Points to Remember

1. Echinaforce is the only product approved by Health Canada for both prevention and treatment of cold and flu.
2. Echinaforce can be safely taken for up to 4 months to effectively prevent cold and flu.1
3. For maximum effectiveness you need both root and herb: Antiviral properties are located in the herb and anti-inflammatory properties are located in the roots. Echinaforce is composed of 5% root and 95% herb extract.5
4. Fresh plant extract is more effective.5-8
5. Acute Treatment with Echinaforce: Start at first signs of infection and use the higher indicated dosage.
6. Echinaforce Hot Drink has the same concentration as Echinaforce Extra, with the added benefit of organic elderberry.
7. Having a hot drink is in itself an effective treatment for common cold symptoms.9

References
(1) Jawad M et al. Safety and Efficacy profile of Echinacea purpurea to Prevent Common Cold Episodes: A Randomized, Double Blind, Placebo-Controlled Trial. eCAM 2012
Echinaforce® is the only medicine licensed by Health Canada for both the prevention and the treatment of the common cold

Largest study on Echinaforce completed in 2012

Scientists at the Common Cold Centre at Cardiff University’s School of Biosciences conducted the world’s largest double-blind, placebo-controlled study unequivocally demonstrating that Echinaforce is effective both in the prevention and treatment of colds and flu and that it is safe even for long-term use. In particular, Echinaforce offers much-needed support to those whose immune systems may be depleted from stress, insufficient sleep or smoking.

Proven long-term prevention. 75% subjects were treated with either Echinaforce® or placebo over 4 months.

New evidence for stressed immune systems

Effective treatment

Significant reduction of symptoms and symptom duration

For acute treatment with Echinaforce:
- Start at first signs of infection (itchy/sore throat, sneezing, runny nose)
- Use the higher indicated dosage

Table 1.
Localization of the anti-viral activity in Echinaforce

Table 2.
Supersensitivity of fresh Echinaforce preparations

Latest research in Echinaforce

Research in plant extracts is quite different from pharmaceutical research. The base material is a complex of many molecules in various concentrations which depend on weather, time of harvest, the particular section of the plant being used (analyzed and freshened). In some cases, known benefits are linked to specific plant parts; for example: it is the fatty acid content in the fruit of the saw palmetto plant that helps with prostate hyperplasia, hypericum in the flower heads of St. John’s Wort is responsible for its anti-depressant action. In the case of Echinacea Purpurea, a plethora of products are available, some containing dry extract, root only extract, whole fresh plant, mixed varieties of echinacea, and so on. The picture has never been clearer… until now.

Antiviral activity in Echinaforce

In their latest study, Vimalanathan S et al., evaluated different types of echinacea purpurea extracts for anti-viral activity in Echinacea on. The picture has never been clear… until now.

Superiority of fresh Echinacea preparations

In 2009, Chouin A, et al. demonstrated that alkylamides are the key to the anti-inflammatory effect of echinacea purpurea. Their study showed how alkylamides regulate inflammation by influencing the levels of immune mediators (e.g. TNF-α) (Table 3)

The plant’s roots held the highest concentration of alkylamides. In a previous study, Tabler et al. showed that fresh plant extract contains significantly more alkylamides than dried plant extract (Table 4).

Anti-inflammatory activity in Echinaforce

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Table 3

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<th>Plant Part</th>
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<td>Roots</td>
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In addition, there was a substantial difference between the freshly processed herb providing tinctures with MIC < 2.3 μg/ml in comparison to dried herb tincture with MIC equal to 16.8 μg/ml (Table 2).

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The anti-viral activity of echinacea is located in the herb (green plant parts).

For acute treatment with Echinaforce:
- Start at first signs of infection (itchy/sore throat, sneezing, runny nose)
- Use the higher indicated dosage

Symptom duration

- 1.5 days reduction of symptom duration

For acute treatment with Echinaforce:
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Get Real! When choosing an Echinacea product, look for a fresh plant extract, combining root and herb.

 Latest research in Echinaforce

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