



VITAMINS / SUPPLEMENTS

Face Off: Anti-Inflammatory Nutrition

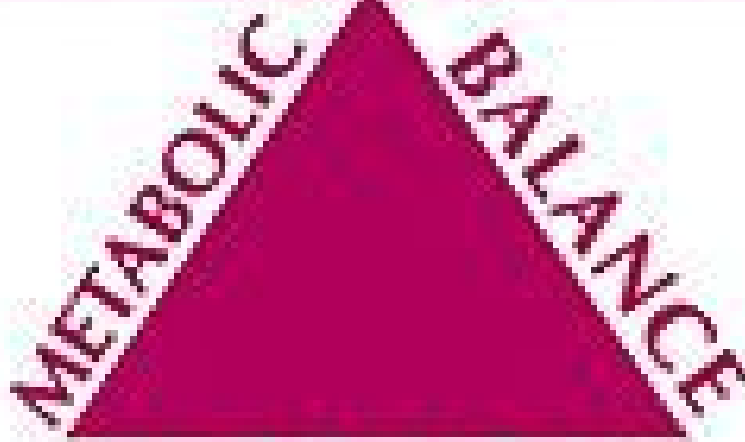
Editorial Staff

Face Off offers you the opportunity to learn more about products / services you may be considering for your practice side-by-side so you can make an informed purchasing decision. This month's product category is anti-inflammatory nutrition.

This Month's Questions

1. What makes your product unique?
 2. What are the most effective applications of your product?
 3. What is the science behind your product (biochemical)?
 4. How is your product priced?
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NUTRI-SPEC



THROUGH SPECIFIC NUTRITION

Nutri-Spec

Years Active: 26

www.nutri-spec.net

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nutrispec@embarqmail.com

1. DCs need a way to intervene in the connection between the nervous and immune systems. Research by neuro-immunologists shows all inflammatory manifestations of the immune system (from acute neuromusculoskeletal stress to chronic inflammatory conditions such as arthritis, heart disease, obesity, diabetes, autoimmune diseases, etc.) involve the nervous system, particularly the sympathetic / parasympathetic nervous system. Nutri-Spec offers a pair of products, Complex S and Complex P, formulated to specifically address the neurological component of inflammation.
2. Every adjustment has an impact on the sympathetic / parasympathetic nervous system. Complex S and Complex P are the perfect adjunct to chiropractic care in that they specifically reinforce the benefits of the adjustment. Rather than blindly giving patients an endless string of popular anti-inflammatory remedies by trial and error, the DC can use a quick, simple, objective testing system to determine, and then address, the sympathetic / parasympathetic component of each individual patient's inflammatory state.
3. Countless studies from the medical literature show the intimate association between the sympathetic /parasympathetic system and immune-mediated inflammation. Neuro-immunologists recognize the autonomic nervous system as part of the *first responder system* in acute and chronic inflammatory conditions. Other research shows sympathetic / parasympathetic balance can be objectively determined with a few simple clinical tests.
4. Complex S and Com-plex P are professionally priced at \$18 and \$13.50, respectively, for a 30-60-day supply, depending on patient needs. Administration represents a reasonable cost

for patients and a steady stream of income for the DC; patients can be objectively monitored from visit to visit and the proportions of supplements modified accordingly.



SYSTEMIC FORMULAS[®]

**S
I
A**



**Metabolic NO-OHOO
Micro Antioxidant**

Dietary Supplement

60 CAPSULES

SYSTEMIC FORMULAS[®]

Systemic Formulas

Years Active: 30

www.systemicformulas.com

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1. Epic is the leading scientific advancement in herbalomics focused on the metabolic oxidative process and inflammation support. Epic reduces cellular oxidative damage and inflammation in a completely novel way.

By first targeting the oxidative effects of the inflammatory response, we are able to allow for beneficial blood flow and nutrient uptake to increase while removing the by-products and pain commonly associated with swelling. We support immunomodulation, selective substrate removal and the unique combination of four biochemical triggers to serve a single purpose, creating synergistic antioxidant and inflammation support never before seen in the natural products world.

