



ECHINAMIDE® ANTI-VIRAL

Immune system support

Do you feel kind of helpless when your doctor tells you “It’s a viral infection. There’s nothing I can do. You’ll just have to ride it out”? There’s no longer a need to feel so helpless. Anti-Viral harnesses the power of nature to help you fight viruses.

Every day, every hour, every minute, every second, great battles go on right inside your body. Pathogenic disease producers like viruses and bacteria are everywhere – in the air we breathe and the food and water we consume. Fortunately, your body’s complex immune system enlists an elaborate army that’s on constant alert to do battle with invaders. Anti-Viral is helpful for acute viral attacks as well as long-term immune support and is available in tincture or softgel capsules.

WHAT IS A VIRUS

Although both can do much harm, viruses are quite different from bacteria. Basically, viruses are minuscule clumps of genetic material inside a protein packet. They need a host to survive. Once viruses infiltrate the cells within a person or animal, they use their host’s own reproductive equipment to duplicate. In the process of making thousands of copies of themselves, they damage and destroy their host’s cells. As your immune system fights these invaders, you feel quite terrible, experiencing pain, fever, swelling, fatigue and general malaise.

NATURE’S POWERFUL WEAPONS

Fortunately, we have an arsenal of medicinal herbs that can effectively assist your immune system in its fight against viruses.

THE BENEFITS OF NATURAL MEDICINAL HERBS

Medicinal herbs have definite advantages over pharmaceuticals. Here are just a few:

- Few to no side effects
- Inexpensive
- Treat the cause of the illness, not just the symptoms
- Prevent illness
- Due to their therapeutic effects, they can be used for more than one illness

ECHINAMIDE ANTI-VIRAL FORMULA

Anti-Viral has been designed using the best information from leading scientific research on medicinal herbs as well

as those herbs that have proven track records for effectiveness and safety. Although the herbs in this formula can be taken separately, the combination of Echinamide, astragalus, lomatium, reishi and licorice become a “virus cocktail” that works on every viral condition from colds to herpes.

SUPERIOR ECHINAMIDE

Echinamide is the result of a highly-sophisticated, patented extraction process that guarantees high levels of key actives that are responsible for echinacea’s effectiveness. Echinamide contains these actives in a base of the whole herb, so that none of the minor actives are missing.

Scientific research and testing has determined that echinacea actives are one of the most important immune-enhancing compounds. You can taste them because they cause a tingling sensation or slight numbness on the tongue. Echinacea actives stimulate phagocytosis, the process by which white blood cells circulate and eat up foreign invaders, such as bacteria and viruses and they help our bodies resist infections such as colds and flu.

ASTRAGALUS (*ASTRAGALUS MEMBRANACEUS*)

In China, astragalus has more than a 1,000-year history of use as medicinal herb and food. It is similar to echinacea in that it can be used to prevent a cold and flu or shorten its duration. The Herb Research Foundation’s *Encyclopedia of Medicinal Herbs* suggests: “Astragalus can also be used as a long-term preventive and restorative herb, both to prevent illness and to renew energy and vitality once an acute illness has passed. Scientific evidence also suggests that astragalus may be one of the most important herbs for strengthening the immune system against serious diseases, including cancer” (McCaleb, *et al*).

LOMATIUM (*LOMATIUM DISSECTUM*)

Lomatium garnered attention during the Spanish influenza in 1917, after it was discovered that Native Americans were recovering from a flu that seemed to be killing everyone else. This herb was widely used by Native Americans and herbalists against infections. Lomatium is antiviral against RNA and DNA viruses, making it particularly helpful against Epstein-Barr, herpes, cytomegalovirus, genital warts as well as respiratory infections and candida.

After successfully experimenting on himself, researcher and naturopathic physician, Edward K. Alstat, concluded that “the use of the plant to inhibit bacteria, fungi and viruses, to stimulate immune system function and to decrease inflammation. Specific areas for clinical trials include the diseases treated by Native Americans, such as influenza, colds, bronchitis, pneumonia, tuberculosis, hayfever, asthma, ocular infections, throat infections, skin lesions and rheumatic conditions, as well as the chronic viral infections and immune system suppression prevalent today (e.g., AIDS, Chronic Fatigue Syndrome, Herpes simplex I and II and system *Candida albicans*)” (Alstat).

REISHI (*GANODERMA LUCIDUM*)

The Chinese refer to reishi as “the mushroom of immortality,” and it was rated as number one on the list of “superior” medicines in ancient Chinese medical texts. These “superior” medicines are taken to enhance youth and longevity, and can be taken daily, with no side effects. Herbalists classify reishi as a tonic and adaptogen that strengthens and invigorates while it has a balancing effect in times of stress.

IMPORTANT REISHI ACTIVES

What does reishi have in common with other well-known immune enhancing herbs such as ginseng and echinacea? They all contain polysaccharides – sugar molecules that are linked together to form long molecular chains – and are shown to have powerful effects on the immune system.

LICORICE (*GLYCYRRHIZA GLABRA*)

Licorice possesses immune stimulating, antiviral, anti-inflammatory and anti-cancer properties. Licorice’s active ingredients, glycyrrhizin and glycyrrhetic acid, activate interferon by the immune system, promoting strong antiviral activity. “Preliminary studies suggest that glycyrrhizin may significantly improve immune function in HIV-positive individuals when taken at doses of 150 to 225 mg daily over a period of several years” (McCaleb, *et al*). Note that licorice extract does not raise

blood pressure unless over 300 mg is taken daily.

HOW TO TAKE THE ANTI-VIRAL FORMULA

For acute viral infections take 1 mL every 2 to 3 hours. For long-term immune support take 1 mL, 2 times a day or as directed by your health care practitioner. Each alcohol free softgel is equivalent to 1 mL of the tincture. For acute needs take 1 softgel every 2-3 hours. For regular immune support take 1 softgel, 2 times daily. Although these herbs are extremely effective we suggest consulting your health care practitioner if you do not find some relief after several days. The Echinamide Anti-Viral Formula is not recommended during pregnancy.

SOME CASE HISTORIES

One woman was diagnosed with Chronic Fatigue. Although she had an active Epstein-Barr viral infection, conventional medicine had little to offer. She had to quit work and spent most of her time at home resting, wondering if she would ever feel well again. After some convincing by a friend, she decided to try a natural therapeutic approach. She improved her nutritional status and she took the Anti-Viral to help “kick” the Epstein-Barr out of her system. Within one week, she noticed she had more energy and just felt better. After one month, she showed 50% improvement. She kept on Anti-Viral for 4 months and made a tremendous recovery (Stengler).

A two-year-old boy had a sore throat caused by a viral infection. On the second day of his illness, he developed a high fever that just did not subside. Worried due to the length of the prolonged fever, the parents finally gave him Anti-Viral. Within an hour of giving him two doses, his fever broke. By the next morning he was back to normal and playing.

You don’t have to feel helpless against viruses any longer. These medicinal herbs are powerful weapons that can duel with, and often defeat, viral invaders. When combined with other natural therapies, healthy life-style and

eating habits, Anti-Viral in tincture or softgels can supercharge your immune system and deliver a more potent viral-fighting punch.

KEY REFERENCES

- Alstat E.K., “The Case for a Natural Approach to Viral Infections,” *Medical Nutrition*, Winter; 1989
- McCaleb R., Leigh E., Morien K., “The Encyclopedia of Popular Herbs: Your Complete Guide to Medicinal Plants,” *Prima Health*; 1999
- Stengler M., ND, “Nature’s Virus Killers”