

What should you look for in a bonito peptide supplement?

- ✓ A formula used in clinical studies
- ✓ A daily dosage consistent with clinical trials
- ✓ Cost effectiveness
- ✓ Assured presence of LKPNM (the most active peptide) through assay
- ✓ Produced using thermolysin to isolate the active peptides

Vasotensin™

Natural Blood Pressure Support♦

4 Tablets Supply:

Bonito Peptides
(*Sarda orientalis*)..... 1.5 g

Recommendations: Two tablets twice daily with meals.

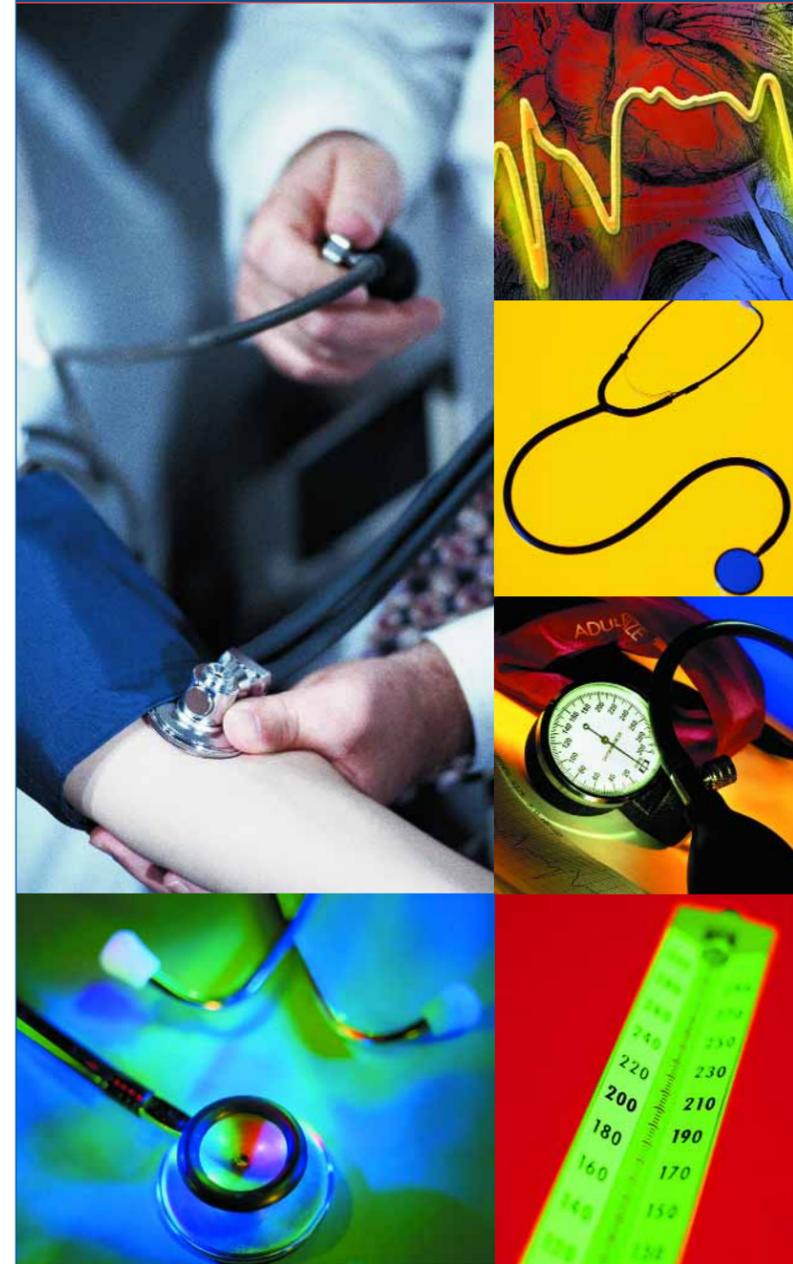
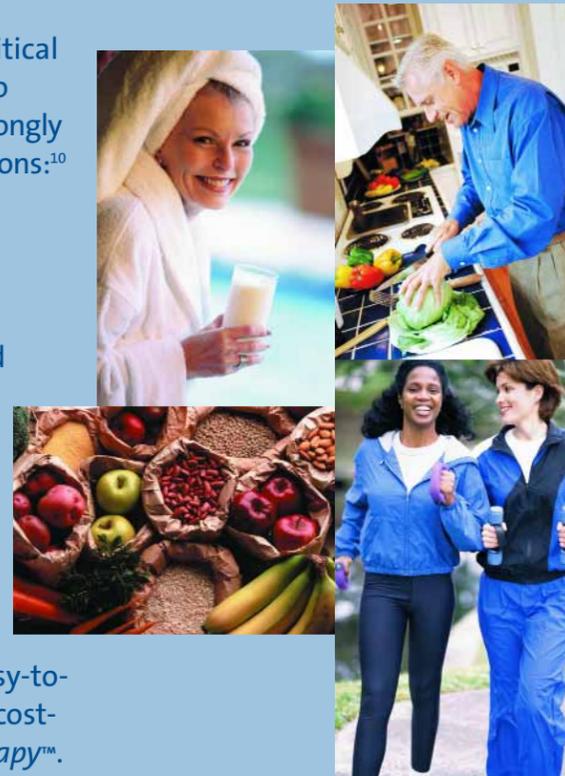
Form: 120 Tablet Bottle

