

Qore *essentials*

Qore™ Essentials Product Profile

*Supporting and protecting
your cardiovascular
system while fighting
against stress and fatigue**

Qivana's Unveiling of the Crown Herb™

Doctors and scientists today are gleaning wisdom from the past to find answers for our future—and Qivana is at the forefront of finding these natural solutions. Qivana is the first company in the world to build a product system based on the traditional wisdom and power of a legendary herb: the Crown Herb™. While little is known about the Crown Herb in the Western World, the Chinese have treasured this botanical for centuries for its therapeutic value. Its benefits in the Eastern World are so widely known and accepted that it is used by doctors and hospitals as a valuable medicine, and it was recently named as one of the ten most important herbs at an International Conference on traditional medicine. As further evidence of its significance, it has been called xiancao, or “immortal grass,” and in the United States it is known as “miracle grass”, the Crown Herb, or the Immortality Herb™. Now, backed by the validation of modern-day research and dedicated scientists, this “miracle grass” has emerged as one of the most preeminent and promising natural solutions for our 21st century health concerns.

The research on the Crown Herb has exploded in the last decade and medical experts are now promoting it as a critical component of a modern health regimen. Scientific research is showing the Crown Herb's rare ability to support multiple systems of the body including the nervous system—brain function, memory, and neuronal re-generation; the cardiovascular system—maintaining healthy cholesterol, blood sugar and fat levels; and balancing metabolic functions—promoting energy and fighting fatigue, and much more. This herb's extraordinary abilities are in large measure from its abundant supply of saponins. In fact, the Crown Herb has the largest number and greatest diversity of saponins in the world. Saponins are potent phytonutrients with a host of demonstrated benefits in humans. The PubMed database lists over 8,000 independent research papers that explore and explain the benefits of these saponins.

Qore **essentials**

Qivana's Revolutionary Approach to Protecting and Energizing the Body

Based on this remarkable discovery Qivana created Qore Essentials, employing the powerful health-promoting properties of the Crown Herb to serve as the foundation. The exceptional benefits of the Crown Herb are leveraged and extended when combined with White Korean ginseng and Chinese skullcap. These three herbs were carefully selected for the Qore Essentials formula because their nutrients have similar biological functions whose benefits complement each other and work synergistically to promote healing and wellness. The Qore Essentials herbal blend directly addresses the most common and preventable health concerns today—cardiovascular health, energy, and stress. These herbs are delivered using Qivana's Direct Dissolve™ technology, an exclusive microencapsulation process that facilitates the most rapid absorption of any product on the market.

Why You Should Pay Attention to Your Heart and Stress Levels

Scientific experts are continually learning more about stress and related illnesses. Stress has been proven to cause illness, increase physical symptoms of illness, and lengthen recovery time. Approximately 50 percent of all general medical patients are suffering from stress-related problems. Stress impacts health by lowering our resistance to disease and making us more vulnerable to illness. Our body responds to emotional stress the same way it reacts to physical danger. When we feel the effects of stress, our health is compromised by a primitive fight or flight response that produces stress hormones even when we are not really in immediate danger. Stress activates the hypothalamic-pituitary-adrenal axis (HPA), initiating events that increase circulating cortisol. Elevated circulating cortisol inhibits the reproductive, growth hormone, and thyroid axes. Normal cortisol secretion peaks in the early morning, then declines with a peak in the afternoon. When this normal cycle is disrupted, symptoms can include low energy between 3 and 4 p.m., difficulty waking in the morning, anxiety, fatigue unrelieved by rest, salt or sugar cravings, dark circles under the eyes, decreased libido, increased effort required for daily tasks, insomnia, and depressed mood.¹ Nearly half of all Americans report that stress has a negative impact on both their personal and professional lives. Experts now conjecture that stress is a significant risk factor for cardiovascular disease, particularly in conjunction with one or more other risk factors. Chronic life stress and anxiety increase the risk of heart disease and stroke.

Statistically speaking, the chances of dying from cardiovascular disease are 2 out of 5. In the U.S. alone, almost 652,091 people die from this relatively new and preventable disease—that's about 27% of all U.S. deaths. The six risk factors for heart disease and stroke include high blood pressure, high cholesterol, diabetes, current smoking, physical inactivity, and obesity. Approximately 37% of adults reported having two or more of these six risk factors. In 2005 alone, deaths from cardiovascular disease accounted for 30% of the deaths worldwide. By 2015, almost 20 million people will die from cardiovascular disease, mainly from heart disease and stroke. These are projected to remain the single leading causes of death.² The good news is that the risk of cardiovascular disease can be reduced by taking steps to prevent and control the adverse risk factors.

