

## Label content:

Pathogens / Viruses can be identified with the following symptoms, fever, fatigue, headaches, coughing, sore throat, diarrhoea, muscular pain and stiffness, depression, irritability & anxiety. Chickenpox, Coxsackie, Encephalitis and meningitis (both can be caused by viruses or bacteria), Epstein-Barr virus (Glandular Fever), Flu (influenza), Herpes, Human immunodeficiency virus (HIV/AIDS), Human papillomavirus (HPV), ME (Yuppie Flu), MS, Mumps, Measles and Rubella, Shingles, Viral gastroenteritis (stomach flu), Viral hepatitis, Viral meningitis, Viral pneumonia, Growths, Warts.

Contents: 50% Medicinal Ethanol, Sanguinaria canadensis, Chaparral, Propolis, Tansy, Thuja, Wormwood, Poke Root

## Adult Dosage:

First week: 15 drops in a little water drink 2 x daily. Second week: 20 drops twice daily. Third Week onwards until the bottle is finished: 30 drops twice daily. The second bottle onwards should be taken at 10 drops twice daily as a preventative for long term therapy.

Child Dosage: (3-12 years): 10 drops in a little water drink 2 x daily until the bottle is finished and then reduce to 5 drops twice daily.

Warning: You may feel nauseous and tired in the first few days (Rest as much as possible). This indicates that the formula is working. Contact us if you have any further questions.

Shake well before use. Keep out of reach of children. Store below 30°C. Not to be taken during pregnancy. No artificial preservatives or flavourings. No known contra-indications.

This medicine has not been evaluated by the Medicines Control Council.  
This medicine is not intended to diagnose, treat, cure or prevent any disease.



## What is PV7 for?

PV7 is a unique combination of herbs which have the ability to expose viruses to your immune system enabling it to do what it does best - attack and kill. Pathogens / Viruses can be identified with the following symptoms: cold sores, blisters, muscle twitching, warts, growths, fever, fatigue, headaches, coughing, sore throat, diarrhoea, muscular pain and stiffness, depression, irritability & anxiety.

Diseases caused by viral infection, include: colds, flu, hepatitis (inflammation of the liver), mononucleosis (glandular fever), shingles, childhood diseases like measles, mumps, rubella and chickenpox, warts and verrucas, some forms of meningitis and encephalitis, polio, rabies, AIDS, and some forms of leukaemia and cancer.

## The Leading Actives of PV7 are:

Sanguinaria Canadensis raises your body temperature. The immune system functions better in a warm environment. Studies have shown that low body temperature reduces the efficacy of the immune system.

Poke root - The plant contains a protein called "pokeweed antiviral protein," or PAP for short that may have anti-tumor effects. The pokeweed antiviral protein (PAP) in the plant inhibits multiplication of herpes simplex virus, called the Jedi of the plant world. Tumors and cysts. Scaly eruptions on the skin. Clenched jaw and grinding of teeth. Ref: International Journal of Research in Pharmaceutical and Biomedical Sciences

Extracts of poke root significantly reduced breast cancer cells' proliferation and growth (I. GOKTEPE, B. Milford, and M. Ahmedna. Food Science & Nutrition Program, North Carolina A&T State Univ., Dept. of Human Environment & Family Sciences, 161 Carver Hall, Greensboro, NC 27411)

## How do I take PV7?

If in doubt start off with 5 drops in a little water and drink 2 x daily for the first week just to ease you into the symptoms that may arise. Step it up by 5 drops per dose thereafter until you are matching the recommended dose on the bottle. If you feel overwhelmed by the symptoms then reduce the dose until you can just manage the feelings (symptoms).

## What symptoms will I expect by using PV7?

The first feeling while taking PV7 is a warm sensation as your core temperature is raised slightly. The virus is then aggravated by PV7 which brings it out of hiding. The war between your white blood cells and the virus then begins (Can be likened to wasp nest being hit with a stick).

Where ever the virus is and how ever it may have affected you in the past that will be the symptoms to be expected. i.e.:

1. If you suffered from recurring cold sores in the past that is what is going to come out.
2. Glandular Fever- Tiredness, Headaches, Flu symptoms, sore throat etc.
3. Hepatitis - A warm tingly sensation around the liver and then a jaundice attack.
4. ME or Yuppie Flu - Bed rest will be needed for the first few days.

You will normally feel far worse as the virus is aggravated out of its hiding.

