

# EchinaClear™

FRESH ECHINACEA PRESSED JUICE

PHARMA BASE S.A.  
Expanding Nutritional Science



Optimize Your  
Immunity



The Perfect Dietary  
Ingredient.

< 0.5% Alcohol

Health conscious consumers are increasingly seeking out natural ways to optimize their immunity. In addition to eating a healthy diet and making the proper lifestyle choices, herbs can provide a powerful way to boost the body's defenses. Their phytochemical content allows them to provide potent antioxidant strength which can provide protection both from long- and short-term illnesses.

Echinacea is one of the most widely used herbs in the world, and has steadily become one of the most popular dietary supplements for supporting seasonal immunity. The herb, which is endemic in eastern and central North America, boasts anti-viral, anti-fungal, anti-bacterial, and anti-inflammatory activity, and has traditionally been used to support a range of infections, and skin problems.<sup>1,2</sup> It has also received the approval of the Commission E as a supportive therapy for colds and infections of the respiratory and lower urinary tract and externally, for poorly healing wounds and ulcerations.<sup>3</sup>

Despite its popularity, most consumers are not aware that Echinacea is not just one herb, but rather consists of nine different species, each of which have their own unique health benefits. The name "Echinacea" describes a variety of different preparations in use around the world (including the juice of Echinacea purpurea tops, fresh or dried plant or aerial Echinacea purpurea preparations, E. angustifolia or E. pallida, fresh or dry preparations from the roots of Echinacea purpurea, angustifolia or pallida or mixtures of these) and each type has individual phyto-chemistry with a wide range of pharmacological activities that can benefit the immune system in unique ways.

The various forms of Echinacea have collectively been shown to reduce the duration and/or the severity of cold symptoms, and to have positive effects on wound damage and inflammation.<sup>4-6</sup> However, the existing literature has at times created confusion with regard to the individual benefits of the different plant preparations.

\* 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.

## Echinacea purpurea and pressed juice\*



A closer look at the data shows that Echinacea purpurea has been the subject of the majority of the clinical trials on the herb, and is the most effective form of Echinacea for addressing acute upper respiratory challenges.<sup>7</sup> Numerous studies highlight its general immune balancing properties through the activation of the cells of the innate immune system. It has been shown to boost immune cell number, activity, and efficacy, and the production of cytokines, proteins that are essential to a balanced immune response.<sup>7-12</sup> Newer studies have begun to investigate its ability to support adaptive immune modulation, as well.<sup>13</sup>

The latest research has shined a spotlight specifically on the unique benefits of fresh-pressed juice of Echinacea purpurea as a daily immune booster. Fresh-pressed Echinacea purpurea juice provides a stimulatory effect for the immune system by increasing the production of cytokines, thus keeping infections at bay. Since the aerial parts of the plant from which juice is pressed are richest in polysaccharides and/or lipoproteins, they can help fortify natural defenses throughout the cold season, long term.

These powerful immune boosting effects have been confirmed in numerous human placebo-controlled, double-blind studies.

One review of 26 controlled clinical studies investigated the immune stimulating activity of preparations with Echinacea extracts. The authors reported that existing controlled clinical trials showed that preparations containing the juice or extracts of Echinacea can be effective immunomodulators.<sup>14</sup>

One study compared the consumption of 10 ml daily of cold-pressed juice from Echinacea purpurea aerial parts to a placebo. In the Echinacea group, 85.4% of the patients developed a full expression of the common cold, while in the placebo group 97.4% of the patients displayed symptoms. Furthermore, the median of days of illness was 6 days in the treatment group versus 8 days in the placebo group.<sup>15</sup> In another study on athletes given 8 ml of a cold-pressed juice preparation from Echinacea purpurea aerial parts for 4 weeks, the number of immune-competent cells was increased in the Echinacea group, and after a competition, a significant increase of interleukin 6 was measured in the Echinacea group only. Amazingly, 2 months after the competition, common colds were reported only in the placebo group.<sup>16</sup>

In summary, Echinacea is one of the most effective and research-supported natural remedies for healthy immunity, supported by numerous human clinical studies. For those looking for the best form of Echinacea for enhancing immunity, the data show that polysaccharide-rich Echinacea aerial parts are the best bet long term.

