- Improved urinary flow
- Decreased urinary frequency
- No significant side effects

MORE ON SAW PALMETTO

Saw Palmetto extract should be standardized to contain the recommended amount of 85% - 95% fatty acids. Studies suggest taking 160 mg. of Saw palmetto twice a day. Improvements usually noted within 4-6 weeks. Ancient Herbs, Inc. brings you our highest quality standardized Saw Palmetto.

Herbs for You: Saw Palmetto by Steven Foster, copyright 1996.
Herbs for Health: "MIB's Survival Guide to Herbs" by Michael Castleman, Nov/Dec 1997.
"Herbs for Health: Saw Palmetto - Natural Relief to an Enlarged Prostate," by Mitchell Green, Ph.D., Vol. 6 No. 4.
"Herb Nutrition: Saw Palmetto: Herbal Prescription for Common Male Health Concerns," by Steven Foster, August 1996.
"Journal of Clinical Pharmacy and Therapeutics: Phytochemicals Out Perform Synthetics in Treating Enlarged Prostate,"
by Bob McCallon, 1997.
"Herb Nutrition, Prostate Protection 85% in the USA," by Steven Foster, 1997.
"Herbs for Health: Health Letters: P is for Prostate," by David Schaub and Stephen Schimidt, June 1996.

Note: This brochure is intended as information only and not as medical advice. Always consult your physician for any medical problems or concerns.

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WHAT SAW PALMETTO CAN DO FOR YOU...