## What happens if the symptoms are too severe while using PV7?

Every one of us is different and so are the virus / pathogens that we are carrying. We may be constitutionally stronger than others or vice versa. My advice is whether it takes 2 weeks or 2 months to reduce the viral load to feel happier and healthier does it make a difference. The higher the dose the faster the elimination process is the more symptoms of illness you will feel. The lower the dose the longer the elimination process takes the less ill you will feel. But the end result will be the same.

**Please note: The rule of thumb is - for every year that you have had an ailment, it takes you one month to heal it.**

## Viruses explained:

Viruses possess a keen sense of survival and can be very stubborn and sneaky. A virus attempts to bypass your body's built-in alarm system-the immune system-by growing in areas where the immune system has reduced access. Viruses also use mutation-altering their identity-resulting in a delayed response by the immune system. They can also cause suppression of the immune system: examples would be HIV and Epstein-Barr virus.

The immune system uses white blood cells and antibodies to identify and eliminate organisms that get through the body's physical barriers such as the skin and mucous membranes. If a virus manages to by-pass all these physical defences and enters the body, white blood cells are activated to kill or ingest the invading pathogen. White blood cells are mobilized, mainly from the bone marrow. They then move into the bloodstream and travel to wherever they are needed. If a virus manages to escape the clutches of the white blood cells it will attach itself to a cell wall and penetrate the cell where it can replicate. For a virus to enter a host cell, the surface of the virus must fit exactly into receptor sites on the cell surface. If the fit is not precise then the virus cannot attach itself and enter the cell. In the process, the virus damages or destroys the cells. Viruses depend on other organisms for energy. And viruses cannot reproduce unless they get inside a living cell. The virus will either lay dormant, hiding safely in a cell until conditions are right or may begin to replicate until the cell bursts open, releasing more viruses into the body. Each one of these new viruses is now ready to infect other healthy cells.

When a virus enters the host's cells it is no longer detectable by the immune system. It is as though it is camouflaged. PV7 helps to expose the virus to the immune system allowing it to do what it does best....attack and kill. PV7 (specifically Poke Root) interferes with the life cycle of the virus and its ability to replicate and further infect other cells. A lowered immune system allows the virus to more easily attach itself to available cells, often bringing about general symptoms such as fever, chills, and muscle aches. The immune system can be compromised by various external factors such as prolonged stress, too little sleep, over exertion, chemical and drug exposure, radiation, surgery, poor diet, nutrient deficiency. In most types of viral infection, the immune system clears the virus from the body within days to a few weeks. But some viruses cause persistent infections, which can last for years. In these cases, a person may get infected and seem to recover or may not be aware of being infected at all. Then years later, the illness will occur again, or symptoms will start for the first time.

The immune response must be regulated to prevent extensive damage to the body, as occurs in autoimmune disorders. Regulatory (suppressor) T cells help control the response by secreting cytokines (chemical messengers of the immune system) that inhibit immune responses. These cells prevent the immune response from continuing indefinitely.

The primary lymphoid organs are the sites where white blood cells are produced and/or multiply:

- The bone marrow produces all the different types of white blood cells, including neutrophils, eosinophil's, basophils, monocytes, B cells, and the cells that develop into T cells (T cell precursors).
- In the thymus, T cells multiply and are trained to recognize foreign antigens and to ignore the body's own antigens. (T cells are critical for acquired immunity.)

The HIV virus "hides" inside the CD4 cells, the CD 4 cells are an important part of our immune system. When it enters the CD4 cell it reproduces inside of them while it kills the cell at the same time, after killing the cell the virus goes out and finds more CD4 cell to reproduce in. Because the virus hides inside the CD4 cell the person's antibodies can detect it but they cannot kill it because if they did they would kill the CD4 cell and the body cannot attack something that is its own. That is why when the CD4 cell count is really low the person is diagnosed with AIDS because there are almost no CD4 cells left and the viral load is really high because the virus has been able to reproduce.

To function properly, an immune system must detect a wide variety of agents, known as pathogens, from viruses to parasitic worms, and distinguish them from the organism's own healthy tissue. Some compounds work by interfering with the enzymes needed to make copies of virus components. Poke Root antiviral protein works in this way.

Viruses are far smaller than bacteria. They are so small that they could not be seen until the electron microscope was invented in the 1940s. Unlike most bacteria, viruses are not complete cells that can function on their own. They cannot convert

carbohydrates to energy, the way that bacteria and other living cells do. Most viruses consist only of tiny particles of nucleic acid (the material that makes up genes) surrounded by a coat of protein. Some have an outer envelope as well. Viruses are not considered living things, as they are only able to function while using resources of their host.

