



Where Great Health Begins

# ECHINAMIDE®

Get rid of your cold  
up to three times faster!



CANADA'S #1 COLD  
& VIRUS FIGHTER



## The infection equation

Each day we are exposed to organisms with the potential to make us sick, yet we don't fall prey to these "bugs" if our immune system is stronger than the organism's destructive potential. If the "bug" is extremely powerful, or our immune system is compromised, an infection can occur. Modern medicine has long ignored the role of immune function in the infection equation, focusing more on the nature of the infecting agent, rather than the condition of the host and its defensive capacity.

Natural Factors ECHINAMIDE® improves your overall immune function, making your body's "terrain" extremely inhospitable to infecting organisms.

## What is ECHINAMIDE?

ECHINAMIDE is the result of a highly sophisticated, patented extraction process that guarantees consistent levels of the three key actives responsible for echinacea's effectiveness. In addition, ECHINAMIDE includes a base of the whole herb so that none of the minor actives are missing. Echinacea is one of the most popular herbs for immune support, but not all echinacea qualifies to be in ECHINAMIDE. Natural Factors grows and harvests the world's finest echinacea on our own organic farms in British Columbia. This field-to-shelf approach ensures echinacea's purity and potency. Each batch is subject to rigorous testing and quality control procedures.

ECHINAMIDE is Canada's #1 herbal cold and flu treatment, reducing the severity and duration of viral infections, including the common cold. Laboratory testing and human clinical studies with ECHINAMIDE provide consistent evidence of its effectiveness as an immune system stimulant. (1)

ECHINAMIDE forms the basis for Natural Factors' cold and flu products (see chart on page 6).

## The strength of science

ECHINAMIDE is the only full-spectrum fresh herb extract that contains standardized ratios of echinacea's three key active compounds, each with a unique immune-supporting ability that provides optimal health benefits. (1–3)

### Scientific research conducted with ECHINAMIDE

1. Key immune-strengthening compounds were identified and a method of standardization was developed so that consistent levels and potency of each compound could be guaranteed from batch to batch, and bottle to bottle.
2. Each of the three standardized key compounds was then laboratory-tested to measure their effectiveness when combined in different dosages.
3. Finally, ECHINAMIDE was rigorously tested under real-world conditions in two randomized, double-blind, placebo-controlled Phase II clinical trials. The results of these human clinical trials prove conclusively the unique ability of ECHINAMIDE to consistently stimulate the non-specific immune system, thereby reducing the severity and duration of upper respiratory infections, including the common cold.

"We conducted two Phase II clinical trials which demonstrated that ECHINAMIDE enhances immune response leading to faster recovery from upper respiratory infections."

– **Dr. Richard Barton**, *Clinical Trial Investigator, Department of Biochemistry and Molecular Biology, University of British Columbia.*



“Echinacea gets its activity not only from a single compound, but from four classes of compounds: cichoric acid, alkylamides, polysaccharides, and glycoproteins. The strategy in creating ECHINAMIDE was to include all of these compounds in a standardized form, with consistent quality. This achievement by Natural Factors makes ECHINAMIDE unique and has produced pharmacological results that cannot be transferred to other products.”

– **Dr. Rudolph Bauer**, *Heinrich-Heine University, Dusseldorf, Germany*.  
Dr. Bauer is a leading worldwide authority on echinacea and has published close to 150 studies and written numerous books.

### How is ECHINAMIDE superior to other echinacea products?

Many over-the-counter cold products address cold and flu symptoms rather than the cause. ECHINAMIDE works at the therapeutic level, supporting the immune system so it can identify viruses sooner, contain them quicker, and eliminate them faster. (1–3)

The result is reduced symptoms and a quicker recovery from viral infections – without the side effects of drugs.

### Are “total phenolic compounds” or “echinacosides” a reliable standard for indicating an echinacea product’s ability to stimulate the immune system?

No. In fact, recent studies have found that phenolic compounds and echinacosides have no effect on immune functions.

ECHINAMIDE is the only phytomedicinal product to provide standardized concentrations of scientifically validated immune-active compounds, which give ECHINAMIDE its pharmacological consistency and effectiveness. ECHINAMIDE achieves this standardization through the precise isolation and concentration of the key immune-active compounds using the EnviroSimplex® processing method.

1. *J Clin Pharm Ther*, 2004; 29:75-83.
2. *Int Immunopharmacol*, 2002; 2:381-7.
3. *J Nutr Biochem*, 2002; 13:487-92.

### ECHINAMIDE

- Clinically proven effective
- Certified organic *Echinacea purpurea*
- Year-round immune support

ECHINAMIDE is used in herbal medicine to help fight off infections, especially those of the upper respiratory tract. It’s a powerful supportive therapy in the treatment of upper respiratory tract infections (URTIs), such as the common cold. ECHINAMIDE relieves the symptoms and shortens the duration of URTIs, so you can feel better faster.

**NOTE:** The body’s immune system responds best to echinacea when usage is “pulsed.” For optimal support, use daily for up to four weeks, discontinue use for one week, then repeat the cycle.

**PRECAUTIONS:** Consult a health care practitioner prior to use during pregnancy and breastfeeding, when taking immuno-suppressant drugs, and by anyone with severe allergies to flowers of the daisy family. Consult a health care practitioner if you are allergic to any of the herbs in these formulas.

