Scientific Breakthrough

Groundbreaking research suggests that specific kinase responses help to determine good health or disease—impacting inflammation, immune responses, insulin sensitivity, and other important body activities.

- The human kinome is comprised of 540 known kinases.
- Kinases translate signals from poor food choices into disease and good food choices into health.
- Selective Kinase Response Modulators (SKRMs) trigger the kinase to express signals in favor of health.

**EXPRESSYN® Process: Setting New Standards of Clinical Certainty**

Process includes:
Screening to find effective ingredients → cell proteomic research → ratio testing for optimized synergy → safety studies → bioavailability studies → human clinical research

**Osteoarthritis (OA): Reasons for Concern**

**United States**
- An estimated 21 million people (1 in 14) suffer from OA, the most common form of arthritis.¹
- By age 40, it is suggested that a large percentage have some osteoarthritic changes in weight-bearing joints (e.g., hip and knee joints).²
- At 65 or older, it is estimated that 50% of the population would show X-ray evidence of OA in at least 1 joint.³
- Direct costs of OA are estimated at $54.6 billion annually.¹
- More than 2 in 5 (43%) of OA sufferers who previously used prescription medications have stopped using them.⁴

**Canada**
- Nearly 3 million Canadians (1 in 10) have arthritis.⁵
- 85% of Canadians are affected by arthritis by age 70.⁵
- The prevalence of OA is 2x greater than heart disease.⁵

**Drugs for Osteoarthritis**

**COX-2 inhibiting drugs**
- Vioxx may have contributed to 140,000 cases of serious heart disease in the U.S.⁶
- The idea leading to the improved gastrointestinal tolerability of COX-2 selective agents appears to be scientifically flawed. Both COX-2 inhibitors and non-steroidal anti-inflammatory drugs (NSAIDs) may cause GI damage.

**NSAIDs** (e.g., acetylsalicylic acid, ibuprofen)
- Each year, there are an estimated 103,000 hospitalizations and 16,500 deaths in the U.S. attributed to complications from NSAID-associated gastric ulcers.⁷
- Among the elderly, NSAID use accounts for nearly one third of gastric-ulcer-related hospitalizations, with an associated four-fold increased risk of death.⁸
- Estimated annual deaths from NSAIDs are greater than the number of deaths caused by firearms or Vietnam War.⁹,¹⁰
Selective Kinase Response Modulators to Support Joint Function

**Ingredients:** RIAA, Rosemary Leaf Extract, Oleanolic Acid

**Mechanism of Action:** Modulates selective kinase responses associated with osteoarthritis.

**Safety:** Research indicates no negative impact on the following tests:
- Blood pressure evaluations
- Comprehensive liver panel
- Comprehensive blood panel

**Effectiveness:** How does it compare to top-selling medications?

A double-blind, placebo-controlled trial using the global WOMAC, showed RIAA, Rosemary & Oleanolic Acid to be 21% more effective than the placebo in responders. Using the global WOMAC, the top medications resulted in a 14% and 19% increase over the placebo.

**RIAA combination shown to be safer than the leading medications and just as effective!**

Sub-Clinical Autoimmune Disease: Reasons for Concern

- Sub-clinical and clinical autoimmune disorders may affect up to 20% of the population (50 million).11
- Approximately 75% of conditions occur in women.11
- More than 80 autoimmune illnesses that can strike any part of the body.12
- Immunosuppressive drug therapies for autoimmune disorders can lower the body’s ability to resist infections or cause other serious health concerns and side effects.13
- Symptoms vary widely and diagnosis is often difficult.12

Selective Kinase Response Modulators to Support Immune Function

**Ingredients:** RIAA, Vitamin D, Zinc, Selenium

**Mechanism of Action:** Modulates selective kinase responses associated with autoimmune disease.

Autoimmune Questionnaire

Sub-clinical autoimmune symptoms are seen on a daily basis in medical practices but are difficult to diagnose. The Autoimmune Questionnaire makes it convenient and easy to screen your patients who may be at risk of developing an autoimmune disease. The questionnaire will help you to identify these patients before they become a statistic.

References