



pfTM
PharmaFew

The
unique
Fever
Few
extract

4% Parthenolide
The Pharmaceutical Standard

OPTIURE



The Ultimate Standardized Extract with 4% Parthenolide Content

Migraine

What could be worse than a sudden intense pain in your head? And it's not just a headache ...it's a migraine. The pain is **excruciating!** Not knowing how long it will last intensifies the experience. OptiPure® PharmaFew™ not only helps alleviate the pain and other symptoms that accompany a migraine, but also lessens the number of attacks when taken regularly. It's time for the only stable Feverfew. It's time for relief!

Feverfew

Feverfew (*Tanacetum parthenium*) is cultivated in Israel, Europe and the Americas. A perennial flowering plant, Feverfew has been used for centuries to help alleviate various kinds of headaches, from the garden variety headache to the classical and common migraines. The whole leaf powder found on shelves today provides the active compound parthenolide. The most effective prescription drugs increase the activity of the serotonin receptors, whereas parthenolide inhibits serotonin release. Both result in less circulating serotonin. The pharmaceutical products only help to relieve the symptoms of a migraine. Feverfew not only relieves the symptoms, but can actually decrease the occurrence of migraines.



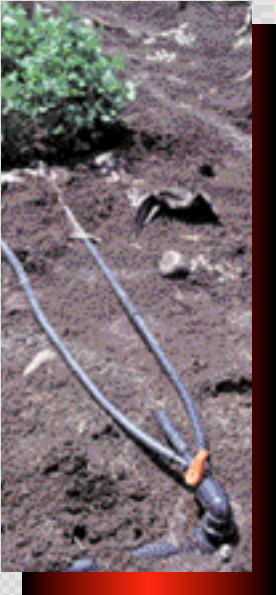
PharmaFew™

The debate is not whether Feverfew works to help alleviate the pain and frequency of migraine headaches ... It does that and is supported by the published literature. The problem with this extremely effective powdered herb is that it has always lacked stability and shelf-life. Those shortcomings too, have now been conquered. Finally there is PharmaFew™ - the only high potency, stable Feverfew powder available.

The Feverfew leaf contains up to 0.9% parthenolide and typically loses 15% of its stability per year. Over time scientists found a way to increase the parthenolide content to 2%, but a way to increase the stability was still years off. OptiPure® PharmaFew™ provides a 4% extract with 3 years stability – guaranteed. Higher potency raw material allows for the use of less material being used

Methodology

and for the addition of complimentary ingredients. That means that your customers can take fewer soft gels, capsules or tablets and have greater compliance and superior results.



The Feverfew found in PharmaFew™ is of the highest quality. Organically grown in the mineral rich Galilean farmlands of Israel, the harvesting takes place in an ISO 9002 and GMP certified plant. Quality control every step of the way - that is PharmaFew™.

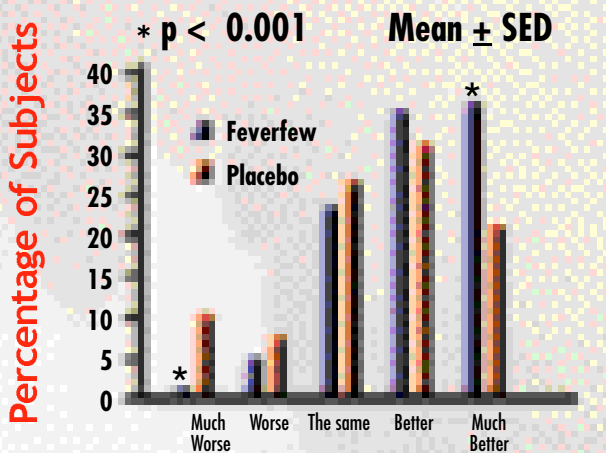
The study participants included 20 men and 56 women who ranged in age from 24 – 72 years of age. All of those who were included in the study suffered with migraine headaches for a minimum of two years with at least one migraine per month. All migraine-related drugs and supplements were stopped prior to the commencement of the study.

The subjects were randomly assigned to one of two groups, either placebo or test. The test group received one capsule daily of Feverfew. Each capsule provided 100 mg of dried powder. Each group took their respective treatment for 4 months. Crossover occurred at the end of this time with no washout period between the change in treatment. The study lasted a total of 8 months.