2. Physicians commonly use Epic for brain oxidation / inflammation support and NO-ONOO stabilization. Because of its unique design, it is particularly effective at reducing cytokine activity in neurovasculature. Physicians also use Epic as part of a cardio program (two capsules daily). For acute oxidative stress, it is typical to see doses upward of four capsules every 4-6 hours. Epic is most effective when taken with a resveratrol and curcumin supplement, such as our other potent antioxidant product, ROX.
 3. Epic addresses the highly reactive peroxynitrite oxidant at the intra- and extracellular level through metabolic NO-ONOO stabilization, intracellular immunomodulation activities, extracellular mediation of prostaglandins and selective cyclooxygenase inhibition. The proprietary combination of several cruciferous ingredients and citrus bioflavonoids also reduces leukocyte-endothelial interactions within cerebral microvasculature. Increased bioavailability of hesperitin and its ability to cross the blood-brain barrier produces selective kinase inhibition in the cerebral cortex, cerebellum and hippocampus quicker than sulforaphane alone.
 4. Wholesale pricing disclosure is restricted to participating health care providers; contact us for pricing details.
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100%
VEGAN



Runovla

Hydration for Race Winners

Supports Joint Health*

Dietary Supplement

30 Day Supply

6.7 fl oz (190 ml)

Cogent Solutions Group

Years Active: 10

www.runovia.com

1.859.259.0300

info@runovia.com

1. Runovia is a liquid hyaluronan joint- support supplement. Its active ingredient (MHB3® hyaluronan) is triply patented and clinically proven to alleviate joint discomfort, promote mobility and flexibility, and support skeletal and spinal health. MHB3® hyaluronan is the most researched and clinically proven joint supplement ingredient.

Runovia is natural, vegan, gluten-free, non-GMO, and contains no cheap, Chinese ingredients. It has no known side effects, contraindications or drug interactions.

In a clinical trial, orthopedic surgeon Dr. Douglas Kiburz discovered that a staggering 84 percent of his clients with various joint symptoms experienced good to excellent results by regular administration of MHB3 hyaluronan daily, in an average of just 21 days.

Runovia is a Clean Sport product that is quickly absorbed, and easy to administer. It is odorless, tasteless, and has no artificial colors or flavors.

2. Runovia is designed for daily oral administration.
3. Hyaluronan is found ubiquitously throughout the body. It is either directly or indirectly involved in every physiological function of the body. It is found in dense concentrations in cartilage, synovial fluid, skin, vertebral discs, bones, the urinary tract, cardiac valves, eyes, and various other soft tissues.

Oral supplementation of Runovia enhances the body's own hyaluronan production by inducing a hepatic feedback mechanism. Recognition of ingested hyaluronan and its by-products signals the body to increase endogenous hyaluronan production. Thus, not only is the consumer benefiting from oral absorption of Runovia and its distribution to the joints, but also from their body's natural ability to stimulate hyaluronan production.

4. The manufacturer's suggested retail price for Runovia is \$39.95 for a 36-day supply.
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**Standard
Process.**



COD LIVER OIL

2643

100% Pure
100% Natural
100% Organic
100% Non-GMO
100% Gluten Free
100% Dairy Free
100% Egg Free
100% Soy Free
100% Sugar Free
100% Artificially Flavored Free
100% Artificially Colored Free
100% Artificially Preserved Free
100% Artificially Sweetened Free
100% Artificially Flavored Free
100% Artificially Colored Free
100% Artificially Preserved Free
100% Artificially Sweetened Free



Whole Food Supplements Since 1929

Standard Process
100% Pure
100% Natural
100% Organic
100% Non-GMO
100% Gluten Free
100% Dairy Free
100% Egg Free
100% Soy Free
100% Sugar Free
100% Artificially Flavored Free
100% Artificially Colored Free
100% Artificially Preserved Free
100% Artificially Sweetened Free

