



A.Vogel

Freshness makes the difference!

ECHINAFORCE, for a cold-free winter!



Pioneer in Natural Health – since 1923

A. Vogel

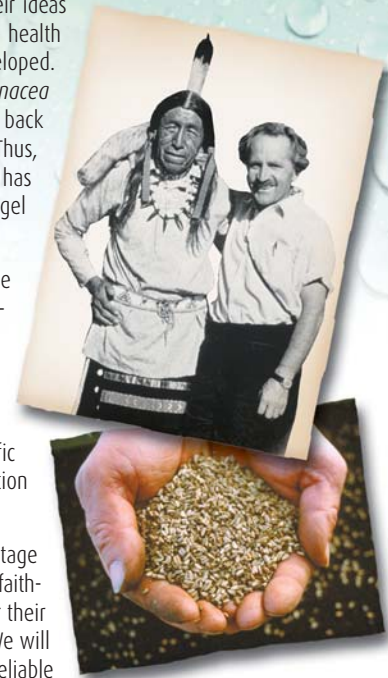


It all began 50 years ago...

In the 1950's, Alfred Vogel met the chief of the Sioux Indians, Black Elk, on one of his numerous journeys through North America. During the exchange of their ideas about nature and its influence on the health of mankind, a close friendship developed. Black Elk gave Alfred Vogel some *Echinacea purpurea* plant seeds, which he took back home and cultivated in Switzerland. Thus, the basis of Echinaforce was laid and has become the most successful A.Vogel product internationally.

Even today, 50 years later, these *Echinacea purpurea* plants are organically cultivated and freshly processed within 24 hours. This ensures superior results in fighting off common colds and enhancing the immune system. The most advance scientific studies have proven the mode of action of Echinaforce.

We are particularly proud of the heritage of Alfred Vogel and we thank all our faithful customers and users worldwide for their trust and confidence in Echinaforce. We will continue to develop fresh and reliable Echinaforce products that meet your needs.



Since 50 years, 260 billion doses of Echinaforce have been dispensed worldwide.



The Echinaforce product line

The friendship that developed between Ben Black Elk and Alfred Vogel 50 years ago has evolved into a line of *Echinacea purpurea* products that offer the quality assurance that both men would be proud of today.

Echinaforce drops: Practical for both preventive and treatment purposes for cold and flu. The preferred choice in administering Echinaforce to infants.

Echinaforce tablets: Available for those who find tablets more convenient.

Echinaforce Forte: For adults with acute cold and flu. For maximum potency fresh, organic *Echinacea purpurea* herb in a convenient 1200 mg tablet: only 1 tablet every 12 hours..

Echinaforce Junior: Chewable *Echinacea purpurea* tablets with a pleasant orange flavour, for children between age 2 and 12.

Echinaforce is recommended whenever infection in the body is suspected. It may be taken in conjunction with other herbs and may be used for prevention purposes. The *Echinacea purpurea* used in Echinaforce will also be found in some of the other A. Vogel products, such as:

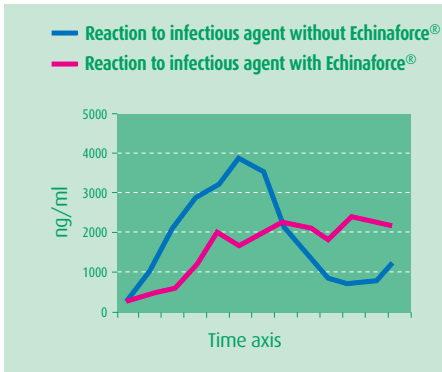
- Cystoforce: for urinary tract irritation/infections.
- Echinacea toothpaste: to strengthen sensitive gums.
- Earache Junior: for the relief of earaches and other ear ailments.
- Echinacea Lozenges: to relieve sore throats and to freshen breath.
- Echinacea Cream: for skin irritations/conditions of all kinds.

Science helps explain how *Echinacea purpurea* works in the human body

Since the introduction of the *Echinacea purpurea* plant to Alfred Vogel by the Sioux Indians, science and technology have validated its efficacy:

- Numerous laboratory (in vitro) studies have shown that *Echinacea purpurea* increases up to three fold the production of the immune cells involved in the body's 'first defense'.
- Tests for **antiviral activity** show that cells pretreated with *Echinacea purpurea* extracts are 50 to 80% more resistant against influenza, herpes and the vesicular-stomatitis virus. These tests indicate that *Echinacea purpurea* inhibits viruses from penetrating into cells. Viruses can only live and reproduce once inside of cells.
- Some compounds from the *Echinacea purpurea* root have been shown to have a bacteriostatic and fungistatic effect and work by inhibiting the penetration of bacteria and fungi into cells.
- Laboratory tests have shown that *Echinacea purpurea* promotes **wound healing** by increasing the production of epidermis cells and by decreasing inflammation.