Qore *essentials*

Natural Benefits for Life

While many Americans may turn to a quick fix in the form of a synthetic pill to mask the symptoms of their health concerns, more than 80% of people worldwide use plants and herbs as their primary source of healthcare—and much of their healthcare is focused on preventative maintenance. Botanicals contain concentrated sources of phytonutrients our bodies need to repair, restore, energize, and heal. The most time-honored and traditional medical systems in the world are founded on the use of plants (roots, herbs, leaves, flowers, fruits, and bark), yet western medicine is reluctant to remember and acknowledge that these plants serve as the foundation for most of our modern pharmaceutical medicines today. While allopathic medicine may not readily recognize these natural medicines, it is interesting to note that over one-fourth of today's prescription drugs contain constituents directly derived from irreplaceable plant resources. Roughly 125 chemical substances from appropriately 100 different plants are used in hospital pharmacies, ERs, and surgical units around the globe daily. If chemists could not decipher and reverse-engineer nature's healing plants in their laboratories, then over 50% of all drug actives would be derived directly from plants even today.

At Qivana, we understand and appreciate the role that natural medicine plays for actually growing health, fighting and preventing disease, and renewing vital immunity. We have identified some of the most potent sources of unique nutrients that our body needs to accelerate natural healing, enhance immune defenses, respond to daily stress, and function optimally. These powerful plants have been used for centuries by traditional healers. Now scientific research has uncovered the source of their healing power and is revealing their growing list of potent and beneficial properties.

Qore™ Essentials—a Proprietary and Synergistic Blend

Qore Essentials is a proprietary blend of concentrated extracts of powerful phytonutrients from the Crown Herb, Chinese skullcap, and White Korean ginseng. These three herbs were chosen because of their powerful healing properties, which have been carefully researched. Scientific studies have revealed that these three plants collectively have a synergistic effect—they work together to enhance, balance, and complement the benefits of each other. This synergized botanical blend offers a broad range of health-promoting properties, versus a singular and targeted “silver-bullet” ingredient approach.

Through good science, it has been discovered that the Crown Herb contains some of the exact same saponin glycosides that empower Panax ginseng with its host of honored herbal powers. In other words, the Crown Herb contains some of the exact same nutrients with the identical chemical structure as Panax ginseng. In fact, at least eight of these saponins are identical matches to those found in true ginseng. This discovery is significant because it's the first time that these ginseng saponins have been found in a plant outside of the ginseng family. Both ginseng and the Crown Herb derive their therapeutic capabilities from saponins; and while ginseng has been revered as the King of Herbs, modern science has discovered that the Crown Herb contains approximately four times the variety of saponin content that are found in Panax ginseng.



Qore *essentials*

Further confirming their similarities, the Crown Herb has also been referred to as Blue Ginseng or Southern Ginseng due to its adaptogenic effects, blossom color, and habitat. Both the Crown Herb and White Korean ginseng have earned their place as adaptogenic herbs, a category of herbs that have been proven to help the body respond to various stresses put upon it. The Qore Essentials blend utilizes these adaptogenic herbs—nature’s most powerful resource for fighting stress and fatigue.

The Life-Enhancing Secrets of Adaptogens

Adaptogens are a special class of healing substances that have been shown to support and re-establish a dynamic balance in the body during challenging times and changing conditions. Adaptogens increase the body’s resistance to stress, trauma, anxiety, and fatigue. As is accepted by the Swedish FDA, adaptogens are recognized as herbal medicines which can be used in case of decreased performance, like fatigue and sensation of weakness, in order to increase resistance to stresses, including physical, chemical, biological, and even psychological.

The results are your body works better and stronger without working harder. This is great news for anyone living in today’s fast-paced, on-the-go society. When taken regularly over time, adaptogens can offer a stress protective effect, comparable to the enhanced overall improvements garnered from regular physical exercise. They induce a non-specific defensive response against a broad category of stressors, such as noise, cold, and altitude. Their beneficial tonic effects of increased overall well-being and improved work capability are fully established with use in those with chronic disease and dysfunctional metabolisms.

The concept of adaptogens dates back thousands of years to ancient India and China. In the past, they have been called rejuvenating herbs, qi tonics, rasayanas, or restoratives. Adaptogenic herbs are distinct from other substances in their ability to balance endocrine hormones and the immune system, and they help the body to maintain optimal homeostasis. Adaptogens are proposed to have a normalizing effect on the body and to be capable of either toning down the activity of hyperfunctioning systems or strengthening the activity of hypofunctioning systems.

