

# DO YOUR PATIENTS WANT TO STAY CLEAR ALL YEAR?\*

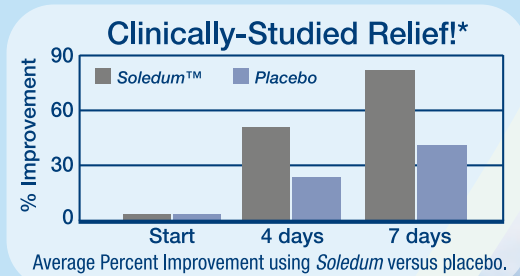
## INTRODUCING SEASONAL IC™ AND SOLEDUM™

Help your patients breathe easy, naturally\*

**SEASONAL IC™** natural relief formula contains unique ingredients that decrease response to sensitivity triggers by up to 70%.\* The proprietary All Seasons™ blend supports healthy immune activity in response to unavoidable seasonal and environmental sensitivities.\* This clinically-studied blend is a synergistic combination of highly-concentrated polyphenols including luteolin and apigenin, harvested from caper fruit and olive leaf extract which provide superior antioxidant protection and support for the body's natural anti-inflammatory response.\*



**SOLEDUM™** sinus formula delivers safe, non-drowsy support—fast!\* Made from a unique, pure form of natural eucalyptus oil extract that contains at least 95% cineole, it works with the body to naturally provide fast-acting respiratory comfort and clear sinus passages.\* Clinically studied Soledum contains no stimulants, so it won't cause the jitters or increase heart rate or blood pressure. While relief is noticed with the first dose, studies showed an 81% improvement after only 7 days of use.\*



### WHEN RESULTS MATTER™ LOOK FOR CLINICALLY-STUDIED RELIEF\*

Integrative Therapeutics® provides year-round relief for symptom management and enhanced immune support with unsurpassed quality, proven efficacy and trusted results.\*

#### SYMPTOM MANAGEMENT\*

Ivy Calm®	anti-spasmodic support*
Bronchoril®	guaifenesin expectorant*
Soledum™	clear sinus and respiratory support*

#### SYMPTOM MANAGEMENT AND IMMUNE BOOSTING SUPPORT\*

Seasonal IC™	year-round, clear-headed relief for seasonal and environmental sensitivities.*
Esberitox®	feel better 2X faster with this patented immune enhancing, super charged echinacea blend.*

#### PROACTIVE IMMUNE SUPPORT\*

EHB	year-round comprehensive immune support*
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**integrative**  
THERAPEUTICS, INC.®