Diet and Lifestyle

Practicing healthy diet and lifestyle habits is a critical adjunctive therapy approach for ALL persons who need blood pressure support. Patients should be strongly encouraged to adopt these diet/lifestyle modifications:¹⁰

- Moderate alcohol consumption
- Increase aerobic exercise
- Moderate dietary sodium intake
- Improve potassium intake from fresh fruits and vegetables
- Increase calcium and magnesium intake
- Reduce dietary fats, but increase omega-3 fatty acid intake
- Reduce caffeine
- Reduce stress and increase relaxation

Ask your Metagenics representative about an easy-to-implement therapeutic lifestyle program that is cost-effective for you and your patients—*FirstLine Therapy™*.



Vasotensin™

Natural Blood Pressure Support♦

Patient Benefits:

- ♥ All-natural approach for blood pressure support♦
- ♥ Clinically effective dose in 2 tablets twice daily
- ♥ Easy, twice-a-day dosing
- ♥ Excellent safety profile: no adverse effects associated with bonito peptides have been reported
- ♥ Fast-acting formula
- ♥ No rebound (reverse) effect observed in human clinical trials when supplementation is discontinued
- ♥ May be used as a complement to other heart support programs:♦
 - Prescription drugs
 - Medical foods
 - Dietary supplements

References:

1. Yokoyama K, Chiba H, Yoshikawa M. Peptide inhibitors for angiotensin I-converting enzyme from thermolysin digest of dried bonito. *Biosci Biotechnol Biochem* 1992;56(10):1541-45.
2. Fujita H, Yoshikawa M. LKPNM: a prodrug-type ACE-inhibitory peptide derived from fish protein. *Immunopharmacology* 1999;44(1-2):123-27.
3. Fujita H, Yasumoto R, Hasegawa M, Ohshima K. Human volunteers study on antihypertensive effect of "Katsuobushi Oligopeptide" (I). *Jpn Pharmacol Ther* 1997;25(8):147-51.
4. Fujita H, Yasumoto R, Hasegawa M, Ohshima K. Human volunteers study on antihypertensive effect of "Katsuobushi Oligopeptide" (II) – A placebo-controlled study on the effect of "peptide soup" on blood pressure in borderline and hypertensive subjects. *Jpn Pharmacol Ther* 1997;25(8): 153-57.
5. American Heart Association. High Blood Pressure. Available at: <http://www.americanheart.org/presenter.jhtml?identifier=2114>. Accessed June 15, 2004.
6. Chobanian AV, Bakris GL, Black HR, et al. The Seventh Report of the Joint National Committee on Prevention, Detection, Evaluation, and Treatment of High Blood Pressure. *JAMA* 2003;289(19):2560-72.
7. Fujita H, Yokoyama K, Yasumoto R, Yoshikawa M. Antihypertensive effect of thermolysin digest of dried bonito in spontaneously hypertensive rat. *Clin Exp Pharmacol Physiol Suppl* 1995; 22(1):S304-05.
8. Fujita H, Yamagami T, Ohshima K. Effects of an ace-inhibitory agent, katsuobushi oligopeptide, in the spontaneously hypertensive rat and in borderline and mildly hypertensive subjects. *Nutr Res* 2001;21(8):1149-58.
9. Fujita H, Yokoyama K, Yoshikawa M. Classification and antihypertensive activity of angiotensin I-converting enzyme inhibitory peptides derived from food proteins. *J Food Sci* 2000;65(4):564-68.
10. The sixth report of the Joint National Committee on prevention, detection, evaluation, and treatment of high blood pressure. *Arch Intern Med* 1997;157(21):2413-46.

Over 50 million Americans could benefit from blood pressure support.
How many of them are in your waiting room?

♦ These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Bioactive peptides isolated from bonito fish support blood pressure health naturally

A Natural Approach for Blood Pressure Support

Vasotensin provides purity- and quality-certified peptides to promote healthy blood pressure levels already within a normal range. These peptides are isolated from a fish traditionally consumed in Japan known as bonito (*Sarda orientalis*).[◆]

Bonito peptides help prevent the formation of angiotensin II—a potent vasoconstrictor—through their interaction with angiotensin converting enzyme (Figure 1).^{1,2} This activity supports healthy vascular function for optimal blood flow.^{3,4}

Vasotensin reflects clinical research in form and potency—providing 1,500 mg in just 4 tablets daily.