The Qore Essentials formula utilizes the healing properties of two legendary adaptogenic herbs, White Korean ginseng and the Crown Herb. At the center of the formula lays the Crown Herb, an incredibly powerful botanical with tremendous benefits. The unparalleled composition of the Crown Herb makes it the ideal adaptogen, providing an exceptionally broad range of health-promoting properties. The aerial plant parts contain a unique complex of diverse bio-modulating messengers that work with and for your individual biochemistry and metabolism.

Qore **essentials**

Scientific Research has demonstrated in numerous studies that the ingredients in Qore Essentials:

- Promotes energy and protects against fatigue
- Helps your body maintain healthy cholesterol levels that are within a normal range
- Supports blood pressure levels that are within a normal range
- Supports healthy cardiovascular function
- Maintains the metabolic functions of the body
- Supports healthy liver and immune function

Key Ingredients: Crown Herb™, Chinese skullcap, and White Korean ginseng

History and Traditional Uses of Crown Herb™

For centuries, the Chinese have treasured a remarkable herb known as xiancao, which translates to “immortal grass”; in Japanese it is amachazuru; and in Latin it is *Gynostemma pentaphyllum*. In the United States it is known as miracle grass, the Crown Herb, or immortality herb. Native to Asia, the Crown Herb is reverently referred to as the immortality herb because its premier adaptogenic properties help to restore metabolic balance and re-establish physiologic harmony throughout the whole body. The Crown Herb is a creeping vine family member related to the melon, pumpkin, and cucumber.

In China, this plant was first appreciated as a bitter-sweet restorative tea and, in dire circumstances, a safe and nutritious food during scarcity and famine. Traditional uses for this “miracle green” include chronic bronchitis, cough expectorant, anti-inflammatory, detoxification, liver support, hypertension, diabetes mellitus, insomnia, and migraines.

Interestingly, the Crown Herb was not incorporated into the original pharmacopoeia of traditional Chinese medicine (TCM). It grows predominantly south of the Yangtze River and the Qinling Mountain range in China. Due to this remote location, the herb was geographically isolated from China’s central political and financial power arena in the central and northern realms, where their highly systemized TCM was developed. Therefore the Crown Herb’s capabilities were not disseminated earlier in history, and its broader use remained unknown and stayed regional compared to the herbs employed by the funded experts archiving their medical model. From the TCM perspective then, it has been utilized since the Ming Dynasty of 1368-1644 AD for bronchitis, hepatitis, ulcers, and tumors. Its traditional lineage is included in the more recent Dictionary of Chinese Materia Medica.

Modern Research on the Crown Herb

A Guangxi Ribao newspaper article from the Guanxi Daily News on March 4, 1972, reported that the Chinese government tasked researchers and scientists to investigate the findings from the impressively high number of long lived villagers in the remote mountain provinces of Guizhou, Guangxi, and Shicuan.



Qore *essentials*

Beyond longevity, it was also noted that these folks enjoyed rather exceptional health, with low occurrences of the plagues of aging, like diabetes mellitus, hypertension, cognitive decline, and even cancer. Researchers identified the region's local tea of choice as a causative factor for their ageless perks. Their unique tea was the Crown Herb.

In 1978, Dr. Jialiu Liu headed a government sponsored research project evaluating the indigenous flora found in the Mount Fanjing Nature Reserve. His team's radar targeted and tagged the Crown Herb with promising potency. This project resulted in literally hundreds of research investigations which led to the scientific validation of the Crown Herb, and first introduced its modern health benefits to the world.

As science would have it, research was taking place elsewhere, too. Dr. Masahiro Nagai first researched the Crown Herb (amachazuru in Japanese) because he was trying to develop a sugar substitute candidate, and amachazuru is sweet. His sweet pursuits resulted in a bitter defeat, but he left an unforeseen legacy to us all. He discovered for the very first time in any plant anywhere, that the Crown Herb shared exact biochemical brethren found in a totally unrelated plant species. That plant was Panax ginseng. Later, Dr. Tsunematsu Takemoto reviewed Dr. Nagai's research findings on amachazuru and decided to further research the antioxidant properties.

Now hundreds of studies across the globe are unlocking advancing the mechanisms underlying this botanical, making it one of the most studied herbs in the world. Scientific investigations are continuing to reveal its biochemical ability to support health in many ways. The Crown Herb has been proven over and over to support your entire body's vital systems, including the cardiovascular, digestive, immune, nervous, and respiratory systems. As an adaptogenic herb, it possesses the unusual ability to regulate and modulate different systems to help your body work better, function better, and ultimately feel better.