## ECHINAMIDE FAMILY OF PRODUCTS

PRODUCT	FORMAT	KEY INGREDIENTS	DESCRIPTION
<b>ECHINAMIDE</b> Fresh Herb Tincture	<b>Tincture</b> 🌿 Vegetarian 🌱 Vegan	ECHINAMIDE ( <i>Echinacea purpurea</i> )	Our original ECHINAMIDE Fresh Herb Tincture is a 1:1 liquid extract in a base of purified water and 40% of pure-grain alcohol. Used at the first sign of an infection, the tincture can be taken as directed on the label five times daily with water, making it easy to take for anyone who prefers traditional herbal tinctures and/or has trouble swallowing pills.
<b>ECHINAMIDE</b> Echinacea Fresh Herb Tincture, Alcohol-Free	<b>Tincture</b> 🌿 Vegetarian 🌱 Vegan	ECHINAMIDE ( <i>Echinacea purpurea</i> )	An alcohol-free version of our Echinacea Fresh Herb Tincture, suitable for individuals sensitive to alcohol. This alcohol-free tincture is a 1:1 liquid extract in a base of 60% glycerin preparation. Delicious natural berry flavour.
<b>ECHINAMIDE</b> Clinical Strength Fresh Herb Extract	<b>Softgels</b>	ECHINAMIDE ( <i>Echinacea purpurea</i> )	Natural Factors ECHINAMIDE Clinical Strength Fresh Herb Extract harnesses the power of nature to help you fight off the common cold. The only phytochemical with standardized levels of <i>Echinacea purpurea</i> 's three key active compounds, ECHINAMIDE is clinically proven to reduce the duration and severity of infections, so you get better faster.
<b>ECHINAMIDE</b> Anti-Viral Potent Fresh Herbal Tincture or Extract	<b>Tincture</b> 🌿 Vegetarian 🌱 Vegan and Softgels	ECHINAMIDE, as well as astragalus, tomatium, reishi mushroom, and licorice	A proprietary blend of clinically proven ECHINAMIDE with well-researched antiviral herbs, this formula helps shorten the duration and severity of colds and flu and helps the immune system deliver a more potent viral-fighting punch. Use at the first sign of a cold or flu as well as at times when you are more susceptible to catching a virus.
<b>ECHINAMIDE</b> Echinacea & Goldenseal Tincture	<b>Tincture</b> 🌿 Vegetarian 🌱 Vegan	ECHINAMIDE, three parts echinacea (1:1 fresh herb tincture), one part goldenseal	ECHINAMIDE with goldenseal work together to fight a broad spectrum of viruses, bacteria, fungi, and yeast. Often used for bacterial infections, and URTIs. Goldenseal has anti-mucosal properties and is excellent for bronchial infections. This tincture is in a base of purified water and 100% pure grain alcohol. Note: goldenseal is most effective if taken for short periods of time. Not recommended during pregnancy.
<b>ECHINAMIDE</b> Quick-Blast	<b>Liquid-Gel Softchews</b>	ECHINAMIDE 20:1 Fresh Herb Extract	ECHINAMIDE Quick-Blast provides fast relief for sore throats and sinus congestion – in one bite! It combines a patented, full-spectrum, organic echinacea extract with eucalyptus, peppermint, menthol, and lemon, in a base of honey. Quick-Blast liquid-gel softchews don't just relieve symptoms; they also help fight off infections and reduce the duration of colds.
<b>ECHINAMIDE</b> Cold & Cough Syrup	<b>Syrup</b> 🌿 Vegetarian	ECHINAMIDE, mullein extract, wild cherry extract, peppermint, horehound extract, and eucalyptus oil	A fast-acting, alcohol-free, healthy herbal formula designed to quell the urge to cough while supporting the immune system to fight colds and flu. Use at the first sign of sniffing or a sore, scratchy throat and throughout the day, or when vocal cords are strained. Mix with hot water for a soothing, sinus-relieving drink. This syrup is in a base of honey, glycerin, lemon oil, and purified water.
<b>ECHINAMIDE</b> Zinc Lozenges Sore Throat Relief	<b>Lozenges</b> 🌿 Vegetarian	Echinacea, black elderberry extract, vitamin C, zinc	The delicious, naturally flavoured honey blossom and cherry lozenges dissolve in the mouth for convenient relief of cold and flu symptoms, such as cough, sore throat, and mucous congestion. Dissolve one lozenge in the mouth three times daily and take with food, a few hours before or after taking other medications or natural health products.



## ISURA Certified

Even when you grow certified organic non-GMO plants, it is important to test for GMOs and hundreds of other unwanted contaminants.

We excel at making sure that every possible test has been conducted to ensure you receive the safest, most beneficial products possible.

**In our state-of-the-art laboratories, we use advanced mass spectrometry techniques to test for over 800 contaminants.** Mass spectrometry can test at the molecular – even atomic – level, detecting environmental pollutants such as pesticides, herbicides, and fungicides, as well as heavy metals and other undesirable substances.



 **Manufactured in Canada**

Available at natural health food stores throughout North America.

For more information call toll-free 1-800-663-8900

or visit our website at: [naturalfactors.com](http://naturalfactors.com)

Please note: The information in this pamphlet is for your interest only. It is in no way intended to diagnose, recommend, or advise. Please consult your personal medical or natural health care practitioner on any matters concerning your well-being.

Printed on recycled paper  
using vegetable-based inks.  
100% post-consumer waste.

