Introducing MediHerb’s Adrenal Tonic Phytosynergist®

Lee Carroll, BSc, BHSc (WHM) Medical Herbalist
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Lee Carroll, BSc, BHSc (WHM)

Lee Carroll has over 25 years of experience working with MediHerb and 16 years with Standard Process. Working alongside one of the world’s leading herbalists, Professor Kerry Bone at MediHerb, Lee has developed a unique insight into the clinical application of evidenced-based herbal medicine. Lee travels extensively throughout the United States, conducting informative and practical seminars on the clinical application of Western herbal medicine for health care professionals. Lee resides in Brisbane, Australia, with his wife and two children.
What’s a Tonic?

- Tonics are popularly thought of as preparations that make you feel better, stronger and healthier.
- Tonics are used to:
  - Restore, maintain physiological functioning of an organ system
  - Strengthen body systems
  - Replenish the body’s vital reserves
  - Assist the body in adapting to stress
Herbal Tonics

- General body tonic
  - Improves the tone, vigor and function of the whole body
- Adrenal tonic
  - Supports the healthy functioning and tone of the adrenal glands
- Immune tonic
  - Supports the healthy functioning and tone of the immune system
Herbal Tonics

- Harmonizing tonic
  - Adapts and restores equilibrium when experiencing temporary stress. Gently nourishing

- Rasayana
  - Used to nourish the body tissues, build strength and support immune system function
What’s an Adaptogen?

- An herb that improves the body’s resistance to stress and promotes normal physiologic function
- Support the natural adaptive stress mechanisms at the cellular level
- Fine tune the “Switch On" and “Switch Off" systems of the stress response
“Adaptogens are herbs whose complex phytochemicals interact with cellular pathways to help maintain and support cells under normal and stressful conditions”
“Adaptogens mimic the effects of beneficial stress”
General Adaptation Syndrome (GAS)

SELYE’S STRESS MODEL

Baseline Resistance

Catabolic Phase

Alarm Tiredness Phase 1

Resistance Fatigue Phase 2

Exhaustion Phase 3

Anabolic Phase
GAS Modified

- Life
- Adaptation
- Resistance
- Exhaustion

Baseline Resistance

Time

HPA axis turning on and off
Accumulating effect of ‘Fight or Flight’ reactions over time
Effect of Tonics & Adaptogens

Baseline Resistance

Life Adaptation Resistance Adapted

HPA axis turning on and off more efficiently
Reactions moderated
- General body tonic
- Adrenal tonic
- Harmonizing tonic
- Rasayana
- Adaptogen
Adrenal Tonic Phytosynnergist®
Support Your Resilience

New Product

Worry
Low Mood
Immune
Fatigue
Brain Fog
Pressure
Stress
Strain
Difficulty Sleeping
Ashwagandha

Rehmannia

Echinacea purpurea

Echinacea angustifolia

Licorice
Adrenal Tonic Phytosynergist

Rehmannia root 1:2 extract 2.25 mL
from *Rehmannia glutinosa* root 1.13 g

Ashwagandha root 1:1 extract 1.63 mL
from *Withania somnifera* root 1.63 g

Echinacea Premium 1:2 extract 875 mcL
from *Echinacea purpurea* root 263 mg
and *Echinacea angustifolia* root 175 mg

Licorice (High Grade) root extract 250 mcL
from *Glycyrrhiza glabra* 423 mg

Suggested Use: Dilute 5 mL (approx. 1 teaspoon),
in water or juice 2 to 3 times daily
Compelling Benefits

- Promote healthy adrenal gland function
- Facilitate the body’s normal response to occasional stress
- Help improve mental and/or physical performance after periods of mental and/or physical exertion
- Maintain feelings of well-being when experiencing temporary stress*

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Compelling Benefits

- Support healthy immune system response
- Help to increase energy and improve overall health
- Support healthy sleep
- Support and maintain the body as it ages*

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Ashwagandha

- An impressive clinical portfolio demonstrating tonic activity, benefits in anxiety and for male sexual function and enhancing mental performance
- Key trial of Ashwagandha in stressed people: reduced anxiety, morning serum cortisol, CRP
- Boosted DHEA
- High doses (at least 4 g/day) used in most trials

Ashwagandha and Agitation

- 2014 systematic review located five clinical trials
- All trials gave positive results and used varying methods of assessment (against placebo mainly)
- Authors concluded Ashwagandha improved agitation and stress in all studies undertaken to date

Ashwagandha: Male Tonic

- Ashwagandha, 5 g/day, improved testosterone levels in infertile men\(^1,2\)
- Ashwagandha, 4 g/day, significantly boosted DHEA-S levels by 32.5% in a RCT of 130 stressed patients\(^3\)

Rehmannia: Key Uses

- Adrenal depletion
- Stress support
- Altered immune system function
- Kidney inflammatory response function
- Skin health
- Temporary constipation
- TCM: Clears heat and cools the blood, nourishes Yin and blood, cools the upward blazing fire

Echinacea: Key Uses

- Enhance and support immune system function
- Supports heat shock proteins in white blood cells
- Alkylamides interact with the endocannabinoid system to support HPA axis function

Licorice: Key Uses

- Adrenal support
- Stress support
- GI health
- Healthy androgen levels (female)
- Respiratory health
- TCM: Tonifies the *spleen*, benefits *Qi*, moistens *lungs*, clears *heat* and detoxifies *fire poison*

Adrenal Tonic Phytosynergist®: Stress & Immune Tonic

Adrenal Tonic Phytosynergist® is a unique combination of Ashwagandha root, Licorice root, Rehmannia root, Echinacea angustifolia root and Echinacea purpurea root.