History and Traditional Uses of White Korean Ginseng

Ginseng's use can be traced back nearly 2,000 years with indications of cooling and calming properties, for poor nutritional status, and alleviation of digestive distress. Ginseng's therapeutic value appeared in the oldest comprehensive *Materia Medica*, Shen Nong Ben Cao Jing, written approximately 2,000 years ago. The word ginseng translated from the Chinese characters, gin (man) seng (essence), translates to "man root" or "the earth essence in human form." Panax, from the Greek word, means cure-all or panacea: pan (all) akos (cure). Panax ginseng root is an herbal tonic that can also rejuvenate and invigorate. It is the most researched and consumed herb in the world. As a Qi tonic, it is used to revitalize and replenish our vital energy. As an adaptogen, it enables system-wide non-specific protection against various mental, physical, and environmental stressors. Panax ginseng is listed in the national pharmacopeias of China, Japan, Russia, Austria, France, Germany, and Switzerland.

Ginseng is approved in the Commission E monographs and officially in the German Pharmacopoeia, used in geriatric remedies, invigorating and strengthening restoratives, and in tonic preparations. The Commission E specifies powdered root or tea infusions as a tonic for invigoration and fortification in times of fatigue, debility, or declining capacity for work and concentration, and during convalescence.



Qore *essentials*

The World Health Organization monograph section on Uses Supported by Clinical Data re-affirms the above uses, “as a prophylactic and restorative agent for enhancement of mental and physical capacities, in cases of weakness, exhaustion, tiredness, loss of concentration, and during convalescence.”³

Modern Research on White Korean Ginseng

With thousands of studies from all across the globe, ginseng remains one of the most studied and well understood botanicals of all time. There exists substantial evidence to suggest that ginseng may support and restore healthy normal adrenal function and prevent adrenal atrophy associated with corticosteroid administration. It has known anti-stress, anti-fatigue, and immunomodulatory effects.¹ In animal models, ginseng has been found to inhibit cortisone-induced adrenal and thymus atrophy, thus supporting energy, metabolic functioning, and immunity. Additionally, specific studies also point to ginseng’s abilities in support of:

- *Maintaining blood pressure in patients within a normal range*
- *Supporting the cardiovascular system*
- *Promoting energy levels and fighting against fatigue*
- *Enhancing quality of life in persons subjected to high stress³*

History and Traditional Uses of Scutellaria Baicalensis

Scutellaria baicalensis, Baikal skullcap, or Chinese skullcap, has been used in traditional Chinese herbal formulas, like ginseng, for over two millennia. Scutellaria baicalensis is named after Lake Baikal in Siberia where it is known to grow. Lake Baikal was known as the “North Sea” in historical Chinese texts. Baikal is the oldest, deepest, and largest freshwater lake in the world, and is home to more than 1,700 species of plants and animals, two thirds of which can be found nowhere else in the world. Lake Baikal was declared a UNESCO World Heritage Site in 1996.⁴

This mint member named Huang Qin is one of China’s most popular and multi-purposed herbs. It is one of the oldest and most well-known of all the herbs in Chinese medicine. In fact, it is considered one of the top 50 fundamental herbs employed in TCM. Historically, it has been therapeutically applied for enteritis, diarrhea, cystitis, inflammation, chronic lung and liver problems, jaundice, fevers, combating allergies, cardiovascular concerns including hypertension, and infections whether bacterial, viral, fungal, or yeast. Its modern uses and continued research show its ability for strengthening the immune system, quenching free-radical oxidation, calming inflammatory conditions, soothing the nervous system, and abolishing abnormal cellular growth, as well as acting as a potent antimicrobial and antiviral.

Modern Research on Scutellaria Baicalensis

An in-depth nutrient analysis of Chinese skullcap revealed that the herb contained more than 2,000 compounds, and an astonishing 781 have been determined through scientific investigation to be of accepted medicinal importance. This speaks volumes to the vital phytonutrient content of this very powerful botanical. Further research will surely uncover additional applications, uses, and natural remedies for this array of compounds.⁵



Qore *essentials*

Researchers in Scotland report that Baicalin, an extract of the Chinese herb *Scutellaria Baicalensis* (Huang Qin), can work synergistically to enhance the effects of traditional antibiotics. The flavonoid components of this plant also possess neuroprotective capabilities. Sedative and anticonvulsant effects have been reported using *in vivo* models.⁶ The bioactive components of *Scutellaria* have been confirmed to be flavones. The major constituents of *Scutellaria baicalensis* are Wogonin, Baicalein, and Baicalin. These phytochemicals are not only cytostatic but also cytotoxic to various human tumor cell lines *in vitro* and inhibit tumor growth *in vivo*. Most importantly, they show almost no or minor toxicity to normal epithelial and normal peripheral blood and myeloid cells. The antitumor functions of these flavones are largely due to their abilities to scavenge oxidative radicals, to attenuate NF-kappaB activity, to inhibit several genes important for regulation of the cell cycle, to suppress COX-2 gene expression and to prevent viral infections.

