

Flu Relief**Cold Relief****Immunity
Booster**

Isenolic[®] 

The new natural antiviral
against influenza



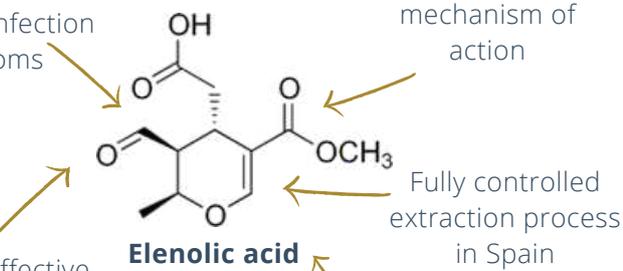


BENEFITS OF ISENOLIC®

Reduces viral and microbial infection symptoms

Multi-target mechanism of action

Safe and effective natural ingredient



Elenolic acid

Fully controlled extraction process in Spain

Promote healthy immune functioning

Traditionally used for fevers, colds and flu

Characteristics of olive leaf

Olive leaf contains the chemical compound Oleuropein, which contains within it the bioactive compound Elenolic acid (ELA).

ELA is a derivative molecule with specific physical and chemical characteristics with proven antiviral properties against the influenza virus and bacteria. Throughout history, olive leaf extract has been used as it may also shorten the duration of flu and colds. ELA is the compound generated by the olive tree to protect itself against pathogens and pathogens.

Olive leaf is also a natural source of neuraminidase inhibitors, which block functioning of the influenza virus by preventing its reproduction.

Neuraminidase is recommended by WHO for viral infection management.

Isenolic® is a NEW natural antiviral product to inhibit viruses such as those that cause the common cold. It is developed from olive leaf extract and enriched with Elenolic acid (ELA).

 **Dosage:** 150mg extract per day, providing 6mg Elenolic acid (ELA).

INGREDIENT

Olea europaea (Olive leaf)

Potential Areas for Use

- Immunity Support
- Cold and flu

Relief against symptoms of:

- Common Cold
- Influenza (flu)
- Upper respiratory tract infections
- Sore throats
- Coughs

1 Khan Y., et al. Phytochemistry. 2007;1,114-118; (2) Omar S.H. sci. Pharm. 2010; 78, 133-154.

2 Renis H.E., et al. Antimicrob Agents Chemother (Bethesda). 1969;9:167-72)

3 Yaseen Khan Md., et al. Pharmacognosy Reviews. 2007;1(1):112-116.1

4 Moatari A., et al. Iranian J. of Pharm. Science. 2006; 183-168

Bioactive compounds

Iсенolic® is standardised to $\geq 4\%$ elenolic acid by HPLC.

Olive leaves have the highest elenolic acid content when compared to other sources, such as olive oil and olive infusions.

Multi-target mechanism of action²⁻⁴

Iсенolic®'s ELA mechanism of action against viral infections:

1. Blocks the virus' entry into the cell
2. Stops its replication by neutralising reverse transcriptase and protease production and reduces essential amino acid production
3. Avoids its liberation to infect new cells
4. Promotes destruction by stimulating phagocytosis of the virus

Traditional Medicine

Immune-boosting botanicals from traditional medicine are appealing to consumers of all ages as they are perceived as natural and safe because of their long history of use.

Clinical Trial

A new placebo controlled clinical study is currently being conducted in Australia using 150mg of Iсенolic® twice a day to assess the effectiveness of the extract (standardised for elenolic acid) on reducing cold and flu duration and severity in otherwise healthy adults.

Duration: 4 months

For use in:

- Tablets
- Two-piece hard capsules
- Powders
- Syrups



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