EARLY INTERVENTION IS PARAMOUNT!

Recently, the importance of supporting optimal blood flow and catching blood flow issues in the very early stages has become paramount. This is for two primary reasons. First, because indicators of blood flow difficulties can go unnoticed until undesirable, aggressive action is needed.⁵ Second, new blood pressure guidelines introduced in 2003 place previously “safe” individuals in a risk category.⁶

Now is the time to talk to your patients about this very important issue facing over 50 million Americans.



SAFETY

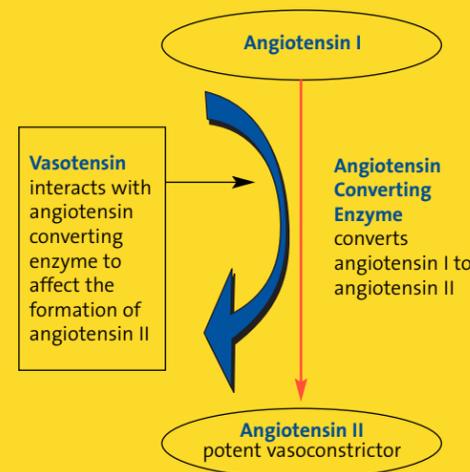
Adverse effects associated with many aggressive mainstream options send patients looking for a natural approach to support healthy blood flow.*

You can recommend Vasotensin with confidence!

- Formula has an excellent safety profile.^{2-4,7,8}
- Formula does not produce any adverse effects according to acute and chronic studies in animals and humans.^{2-4,7-8}
- Three human clinical trials have confirmed formula efficacy without adverse effects.^{3,4,8}
- Bonito peptides were granted FOSHU (Food of Specified Health Use) status in Japan by the Ministry of Health and Welfare in 1997.²



Figure 1. Vasotensin Interacts with Angiotensin Converting Enzyme



QUALITY

We know you rely on the quality of the supplements you recommend. After all, quality and effectiveness go hand-in-hand! A quality supplement begins with quality raw material. That's why Vasotensin contains only the best raw material available.

- An all-natural, patented[†] process produces the active peptides from bonito.^{8,9} (Eating bonito fish, however, does not produce the same peptides!)
- Nine peptides have been identified and sequenced, including the most active peptide LKPNM.¹
- The bonito peptides in Vasotensin are assayed to assure the presence of LKPNM.

Why is this assay so important? Of the isolated peptides, LKPNM was found to produce eight-fold higher activity when hydrolyzed in the body by angiotensin converting enzyme.² Performing an assay of LKPNM assures product viability for optimal clinical outcomes.[◆]

It's important to know what you're getting in your supplement—especially when it comes to your patients' cardiovascular health.

ADDITIONAL QUALITY MEASURES

Metagenics manufacturing facility is certified for Good Manufacturing Practices (GMP) by the National Nutritional Foods Association (NNFA), NSF International, and the Therapeutic Goods Administration of Australia (TGA).

These stringent manufacturing procedures have been established to protect the health of your patients. Very few companies meet these rigorous guidelines that help ensure that the quality you pay for is the quality received.



[†]U.S. Patent Nos. 5,314,807; 5,369,015

USE VASOTENSIN ALONE ...OR WITH OTHER PROGRAMS

The beauty of Vasotensin is its flexibility. It can be used as a stand-alone intervention or as a complement to other programs that support cardiovascular health, such as prescription medications, medical food programs, or other dietary supplements.[◆]

Because bonito peptides have been shown to have significant effectiveness as a single ingredient formula, Metagenics adds no other nutrients that may not address the specific concerns of your patients. This gives you even more flexibility in creating a personalized program for your patients, allowing you to recommend additional nutrients only if deemed necessary.[◆]

Complementary Medical Foods



UltraMeal® and UltraMeal® Bar medical foods are formulated to nutritionally support the management of conditions associated with altered body composition,

such as hypertension, dyslipidemia, and metabolic syndrome. Available in eight dairy-free powdered beverage formulas and a variety of ready-to-eat bars.

UltraGlycemX® medical food is designed to support the management of dysglycemia and related conditions, such as hypertension, type 2 diabetes, hypertriglyceridemia, and hypoglycemia. Available in three dairy-free, low-glycemic-index, powdered beverage formulas.



For Support of Healthy Cholesterol Levels

UltraMeal® Plus is a functional food formula that provides 2 grams of plant sterols per serving in accordance with NIH recommendations for cardiovascular health support. Available in four powdered beverage flavors.