Direct-Dissolve™ Delivery Technology

Qivana's Proprietary Direct-Dissolve™ delivery system offers consumers an incredibly unique and flavor-filled way to enjoy the benefits of our proprietary herbal blend without having to endure another pill. Capsules and tablets have been used for decades to mask the unpleasant flavor of bitter nutrients. Qivana has finally created a revolutionary way to micro-encapsulate these powerful phytonutrients at the molecular level with a proprietary masking technology, coupled with a sweet flavor system that makes for an enjoyable experience. Pouring the Qore Essentials powder blend directly onto your tongue facilitates more rapid absorption of the nutrients immediately through buccal membranes, other mucus membranes and traditional digestive pathways. Crystalline fructose was identified as the optimal sweetener for this application. Crystalline fructose and high-fructose corn syrup are often mistakenly confused as the same product; however, they are quite different in their composition and their function in your body. Crystalline fructose is produced from a fructose-enriched corn syrup which results in a finished product of at least 98% fructose. High-fructose corn syrup is usually supplied as a mixture of nearly equal amounts of fructose and glucose.⁷ Crystalline fructose, a safe, all-natural sugar commonly found in fruit and vegetables, adds the perfect amount of sweetness and bulk. And it has a comparatively very low glycemic index, so as to not create temporary spikes in blood sugar levels associated with other sweeteners. Several health benefits have been associated with moderate amounts of fructose including improved blood sugar control, lipid metabolism, appetite control, and metabolic control.⁸⁻¹¹

Wild-Crafted Herbs

The Chinese skullcap and Crown Herb contained in Qore Essentials are wild-crafted herbs. Wild-crafting is the practice of harvesting plants from their natural or wild habitat for food, medicinal uses, or other purposes. It applies to uncultivated plants wherever they may be found, and is not necessarily limited to wilderness areas. The plants are plucked in a manner that doesn't affect their source or environment in which they are grown. They are grown organically without the use of any pesticides or fertilizers. Wild herbs are from non-polluted areas located in the mountains, so wild-crafted herbs are purely natural. They often occur in clusters and grow in ideal conditions under which they can attain full medicinal potential.

**Qore** essentials

Quality Control and Potency Guarantee

The nutrient content of plants can vary dramatically from season to season and field to field based on the region of the world and local growing conditions. Because most of the benefits we derive from plants come from the active nutrients, not all plants are created equal; they are only as good as their active nutrient content. Qivana utilizes the most advanced technologies available to guarantee that each dose of Qore Essentials contains exactly what the label says: 400 mg of our powerful phytonutrient blend. To overcome this natural variation in nutrients Qivana utilizes an advanced nutrient extraction and purification process to increase the concentration and potency of the most important nutrients in each batch. After extraction Qivana then utilizes High Performance Thin-Layer Chromatography to quantify the amount of each nutrient in each batch and make certain each batch has the same level of active nutrients. Qivana utilizes independent, third-party laboratories and scientists to double-check that each batch we receive conforms to our rigorous standards. This third-party agency certifies the authenticity and the potency of each batch of Qore Essentials. In this manner, any non-conforming material can be rejected before being used. Therefore, we can guarantee the nutrient content of each batch we produce. In addition to nutrient content validation, each batch is undergoes rigorous screening and testing to verify that the material is authentic, unadulterated, and free of heavy metals.

Superior Quality and Manufacturing

At Qivana, we are committed to your good health, and we simply provide the highest quality products available. Qore™ Essentials uses high-potency, standardized extracts on the market to make certain that each serving delivers an efficacious level of nutrients. This exclusive blend of nutrients was formulated with the help of third-party scientific research, not guesswork. We know these herbs work together to strengthen and enhance each other as well as complement the benefits of each other. We know their scientific studies, so we know they can work for you. We ensure their authenticity and potency by testing, and we deliver them using the absolute finest high-technology available on the planet.

Suggested Use – Take one or two packets daily. Pour a small amount directly on your tongue and swallow.

Safety and Contraindications

The Memorial Sloan-Kettering Cancer Center Herbal Database reports, “Baicalein supplementation at therapeutic doses appears to be safe, with no reports of significant side-effects or toxicity. Baicalein or Chinese skullcap is not known to be contraindicated for any health conditions.”⁶

Scutellaria is considered safe; the American Herbal Products Association has given scutellaria a class 1 rating, which means that it can be safely consumed when used appropriately. However, it should not be taken by patients diagnosed with blood deficiency.¹²⁻¹⁶

As of this writing, there are no known drug interactions associated with scutellaria. As always, make sure to consult with a licensed health care provider before taking scutellaria or any other herbal remedy or dietary supplement.