Encephalitis and meningitis both can be caused by viruses or bacteria inside the body, the immune system makes antibodies against specific viruses. Antibodies are made when the immune system first encounters a virus. The body builds an antibody specially designed to prevent that particular virus from attaching to new cells. Once an antibody is made for a specific virus, the immune system usually continues to make it, but in much smaller quantities, even if there is no current viral attack. If the immune system encounters that virus again, its response will be faster because it does not have to build a new antibody. It simply makes more of the ones it already has. This is called immunity.

## PV7 Herbal Formulation

Sanguinaria Canadensis, Poke Root, Chaparral, Propolis, Tansy, Thuja, Wormwood.

Sanguinaria and Poke root are the leading actives - they both interfere with the life cycle of the virus and its ability to replicate and further infect other cells. Sanguinaria contains Berberine, a substance found to fight cancer cells. Sanguinaria is believed to prevent heart palpitations and can improve blood flow in the body.

**Sanguinaria** has been shown to possess antimicrobial and antioxidant properties. Researchers from University of Wisconsin have shown that sanguinarine possesses strong antiproliferative and proapoptotic properties against human epidermoid carcinoma A431 cells, immortalized human HaCaT keratinocytes, androgen-unresponsive human prostate carcinoma DU145 cells and human prostate carcinoma LNCaP cells. [5,7]

They found that sanguinarine (as little as 0.1-2 micromol/L) treatment of LNCaP and DU145 cells for 24 hours resulted in dose-dependent (1) inhibition of cell growth, (2) arrest of cells in G0-G1 phase of the cell cycle, and (3) induction of apoptosis. [5]

**Poke root** cleanses the glands of the lymphatic system. It can be used for swollen glands e.g. tonsillitis, glandular fever and mumps. It is anti-bacterial, anti-viral and anti-inflammatory.

Polycystic ovaries or polycystic kidneys can be treated using Poke Root as can breast lumps and other growths in the body. Please take note that because of the powerful cleansing effect that Poke root has on the body it should be taken in small doses to begin with and gradually increased to suit the individual's needs so as to avoid any severe feelings of ill health such as headaches and nausea that accompany the healing process. Poke root contains a protein called "pokeweed antiviral protein," or PAP for short that may have anti-tumor effects. PAP in the plant inhibits multiplication of herpes simplex virus. Tumours and cysts. Scaly eruptions on the skin. Clenched jaw and grinding of teeth. Ref: International Journal of Research in Pharmaceutical and Biomedical Sciences

**Propolis** is created by Bees; it is a natural resin, used to protect their hives from pathogen infestation. Propolis is made from pollen, beeswax, and other bee secretions. Historically, Propolis was used in Greece to treat abscesses. The Assyrians also used Propolis to heal wounds and tumors.

Further research on this natural compound has shown that Propolis has strong antiviral properties. French researchers concluded that the combination of compounds in Propolis was far more effective than each of the individual components. It's one more instance in which the total natural product works better, with fewer side effects, than its isolated components. DR David Williams

Aqueous and ethanol extracts of Propolis were analysed phytochemically and examined for their antiviral activity in vitro. Different polyphenols, flavonoids and phenylcarboxylic acids were identified as major constituents. The antiviral effect of propolis extracts and selected constituents, e.g. caffeic acid (1), p-coumaric acid (2), benzoic acid (3), galangin (4), pinocembrin (5) and chrysin (6) against herpes simplex virus type 1 (HSV-1) was analysed in cell culture. The 50% inhibitory concentration (IC(50)) of aqueous and ethanol propolis extracts for HSV-1 plaque formation was determined at 0.0004% and 0.000035%, respectively. Both Propolis extracts exhibited high levels of antiviral activity against HSV-1 in viral suspension tests, plaque formation was significantly reduced by >98%. In order to determine the mode of antiviral action of Propolis, the extracts were added at different times during the viral infection cycle. Both Propolis extracts exhibited high anti-HSV-1 activity when the viruses were pretreated with these drugs prior to infection. Among the analysed compounds, only galangin and chrysin displayed some antiviral activity. However, the extracts containing many different components exhibited significantly higher antiherpetic effects as well as higher selectivity indices than single isolated constituents. The effectiveness of Propolis against herpes simplex virus types 1 and 2 and parasitic infections have been demonstrated in early studies.

