



In The News!

Information Regarding The Proprietary Blend of Fucoidan in Our FucoiDZ and ZRadical Products!



Composition and efficacy

The Blend is a proprietary blend of fucoidans from *Macrocystis pyrifera*, *Laminaria japonica* and *Undaria pinnatifida* seaweeds. These are commonly known as giant kelp, kombu and wakame (or mekabu), respectively.

The term fucoidan is a generic one for the class of sugar-type compounds that we have had extracted from brown seaweed. In nature, the role of fucoidan is to protect the seaweed from environmental stresses, marine viruses and pathogens. Because seaweeds grow in different environments (e.g. northern versus southern hemisphere, cool versus warm waters, intertidal versus deep waters) the challenges faced by seaweeds varies. To overcome this, different seaweeds have different bio-defenses requirements from the fucoidan, which thus has different chemical properties to protect against the different challenges. It is the same as humans having various vaccines or drugs to fight the different strains of influenza, for instance.

The advantage of our blend, is that it brings together different fucoidans that may offer a range of bio-activities. For instance, our supplier source has shown in human trials that **our fucoidan from *Undaria pinnatifida* (in both of our products)** is active against the herpes virus. Our trial showed that this fucoidan, when taken orally, reduced the severity of cold sore outbreaks, improved the recovery time and quality of healed lesions, as well as reduce the reoccurrence of outbreaks. Our *Undaria pinnatifida* fucoidan is not only active against the herpes virus responsible for cold sores, but it is active against 32 strains of herpes viruses (both HSV1 and HSV2) which includes those that are drug-resistant to currently used treatments.

Fucoidan extracted by our supplier from ***Macrocystis pyrifera* and *Laminaria japonica* (both in our products)** were included in a blend that was used in two human clinical trials to demonstrate immune support and effectiveness in reducing





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the pain and stiffness of osteoarthritis of the knee. Trial participants in the osteoarthritis study experienced a 52% reduction in their pain and stiffness by the end of the three month trial period. It is worthwhile noting that participants reported their symptoms on a daily basis, and even within the first week improvement in symptoms were experienced. Literature reports that our *Undaria pinnatifida* fucoidan also has anti-inflammatory properties and our supplier has also shown in laboratory studies that this is the case for our *Undaria pinnatifida* fucoidan. When originally developing this blend, our supplier knew that Escape International and its Xymetri™ brand wanted an ingredient that would have activity across a broad number of areas that are important to consumers. As such, the blend we received was deemed to be the most appropriate as its components have shown activity against some viruses, in joint health and immune support.

Purity

The product specification for our blend is 90% purity. This is the highest purity that is supplied to the marketplace, be it a blend or a single fucoidan product. It is worthwhile noting that the blend we receive is not supplied to any other customer and in the original supply agreement to Escape International, it was supplied on an exclusive arrangement.

On a final note, our supplier is the only supplier able to offer blends such as the one that you can get in these products. Our source harvests their seaweeds from only the cleanest areas in the world. Having reputable suppliers in different geographical locations allows them to provide to us fucoidan blends from seaweeds grown in different conditions which is advantageous for the reasons mentioned above. All our suppliers harvest seaweeds using sustainable and environmentally conscious processes. This, coupled with the unique proprietary extraction manufacturing process developed and used by our supplier results in the highest possible quality product that is free of contamination from industrialization and organic chemicals.