Qore *essentials*

Patients taking the drug cyclosporine should use caution and introduce Qore Essentials only after consulting their health care professional. Cyclosporine is an immunosuppressant drug given to prevent rejection of donated organs. It is metabolized in the body by CYP 3A4 liver enzymes and by P-glycoprotein. Some research, though limited, suggests that Chinese skullcap may decrease the absorption of cyclosporine along with drugs known to be metabolized by CYP 3A4 and P-glycoprotein.¹⁷

The Commission E Monograph states, “Ginseng shows it is well tolerated by most people in modern scientific studies, and validated serious side effects appear to be very rare. In fact, there is considerable confusion, misperception, and misinterpretation in regards to potential adverse effects of pure ginseng, as many of the warnings are simply unwarranted.”¹⁸

As it related to the Crown herb™ or Immortality Herb™, information provided by An Kang Pharmaceutical Institute of the Beijing Medical University indicates total gypenoside extracts are safe, without side effect and without toxicity. The Dictionary of Chinese Medicine describes Gynostemma as having ‘no toxicity’. In the Practical Chinese Herbal Preparations Handbook, it was stated that gypenoside extract tablets and capsules have no contraindications. If patients felt any discomfort after taking a large dosage, the medicine should be stopped.¹⁹

Some studies suggest that the herbal ingredients in Qore Essentials could have additive effects with Anticoagulants and Antiplatelets and such patients should consult with their health care professional prior to use.^{20, 21}

Pregnant or breastfeeding women are always advised to consult their health care professional prior to taking supplements.



References

1. Garner-Wizard, Mariann. "Assessment and nutraceutical management of stress-induced adrenal dysfunction." *Integrative Med.* Oct./Nov. 2008;7(5): 18-25.
2. Heart Disease Facts and Statistics from Centers for Disease Control and Prevention website. <http://www.cdc.gov/heartdisease/statistics.htm>. Accessed August 1, 2009.
3. Herbal Medicine Ginseng root from the American Botanical Council website. <http://cms.herbalgram.org/herbalmedicine/Ginsengroot.html>. Accessed July 30, 2009.
4. Lake Baikal from Wikipedia.org http://en.wikipedia.org/wiki/Lake_Baikal . Accessed August 5, 2009.
5. Institute for Ethnobotany, National Tropical Botanical Garden, 3530 Papalina Road, Kalaheo, HI 96741, USA. smurch@ntbg.org
6. *Scutellaria Baicalensis*. The Memorial Sloan-Kettering Cancer Center website. <http://www.mskcc.org/mskcc/html/69366.cfm>
7. Fructose from Wikipedia.org <http://en.wikipedia.org/wiki/Fructose>. Accessed August 5, 2009.
8. Osei, K., Falko, J., Bossetti, B.M., Holland, G.C. "Metabolic effects of fructose as a natural sweetener in the physiologic meals of ambulatory obese patients with type II diabetes." *Am J Med.* 1987 Aug;83(2):249-55.
9. Rodin, J. "Comparative effects of fructose, aspartame, glucose, and water preloads on calorie and macronutrient intake." *American Journal of Clinical Nutrition*, Vol 51, 428-435, 1990.
10. Livesey, Geoffrey and Taylor, Richard. "Fructose consumption and consequences for glycation, plasma triacylglycerol, and body weight: meta-analyses and meta-regression models of intervention studies." *From Independent Nutrition Logic*, Wymondham, United Kingdom.
11. Uusitupa, M.I. "Fructose in the diabetic diet." *American Journal of Clinical Nutrition*, Vol 59, 753S-757S, 1994.
12. Huang, Y., Tsang, S.Y., Yao, X., et al. "Biological properties of baicalin in cardiovascular system." *Curr Drug Targets Cardiovasc Haematol Disord* April 2005;5(2):177-184.
13. Li, H.B., Jiang, Y., Chen, F. "Separation methods used for scutellaria baicalensis active components." *J Chromatogr B Analyt Technol Biomed Life Sci* December 5, 2004;812(1-2):277-90.
14. McGuffin, M., Hobbs, Upton, R., et al. (eds.) *American Herbal Products Association's Botanical Safety Handbook*. Boca Raton, FL: CRC Press, 1997, p. 105.
15. Wang, W.S., Zhou, Y.W., Ye, Y.H., et al. "Studies on the flavonoids in herb from scutellaria barbata." *Zhongguo Zhong Yao Za Zhi* October 2004;29(10):957-9.
16. Ye, F., Wang, H., Jiang, S., et al. "Quality evaluation of commercial extracts of scutellaria baicalensis." *Nutr Cancer* 2004;49(2):217-22.
17. Lai, M., Hsiu, S., Hou, Y., et al. "Significant decrease of cyclosporine bioavailability in rats caused by a decoction on the roots of Scutellaria baicalensis." *Planta Medica.* 2004;70:132-137.
18. Bundesanzeiger, (BAnz). "Monographien der Kommission E (Zulassungs- und Aufbereitungskommission am BGA für den humanmed." Bereich, phytotherapeutische Therapierichtung und Stoffgruppe). *Kln: Bundesgesundheitsamt (BGA).* 1998.
19. Jian, Su. *The Dictionary of Chinese Medicine (Zhong Yao Da Ci Dian)*. Shanghai Science and Technology Press, Shanghai, China. New Medical College, 1986.
20. Brinker, F. "Herb Contraindications and Drug Interactions." 3rd ed. Sandy, OR: Eclectic Medical Publications; 2001.
21. Jiang, X., Blair, E.Y., McLachlan, A.J. "Investigation of the effects of herbal medicines on warfarin response in healthy subjects: a population pharmacokinetic-pharmacodynamic modeling approach." *J Clin Pharmacol.* Nov 2006;46(11):1370-1378.)