**Chaparral** may also inhibit uncontrolled cell proliferation of diseased. Chaparral contains an ingredient called nor-dihydroguaiaretic (NDGA), a potent antitumor agent. NDGA inhibits aerobic and anaerobic glycolysis (the energy-producing ability) of cancer cells. The flavonoids present in chaparral have strong antiviral and antifungal properties

Native Americans have used chaparral for centuries as an anticancer remedy. It is also thought to possess more of the antioxidant enzyme SOD than any other plant. This hardy plant, comprising over 20 species, cannot only survive the extremes of desert life, but can also live to be well over 10,000 years old. In fact, I have read that one of the oldest living plants on earth is a massive chaparral plant in California believed to be over 25,000 years old. Natural habitats for chaparral include the South-western US, Mexico, South America, South Africa, Australia, and the Mediterranean. Chaparral raises vitamin C levels in the adrenal glands. By strengthening the adrenals, inflammatory conditions are reduced in the body, stress responses are improved, immune function is strengthened. The antioxidants in chaparral include flavonoids, and a very powerful antioxidant known as nordihydroguaiaretic acid (NDGA). NDGA is such a strong and effective antioxidant that it was actually used for decades as an antioxidant preservative for oils and foods, with full approval of the USDA. Chaparral's ability to kill microbes makes it useful for a number of diseases linked to microbial infections. These include cancers (viral, bacterial, and fungal forms), (Taken from articles by James Sloane) Herbal Medicine, Healing and Cancer: A Comprehensive Program for Prevention and Treatment by Donald R. Yance, Jr., C.N., M.H., A.H.G., with Arlene Valentine. It is also believed to reduce cell damage through free radicals, which could help aging. A 1986 test involved feeding female mosquitoes NDGA to test the effect it may have on lifespan. While the average mosquito lifespan was 29 days, the NDGA-fed mosquito's average lifespan jumped to 45 days. Scientists have also recorded increase lifespan in lab mice using NDGA. The Native Americans called Chaparral "Shegoi" meaning the mother of all plants.

**Tansy** : Wiley - Blackwell (2011, February 22). Old folk remedy revived: How tansy may be a treatment for herpes. ScienceDaily. Retrieved January 28, 2012.

However we found that tansy does contain known antiviral agents including 3,5-dicaffeoylquinic acid (3,5-DCQA) as well as axillarin, which contributes to its antiherpetic effect," says Prof. Francisco Parra from the Universidad de Oviedo. Their research is focused on the antiviral properties of the plant. According to Professor Parra, they found out that Tansy has known antiviral elements like axillarin that contributes to its antiherpetic effect.

**Wormwood** is one of the most powerful anti-parasitic herbs. It assists in the prevention and treatment of malaria.

Steroid-sparing effect of wormwood (*Artemisia absinthium*) in Crohn's disease:

There are some beneficial uses of this wormwood constituent however, as thujone shows promise as an antioxidant. It also appears to have moderate antimicrobial and antifungal properties. When rumors of plague breaking out in London hit the streets in 1760, merchants reported running out of wormwood due to the huge public demand (Ideal Health Services)

Wormwood is beneficial for emotional healing. The bitter flavour of wormwood is a reminder that we need to learn to take the bitter and the sweet in life. (The encyclopaedia of Medicinal plants)

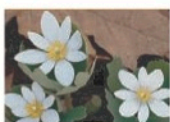
Moreover, artemisinin has been recently indicated as a potential and effective compound against a number of viruses including hepatitis B, C and others (Thomas Efferth,1 Marta R. Romero,3,5 Dana G. Wolf,4 Thomas Stamminger,2 Jose J. G. Marin,5 and Manfred Marschall)

Wormwood has shown enhanced ability to suppress the replication of viruses in the body.

**Thuja** stimulates certain cells of the immune system that are efficient at scavenging and killing viruses or viral infected cells. Evidence suggests polysaccharides in thuja might also have antiviral and immunostimulating (1305) properties. In 1949 Dr Halter used Thuja to treat a variety of viral infections internally and externally using Thuja. Thuja has been investigated mostly for its anti-viral properties and has proven very effective. Viral bronchitis, viral sore throat, laryngitis, colds and flu, warts. It is thought to work by interfering with the enzymes that enable viruses, bacteria and fungi to utilise oxygen - to put it simply, it suffocates them. Dramatically reduce the activity of the HIV virus preventing the virus from entering the host cells. To inhibit both the absorption of viruses on the outside of cells and their ability to penetrate cells



Sanguinaria



Sanguinaria



Chaparral



Propolis



Tansy



Thuja



Wormwood



Pokeroot