Standard Process

Years Active: 86

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1. After years of assessing suppliers, we finally found one who met our exacting standards for an omega-3 supplement: no added vitamin A or vitamin D; minimally processed to safeguard the complexity of the oil. Cod Liver Oil uniquely maintains the naturally occurring profile of vitamins A and D, and omega-3 fatty acids like EPA and DHA, to help support the body's natural inflammatory response function as it relates to periodic challenges like strenuous activity.
 2. For immune-system challenges, supporting the body's natural inflammatory response function as it relates to periodic challenges like strenuous activity is critical. Cod Liver Oil is an ideal supplement to combine with a healthy diet and exercise to offer support. Vitamins A & D are also shortfall nutrients in the U.S. population. Cod Liver Oil provides these vitamins so necessary for immune-system response, bone and musculoskeletal-system health, and healthy eyes and skin. Cod Liver Oil, available in natural lemon-flavored perles, is convenient for patients of all ages.
 3. Vitamin A, EPA and DHA are being studied for their ability to modulate the body's natural inflammatory response function as it relates to periodic challenges like strenuous activity. They are also important for healthy functioning of the liver, immune system, vision, epithelial tissues, and cardiovascular system. Vitamin D has an ever-growing list of supportive targets such as cardiovascular, skeletal and immune systems.
 4. For 86 years, we have partnered with U.S. health care professionals to provide patients with targeted nutritional support. Health care professional customers may purchase Cod Liver Oil (\$41 SLP) over the phone or online.
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Fenix Nutrition
Years Active: 5
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1. Our flagship product, L-Arginine Complete, is an all-natural, non-GMO and vegan-compliant cardio health supplement for men and women. It features 5,000 mg of l-arginine and 1,000 mg of l-citrulline per serving, the combination of which produces nitric oxide in the body for

over 20 hours a day. A patient would have to take at least 12 capsules a day to equal the amounts of l-arginine and l-citrulline in our product. L-Arginine Complete also includes magnesium, chromium and multiple vitamins. We use stevia as our sweetener. Many doctors are accustomed to MLM nutritional companies, so professionals prefer working with us in order to avoid being associated with an MLM.

2. Our physicians and their patients have seen great results in lowering blood pressure, lowering cholesterol, improving circulation and lessening pain or numbness in hands and feet from peripheral neuropathy. Athletes also love the product because it helps feed more blood and oxygen to the muscles during and after workouts. The product also help inflammation.
 3. L-arginine is an amino acid that converts to nitric oxide in the body. Nitric oxide relaxes and dilates the blood vessels and arteries, which results in an increase of blood flow and circulation. L-citrulline acts as a catalyst to prolong nitric oxide production
 4. The wholesale price is usually around \$20.00 and the retail price is \$39.95. Pricing can be found online at www.fnxwholesale.com. All orders are shipped for free and there are no order minimums, so don't hesitate to contact Fenix Nutrition regarding smaller quantities. Call 888-241-2072 or email Nick Hanks at nick@fenixnutrition.com.
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King Bio / SafeCareRxears

Years Active: 26

www.safecartrx.com

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1. Homeopathic medicine differs from nutritional and herbal remedies. Those therapies work biochemically, whereas homeopathy works bioenergetically. Contemporary homeopathy - formulas with multiple remedies in multiple high potencies - is complementary, not competitive, with nutritional and herbal therapies. Using both biotherapies is most effective in treating the whole person. Homeopathy corrects nerve interferences where the chiropractor's hands can't reach. It's like chiropractic in a bottle.
2. Most of our symptom-specific medicines are packaged as oral sprays in a taste-free, pure

water base. They can be used three ways: orally, topically (when appropriate) and via the olfactory method - breathing in some of the mist (with eyes closed), taking it directly to the limbic system of the brain. Our two topical pain products (with ultra-clean ingredients) are offered in either a warming or a cooling lotion, each with its own light, fresh scent.

3. Used continuously for more than 200 years worldwide, hundreds of scientific studies exist on homeopathic medicine, the only natural remedy to have attained recognition by the FDA as an all-natural drug product. Yet it is a safe product that causes no negative side effects and has no negative interactions with other medications or health conditions. And based on the scientific provings for each ingredient's indications, homeopathic medicine can legally make health claims on the label, which nutritional and herbals cannot.
4. SafeCareRx, the King Bio brand for licensed health care professionals, is distinguished by its seven high potencies. The oral spray and topical medicines cost doctors \$13, and most double the retail price. The bottle contains a 30-day supply at the adult dosage of three sprays, three times daily, or just \$0.28 per dose.