Additional References

- Ando, T., Muraoka, T., Yamasaki, N., Okuda, H. "Preparation of anti-lipolytic substance from *Panax ginseng*." *Planta Med* 38(1):1823. 1980.
- Avakian, E.V., Sugimoto, R.B., Taguchi, S., Horvath, S.M. "Effect of *Panax ginseng* extract on energy metabolism during exercise in rats." *Planta Med* 50(2):151154. 1984.
- Blumenthal, M., Busse, W., Goldberg, A., Gruenwald, J., Hall, T., Riggins, C.W., and Rister, R.S. (eds.). "The Complete German Commission E Monographs: Therapeutic Guide to Herbal Medicines." S. Klein, R.S. Rister (trans.). 1st ed. Austin, TX: American Botanical Council. 1998.
- Bonham, M., Posakony, J., Coleman, I., Montgomery, B., Simon, J., and Nelson, P.S. "Characterization of chemical constituents in *Scutellaria baicalensis* with antiandrogenic and growth-inhibitory activities toward prostate carcinoma." *Clin Cancer Res* 2005;11(10):3905-14.
- British Herbal Pharmacopoeia (BHP). 1996. Exeter, U.K.: British Herbal Medicine Association.
- Chang, W.H., Chen, C.H., Lu, F.J. "Different effects of baicalein, baicalin, and wogonin on mitochondrial function, glutathione content and cell cycle progression in human hepatoma cell lines." *Planta Medica* 2002;68:128-32.
- Cheng, Y., He, G., Mu, X., et al. "Neuroprotective effect of baicalein against MPTP neurotoxicity: Behavioral, biochemical and immunohistochemical profile." *Neurosci Lett*. Aug 15 2008;441(1):16-20.
- Cherdrungsri, P. et al. "Effects of a standardized ginseng extract and exercise training on aerobic and anaerobic exercise capacities in humans." *Korean J Ginseng Sci* 19:93100. 1995.
- D'Angelo, L. et al. "A double-blind, placebo-controlled clinical study on the effect of a standardized Ginseng extract on psychomotor performance in healthy volunteers." *J Ethnopharmacol* 16(1):1522. 1986.
- Dharmananda, Subhuti "The Nature of Ginseng: From Traditional Use to Modern Research." *Herbalgram* (Number 54), the Journal of the American Botanical Council. Web Posting Date: September 2002 Internet Journal of the Institute for Traditional Medicine and Preventive Health Care.
- Foster, S. "Asian Ginseng, *Panax ginseng*." *Botanical Booklet Series*, No. 303. Austin: American Botanical Council. 1991.
- Huang, K.C. "The Pharmacology of Chinese Herbs." 2nd ed. New York: CRC Press; 1999.
- Hwon, H., Yongsung, S., Woohee, C., YoonSeok, C., Hocheol, K., Yunhee, K.K. "Memory improvement in ibotenic acid induced model rats by extracts of *Scutellaria baicalensis*." *Journal of Ethnopharmacology*, Volume 122, Issue 1, 25 February 2009, Pages 20-27.
- Kim, D.H., Kim, S., Jeon, S.J., et al. "The effects of acute and repeated oroxylin A treatments on Abeta(25-35)-induced memory impairment in mice." *Neuropharmacology*. Jul 10 2008.
- Lai, M.Y., Hsiu, S.L., Chen, C.C., Hou, Y.C., Chao, P.D. "Urinary pharmacokinetics of baicalein, wogonin and their glycosides after oral administration of *Scutellariae Radix* in humans." *Biol Pharm Bull*. Jan 2003;26(1):79-83.
- Newall, C.A., Anderson, L.A., Phillipson, J.D. "Herbal Medicines: A Guide for Health-Care Professionals." 1st ed. London: Pharmaceutical Press; 1996.
- Ong, Y.C., Yong, E.L. "Panax (ginseng)--panacea or placebo? Molecular and cellular basis of its pharmacological activity." *Ann Acad Med Singapore*. 2000 Jan;29(1):42-6.
- Park, H.G., Yoon, S.Y., Choi, J.Y., et al. "Anticonvulsant effect of wogonin isolated from *Scutellaria baicalensis*." *Eur J Pharmacol*. Nov 28 2007;574(2-3):112-119.
- Pujol, P. et al. "Effects of ginseng extract (G115) alone and combined with other elements on free radical production and haemoglobin reoxygenation following a maximal stress test." *Int Pre-Olympic Sci Cong: Dallas*; July 1014. 1996.
- Radad, K., Gille, G., Liu, L., and Rausch, W.D. "Use of ginseng in medicine with emphasis on neurodegenerative disorders." *J Pharmacol Sci*. 2006 Mar;100(3):175-86. Epub 2006 Mar 4.
- Singh, V.K., Agarwal, S.S., Gupta, B.M. "Immunomodulatory activity of *Panax ginseng* extract." *Planta Med* 50(6): 462465. 1984.
- Sticher, O. "Biochemical, Pharmaceutical, and Medical Perspectives of Ginseng." In: Lawson, L.D. and R. Bauer (eds.). *Phytomedicines of Europe: Chemistry and Biological Activity*. Washington, D.C.: American Chemical Society. 221240. 1998.
- Takeda, A., Yonezawa, M., Katoh, N. "Restoration of radiation injury by ginseng. I. Responses of X-irradiated mice to ginseng extract." *J Radiat Res (Tokyo)*. 22(3):323335. 1981.