Stress: rise to the challenge and adapt

The body has developed defense mechanisms to deal with life-threatening dangers. The stress response (“fight-or-flight” reaction) helps your body adapt. The body moves into “high gear” by providing energy, speed and concentration to fight or to run. The body does this through nerve and hormonal signals, prompting the adrenal glands to release a surge of hormones. The adrenal glands sit on top of the kidneys, and are made of two parts: the cortex and the medulla. An important group of hormones produced by the adrenal cortex are the glucocorticoids, which help the body’s resistance to stress.

Modern life presents many challenges, which the body’s natural defenses may struggle to deal with. If constantly activated, your body’s response to stress may make you more vulnerable to poor sleeping, digestive upset or poor concentration.

Tonics

A tonic is popularly thought of as something that makes you feel better, stronger or healthier. Natural clinicians use tonics to strengthen body systems, to replenish the body’s vital reserves and to assist the body in adapting to stress. There are many different kinds of tonics, as shown below.

<table>
<thead>
<tr>
<th>General body tonic</th>
<th>Example: Ashwagandha</th>
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<tbody>
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<td>A herbal substance that improves the tone, vigor and function of the whole body</td>
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<table>
<thead>
<tr>
<th>Adrenal tonic</th>
<th>Example: Licorice</th>
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<tr>
<td>To Western natural clinicians an adrenal tonic supports the healthy functioning and tone of the adrenal glands, particularly the cortex. Improving the tone of the adrenal cortex supports the normal secretion of hormones from the gland and helps the body adapt when challenged by temporary stress.</td>
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Life doesn’t get easier; we get stronger and more resilient

Adrenal Tonic Phytosynergist® is specifically formulated to strengthen the body’s immune system and assist the body in adapting to stress.*

Support Your Resilience®

www.standardprocess.com | www.mediherb.com
What You Need to Know!

It’s a liquid Stress/Immune/Sleep Tonic!

Very successful trial conducted in Ohio.

This is the exact same formula.

Compliance is good!

Easy to take. Very palatable.

Suitable for all over the age of 12.
$67.00 Suggested List Price (6.8 fl oz)

Price per fl oz $9.85

Suggested Use: 5mL diluted in water or juice 2 to 3 times daily

5mL x 2 = $3.35/day or $23.45/week

5mL x 3 = $5.03/day or $35.18/week
What You Need to Know!

- Long term use is best, just like regular exercise
- Allow 2 to 3 weeks for patients to notice a difference
- I use higher doses (5 mL x 4 times a day) during times of greater need
<table>
<thead>
<tr>
<th>Grande Vanilla Latte</th>
<th>1 x 5 mL Adrenal Tonic Phytosynergist</th>
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</thead>
<tbody>
<tr>
<td>$4.55</td>
<td>$1.68</td>
</tr>
<tr>
<td>250 calories</td>
<td>12 calories</td>
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Which is the better investment?
Cautions & Contraindications

Caution: Contraindicated in known allergy to plants of the daisy family. Contraindicated in high blood pressure, edema (water retention), congestive heart failure, low blood potassium, pregnancy and lactation. For other contraindications and cautions consult your health care professional. This product is packaged in a facility that manufactures other products containing soy, milk, egg, wheat, peanut, tree nuts, fish and shellfish.

Keep out of reach of children. Store in a cool, dry place out of direct sunlight.

Supplement Facts

Serving Size: 5 mL (1 tsp) Servings per Container: 40

Amount per Serving

%DV
MediHerb Adrenal Product Differentiation

Adrenal Tonic Phytosynergist®

Adrenal Complex

Withania Complex
Adrenal Complex

- Foundational adrenal support
- HPA axis regulating
- Trophic and tonic to adrenal glands
- Improves negative feedback at the pituitary
- Inflammatory response function
- Immune system modulating
Withania Complex

- Stress support with a strong nervous system focus
- HPA axis regulating
- Trophic and tonic to adrenal glands
- Nervous system tonic
- Support cognitive function
- Support healthy sleep
**Nervous System**
- Kava Forte
- Valerian Complex
- Nevaton® Forte
- Bacopa Complex

**Digestive System**
- DiGest Forte
- HiPep
- Gut Flora Complex

**Immune System**
- Echinacea Premium
- Astragalus Complex
- Herbal Throat Spray

**Endocrine System**
- Gymnema
- Chaste Tree / FemCo
- Wild Yam Complex
- Tribulus
Standard Process
Synergists

Drenamin®
Adrenal Desiccated
Drenatrophin PMG®
Immuplex®
Questions?
Promotion

July 1 – August 31

Purchase one bottle of Adrenal Tonic Phytosynergist, automatically receive a free counter display and sleeve of 100 measuring cups automatically

One display per account
Thank You