Reliéva™ Product Highlights

Reliéva is a natural anti-inflammatory topical treatment with proven effectiveness in psoriasis, atopic dermatitis, itching and problem skin.

Excellent efficacy demonstrated by:
  • Double Blind Placebo Controlled Trial on 200 patients with mild to moderate psoriasis (Published in the American Journal of Therapeutics, no 13, pages 121-126, 2006)

Excellent tolerability and safety

Licensed for Sale in Canada NPN 80002614

Approved Claims:
  • Therapeutic Lotion for Psoriasis.
  • Relieves inflammation, itching and scaling associated with Psoriasis

100% Natural Ingredients
Psoriasis Disease

National Psoriasis Foundation data indicates that 58% of patients with mild and moderate psoriasis are dissatisfied, and 23% are very dissatisfied with the current treatments available to them.

It also reveals that 78% of patients don’t use aggressive therapies because of associated side effects and lack of efficacy.

The disease has a large impact on the patients quality of life.

50% of all patients surveyed (NFP) indicate that the disease is a moderate to large problem in their day to day life affecting such things as normal daily activities, clothing choices and ability to sleep.
Competitive Landscape

- **High Efficacy**
  - Systemic/Biologic
  - High Potency Steroids
    - Dovenex
  - Mid-Potency Steroids
- **Market Opportunity**
  - Low Potency Steroids
    - De-scalers
      - Emollients
      - Lubricants
- **Low Efficacy**
  - Anthralin
  - Coal Tar
- **Unsafe + Numerous Side Effects**
Ingredients

Proprietary Extract Mahonia Aquifolium

Extract that contains unique combination of isoquinoline alkaloids which include berberine, palmatine, herbamine, oxyacanthine, jatrorrhizine, hervulcine, magnoflorine and columbamine

More than $4 million in research and development have been invested. Today, we have been able to achieve a commercial scale extraction and testing methodology.

Mechanism of Action in Psoriasis • Keratinocyte Inhibition • T Cells Proliferation Inhibition • Anti-inflammatory due to inhibition of • Lipoxygenase • Lipid Peroxidation • Cyclooxygenase Pathway • IL-8 Production

Non-Medicinal Ingredients:
Deionized Water, Leuconostoc/Radish Root Ferment Filtrate, Helianthus Annuus (Sunflower) Seed Oil, Emulsifying wax, Glycerin, Stearic acid, Glyceryl stearate, Cetyl alcohol, Caprylic/Capric triglyceride, Aloe Barbadensis Leaf Juice, Allantoin, Mixed Tocopherols, Xanthan gum Natural Preservative used is Leuconostoc/Radish Root Ferment Filtrate
Clinical Trial on Psoriasis
(Psorberine, Proprietary Extract and Formulation)

Double Blind Placebo Controlled Overall Conclusions – In patients with mild to moderate Psoriasis:

Reliéva™ Cream has been shown to be effective and well tolerated

Market Data shows that Reliéva will have a high adoption rate

Efficacy confirmed on the scalp and Atopic Dermatitis

Irritancy Trial 52 patient, double blind, placebo controlled irritant patch test study.

Demonstrated no patient irritation on objective examination

There appears to be no contra indications to the use of Reliéva™ on the face and intertriginous areas
Market Data

275 Canadian patients sampled in conjunction with The Psoriasis Society of Canada And Follow up survey April 2005 - December 2005

84% of patients with proper indications are pleased with the results and have purchased or intend to purchase Reliéva™.

89% of purchasers who had used Reliéva for at least two months indicated that they would re-purchase Reliéva.

An additional 7% were pleased with the product’s results but returned to using Dovonex, not because of efficacy issues but because Dovonex is fully reimbursable in Canada.

82% at six month follow-up are willing to recommend Reliéva™ and plan to continue using it.
Two Additional Studies

Published in peer reviewed journals, efficacy confirmed, reprints available

Open Label Clinical: Shampoo on the scalp

Open Label Clinical: on 42 patients with Atopic Dermatitis (American Journal of Therapeutics, no 14, pages 442 – 446, 2007) •

Product Monographs also available
Reliéva™
A Canadian Invention

Part of the C-Natural Brand
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