Qore essentials

- Takeshita, K., Saisho, Y., Kitamura, K., et al. "Pneumonitis induced by Ou-gon (scullcap)." *Internal Medicine* 2001;40:764-8.
- Tang W., Eisenbrand, G. "Panax ginseng." C.A. Mey. 1992. *Chinese Drugs of Plant Origin: Chemistry, Pharmacology, and Use in Traditional Modern Medicine*. New York: Springer Verlag. 711737.
- Tarrago, T., Kichik, N., Claasen, B., Prades, R., Teixido, M., Giralt E. "Baicalin, a prodrug able to reach the CNS, is a prolyl oligopeptidase inhibitor." *Bioorg Med Chem*. Apr 29 2008.
- Ueda, S., Nakamura, H., Masutani, H., et al. "Baicalin induces apoptosis via mitochondrial pathway as prooxidant." *Molecular Immunology* 2002;38:781-91.
- World Health Organization (WHO). "Ginseng radix." *WHO Monographs on Selected Medicinal Plants, Vol. 1*. Geneva: World Health Organization. 168182. 1999.
- Xiang, Y.Z., Shang, H.C., Gao, X.M., and Zhang, B.L. "A comparison of the ancient use of ginseng in traditional Chinese medicine with modern pharmacological experiments and clinical trials." *Phytother Res*. 2008 Jul;22(7):851-8.
- Ye, F., Xui, L., Yi, J. Zhang, W. and Zhang, D. "Anticancer Activity of *Scutellaria baicalensis* and Its Potential Mechanism." *The Journal of Alternative and Complementary Medicine*. October 2002, 8(5): 567-572. doi:10.1089/107555302320825075
- Zobayed, M. A., Murch, S. J., Rupasinghe, H. P. V., de Boer, J. G., Glickman, B. W., Saxena, P. K. "Optimized system for biomass production, chemical characterization and evaluation of chemo-preventive properties of *Scutellaria baicalensis*." *Georgi Plant Science, Volume 167, Issue 3, September 2004, Pages 439-446 S*.
- Zhonghong, Gao, Kaixun, Huang, Xiangliang, Yang, Huibi, Xu. "Free radical scavenging and antioxidant activities of flavonoids extracted from the radix of *Scutellaria baicalensis*." *Georgi Biochimica et Biophysica Acta (BBA) - General Subjects, Volume 1472, Issue 3, 16 November 1999, Pages 643-650*.
- Zhonghong, Gao, Kaixun, Huang, Huibi, Xu. "Protective effects of flavonoids in the roots of *scutellaria baicalensis* georgi against hydrogen peroxide-induced oxidative stress in hs-sy5y cells." *Pharmacological Research, Volume 43, Issue 2, February 2001, Pages 173-178*.