Results

The final analysis consisted of 59 subjects and several aspects were examined. Figure 1. examines the differences in grading (in percent) between both groups. The two month treatment periods within each course of treatment were combined. The overall results were statistically significant ($p < 0.001$), with thirty six percent of the subjects grading the Feverfew period as "Much Better", whereas only 1% found that they felt "Much Worse".

Feverfew vs Placebo

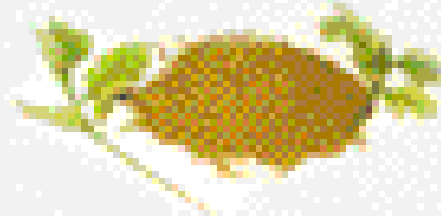


Grading of Each Two Month Treatment Period Combined

Fig 1.

Clinical Trial

A randomized, double-blind, placebo-controlled, crossover study was conducted on 72 subjects. The purpose of the study was to measure the prophylactic effectiveness of Feverfew.



The migraine group was then further classified into sub-groups: classical and common. Those with classical migraines experience blurred vision or flashing lights, intense throbbing and typically nausea and vomiting. Common migraine sufferers encounter intense headaches with nausea that often affect only one side of the head.

The classical sub-group decreased their attacks by 32% ($p < 0.05$), while the attacks of the common migraine group had a reduction of 21% ($p = 0.06$) (see Figure 2).

The last analysis of the study examined the sub-groups of migraine sufferers by the Visual Analog Scale (VAS) for pain. The subjects mark the location on a corresponding line in reference to the amount of pain that they have experienced

Visual Analog Score

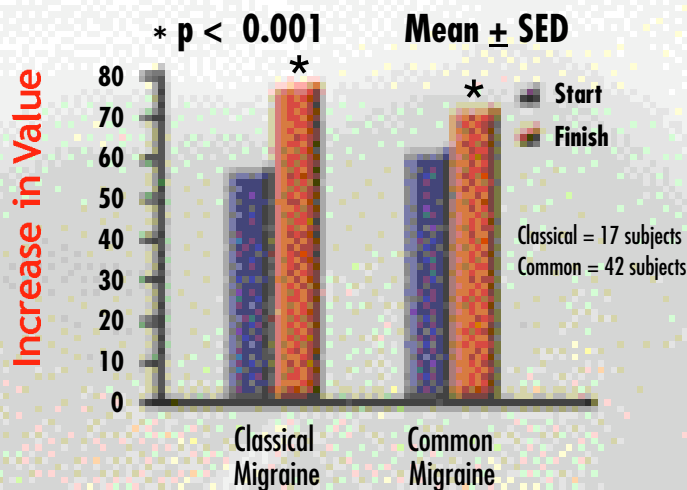


Fig 3.



Conclusion

Migraine sufferers endure some of the worst type of pain imaginable. Over the years, Feverfew has offered some of the greatest relief. Now PharmaFew™ has taken that relief one step further with the most potent, stable Feverfew on the market. Let your customers know you care by offering them the highest quality Feverfew - Optipure® PharmaFew™.

Decline in Migraine Episode

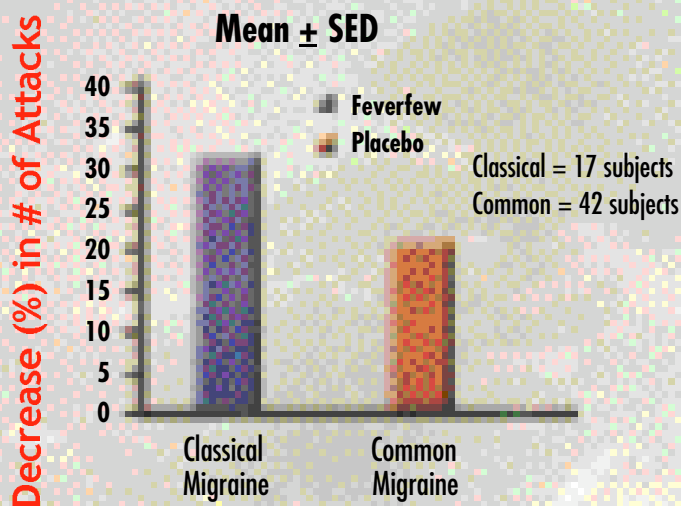


Fig 2.

during each 4 month treatment period. The 10 cm scale has been found to be the most accurate and utilized in this clinical trial. An increase in the score represents a decrease in pain. Figure 3 illustrates a statistically significant decrease ($p < 0.001$) for both sub-groups while taking Feverfew.

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