*When results matter™*







www.integrativeinc.com

800.931.1709

\*THIS STATEMENT HAS NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

08-ITI-0479

# YEAR-ROUND RELIEF FROM INTEGRATIVE THERAPEUTICS

Product	Category Differentiation	Description & Action	References
<b>Ivy Calm®*</b> dietary supplement #78771 	Symptom Management	Antispasmodic support: <ul style="list-style-type: none"> <li>• Contains dried ivy leaf extract (<i>Hedera helix</i>), concentrated in a ratio of 5 – 7.5 to 1.</li> <li>• Each tablet of Ivy Calm contains 25 mg of dried ivy leaf extract.</li> <li>• Developed in accordance with standards set forth in the German Commission E monograph.</li> <li>• Supports optimal lung and bronchial passageway function, in children and adults.<sup>2,3</sup></li> </ul>	<ol style="list-style-type: none"> <li>1. The American Botanical Council. Ivy leaf. In: Blumenthal M, Busse W, Goldberg J, et al, eds. The Complete German Commission E Monographs: Therapeutic Guide to Herbal Medicines. Austin, Tex; Integrative Medicine Communications; 1998: 153.</li> <li>2. Gulyas A, Regges R, Dethlefsen U. Systematic therapy of chronic obstructive respiratory disease in children. <i>Atemwegs-und Lungenkrankheiten (Respiratory and Lung Disease)</i>. 1997;23:291-294.</li> <li>3. Meyer-Wegener J, Liebscher K, Hettich M. Ivy versus ambroxol in chronic bronchitis. <i>Zeitschrift für Allgemeinmedizin (Journal of General Medicine)</i>. 1993;69:61-66.</li> </ol>
<b>Bronchoril® (OTC)</b> #72321 	Symptom Management	Guaifenesin expectorant: <ul style="list-style-type: none"> <li>• Fast-acting over-the-counter drug (OTC) containing the active ingredient guaifenesin.</li> <li>• Temporary symptomatic management of cough due to minor upper respiratory infections.<sup>1,3</sup></li> <li>• Helps thin and loosen mucus, making coughs more productive and clearing airways for respiratory comfort. This non-drowsy formula contains a base of natural herbs and is safe for both adults and children.</li> </ul>	<ol style="list-style-type: none"> <li>1. Code of Federal Regulations. Title 21, Volume 5. Section 341.18 Expectorant active ingredient. Revised as of April 1, 2004.</li> <li>2. Dicipingaitis PV, Gayle YE. Effect of guaifenesin on cough reflex sensitivity. <i>Chest</i>. 2003 Dec;124(6):2178-81. 3.</li> <li>3. Hirsch SR, Viernes PF, Kory RC. The expectorant effect of glyceryl guaiacolate in patients with chronic bronchitis. <i>Chest</i>. 1973; 63: 9-14.</li> </ol>
<b>Soledum™</b> sinus formula* #79416 	Symptom Management	Clear sinus & respiratory support: <ul style="list-style-type: none"> <li>• Contains at least 95% cineole, the key compound in eucalyptus.</li> <li>• Promotes a healthy balance of natural anti-inflammatory compounds, in particular, leukotriene B4(LTB4), prostaglandin E2 (PGE2), interleukin-1-beta (IL-1?), and tumor necrosis factor-alpha (TNF-?).<sup>1</sup></li> <li>• Eucalyptus oil supports the healthy activity of early growth response factor-1 (Egr-1).<sup>2</sup></li> </ul>	<ol style="list-style-type: none"> <li>1. Juergens UR, Engelen T, Racke K, Stober M, Gillissen A, Vetter H. Inhibitory activity of 1, 8-cineol (eucalyptol) on cytokine production in cultured human lymphocytes and monocytes. <i>Pulm Pharmacol Ther</i>. 2004;17(5):281-7.</li> <li>2. Zhou JY, Wang XF, Tang FD, Zhou JY, Lu GH, Wang Y, Bian RL. Inhibitory effect of 1, 8-cineol (eucalyptol) on Egr-1 expression in lipopolysaccharide-stimulated THP-1 cells. <i>Acta Pharmacol Sin</i>. 2007 Jun;28(6):908-12.</li> </ol>
<b>Seasonal IC™</b> natural relief formula* #71396 	Symptom Management & Immune Boosting Support	Year round relief for seasonal & environmental sensitivities: <ul style="list-style-type: none"> <li>• Proprietary blend of caper, olive leaf, black currant, and Panax ginseng.</li> <li>• Elicits a change in the immune response in just two hours; benefits increase with continued use<sup>1</sup></li> <li>• Decreases response to sensitivity triggers by up to 70 percent<sup>2</sup></li> <li>• Provides safe and natural support for the body's anti-inflammatory response.</li> </ul>	<ol style="list-style-type: none"> <li>1. Bonina F, Frasca G, Caruso M, Di Giuseppe PL, Pennisi A, Tringali G. Effects of a new nutraceutical ingredient on allergen-induced sulphidoleukotrienes production and CD63 expression in allergic subjects. Unpublished data.</li> <li>2. Proprietary information from Bioactive Natural Products. Received 2007.</li> </ol>
<b>Esberitox®</b> supercharged echinacea #79951, #79956 	Symptom Management & Immune Boosting Support	Fast, patented, immune enhancing, echinacea blend: <ul style="list-style-type: none"> <li>• Esberitox combines two well-studied types of Echinacea (<i>Echinacea purpurea</i> and <i>pallida</i>) with two additional immune-enhancing herbs – baptisia and thuja.</li> <li>• Herbal combination fortifies the immune system, helping to strengthen the body's natural defense mechanisms.<sup>1</sup></li> <li>• Over 30 studies supporting its use.</li> <li>• Clinically tested, safe and effective for children.</li> </ul>	<ol style="list-style-type: none"> <li>1. Wüstenberg P, Henneicke-von Zepelin HH, Köhler G, Stammwitz U. Efficacy and Mode of Action of an Immunomodulator Herbal Preparation Containing Echinacea, Wild Indigo, and White Cedar. <i>Advances in Therapy</i>. 1999;16(1):51-70.</li> </ol>
<b>EHB</b> #166007 	Proactive Immune Support	Year round comprehensive immune support: <ul style="list-style-type: none"> <li>• Contains a combination of standardized echinacosides (from Echinacea) and hydrastine and berberine (from goldenseal) along with additional immune supportive nutrients.</li> <li>• Whole Echinacea helps increase the production of B-cells, potentiate the function of macrophages, and activate blood and tissue phagocytes.<sup>1,3</sup></li> </ul>	<ol style="list-style-type: none"> <li>1. Stimpel M, Proksch A, Wagner H, Lohmann-Matthes ML. Macrophage activation and induction of macrophage cytotoxicity by purified polysaccharide fractions from the plant <i>Echinacea purpurea</i>. <i>Infect Immun</i>. 1984;46(3):845-9.</li> <li>2. Chen Y, Fu T, Tao T, et al. Macrophage activating effects of new alkaloids from the roots of <i>Echinacea</i> species. <i>J Nat Prod</i>. 2005;68(5):773-6.</li> <li>3. Roesler J, Emmendorffer A, Steinmüller C, Luettig B, Wagner H, Lohmann-Matthes ML. Application of purified polysaccharides from cell cultures of the plant <i>Echinacea purpurea</i> to test subjects mediates activation of the phagocyte system. <i>Int J Immunopharmacol</i>. 1991;13(7): 931-41.</li> </ol>



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