The most recent laboratory experiment on **Echinaforce** conducted by Bioforce in **September 2004** is the first to demonstrate a mechanism of action for Echinaforce at the molecular level. It involved the process of isolating cells from the blood, "strengthening" them with Echinaforce and then adding an infectious agent into the test tube with the latest state of the art biochemical and immunological techniques. The findings were as follows:



Drastic peak in immune reaction (as shown in graph) translate into unwanted symptoms.

1. Echinaforce has the effect of promoting the immune activity for a longer and sustained period of time and minimizing undesired symptoms such as fever, pain, cough, headaches and the general feeling of malaise.

2. This study also shows that Echinaforce effects are observed only upon the introduction of an infectious agent.

Clinical studies support the healing powers of Echinaforce

In addition to laboratory studies, numerous clinical trials have been conducted and have confirmed the following:

- **Echinaforce is safe even during pregnancy^{1,2}** : Clinical researchers investigated the safety of different doses and preparations of *Echinacea purpurea* in the treatment of the common cold. The conclusion was that *Echinacea purpurea* concentrate (like Echinaforce) represents a low-risk alternative to the standard symptomatic medicines in the acute treatment of the common cold and a study was conducted in Toronto by the Motherisk Program states that *Echinacea purpurea* is safe during pregnancy.
- **Echinaforce is effective in treating and preventing infections³** : Clinical researches have investigated and confirmed the effectiveness of *Echinacea purpurea* in the treatment and prevention of the common cold and upper respiratory tract infections.

It is possible to review the latest in vitro study on *Echinacea purpurea* and Echinaforce on the A.Vogel website www.avogel.ca.



¹ 1998, Brinkeborn, Shah, Geissbühler and Degenring

² This confirms the findings of M. Gallo and other clinical researchers who had themselves evaluated the safety of *Echinacea purpurea* during pregnancy in 2000.

³ 1999, K. Gunning (and others)

Echinaforce = Superior Quality

The following factors contribute to the superior quality of Echinaforce:

1. Alfred Vogel's plantations ensure the continued quality of our *Echinacea purpurea* by using only seeds from our own flowers. In addition, the cultivation of our *Echinacea purpurea* is **certified organic** and the environment chosen is conducive to the healthy growth of our *Echinacea purpurea*. These factors ensure consistency in the quality as well as in the effectiveness of our products.
2. After the plants are picked they are processed **within hours while plants are still fresh**. This short processing time decreases the risk of contamination with toxins, pollutants, bacteria, etc. and assures a product of the highest purity.



TEST THE FRESHNESS!

Place a couple of drops of your *Echinacea purpurea* tincture on a blotter (or tissue). The colour of a fresher, higher quality *Echinacea purpurea* extract will appear slightly green;

a lesser quality *Echinacea purpurea* extract will appear brown.



The Echinaforce products that are in tablet form are impregnated with the fresh Echinaforce tincture, not made from dried plants.

3. Historically, the medicinal properties of *Echinacea purpurea* were considered most powerful when the **whole plant** was used. To this day, this principle is applied in the manufacturing of Echinaforce. The use of the whole plant **minimizes any risk of adverse reactions.**



4. By using both alcohol and water, Bioforce is **able to extract all the fat and water-soluble components of the fresh plant**. When companies dry their plants, there is the inevitable loss the water-soluble components and the possible molecular alteration of the fatty components. The sole use of other solvents such as glycerin does not permit the extraction of all components. As a result of these factors, the superior immune modulating effects of Echinaforce may not be applicable to other *Echinacea purpurea* products.

A final note

Alfred Vogel was born in 1902. His journeys took him to the four corners of the earth and led him to discover the secrets and wisdom of native tribes. He was known as the "Nature Doctor" and his activities included being the head of his own clinic, researcher of nutrition and medicinal plants, gatherer of plants and cultivator of extensive biological herbal gardens, best selling author and in 1963, founder of an international conglomeration called Bioforce. Bioforce is one of the leading producers worldwide of high quality, fresh plant remedies.

"Man can provide medicine and show direction, but only Nature can truly heal."

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A phytotherapy correspondence course is offered by the A.Vogel Institute to all retailers, health specialists and the general public. Please consult our website at www.avogelinstitute.com

For more information call toll free: 1-800-361-6320
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