

Planetary Formulas® ECHINACEA-GOLDENSEAL LIQUID EXTRACT



*Supports Immune Resistance—
100% Cultivated Product!*

Planetary Formulas is proud to introduce a pure echinacea-goldenseal extract, guaranteed to contain 100% cultivated material.

Planetary Formulas ECHINACEA-GOLDENSEAL LIQUID EXTRACT unites two of the most widely used North American botanicals, renowned for cold weather use. Echinacea has been shown in laboratory studies to support immune resistance by enhancing macrophage activity, while goldenseal is legendary as a traditional winter health botanical.

While most echinacea-goldenseal preparations on the market include other herbs or use wildcrafted materials, this product combines cultivated *Echinacea purpurea* root and seed with cultivated goldenseal root, to avoid adulteration and insure renewable supplies.



Echinacea (*Echinacea purpurea*)

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More Than Herbs—Herbalism!

Echinacea Supports Immune Resistance

Research by scientists worldwide is validating echinacea's many traditional uses. Echinacea's benefits have been linked to three primary constituent groups: caffeic acid derivatives (including cichoric acid), polysaccharides, and lipophilic (fat-soluble) compounds.

Most research on echinacea has focused on its ability to support immune function, and specifically, to enhance the activity of macrophages—white blood cells that engulf and digest foreign particles in our bodies. Macrophage activity is an integral part of the immune response and of a person's innate general immune resistance.

Goldenseal: Traditional Winter Botanical

Goldenseal was used primarily by Native Americans along the East Coast of the United States. Beginning in the 1830's and continuing for decades, it was cited in such authoritative sources as the *United States Dispensatory*, the *United States Pharmacopoeia* and the *National Formulary*.

Goldenseal's benefits are primarily associated with its high concentration of the alkaloid berberine.

Challenges to Wild Plant Populations

Concern over dwindling supplies of echinacea and goldenseal led Planetary Formulas to hold off for years on producing this popular winter combination. Wild plant populations have been challenged by the increasing use of botanical preparations in recent years. In the case of goldenseal, this led to restrictions on its export by the Convention in Trade in Endangered Species (CITES).

Planetary Formulas can now offer you a pure echinacea-goldenseal extract, guaranteed to contain 100% cultivated material. Most other echinacea-goldenseal preparations include other

herbs or use wildcrafted materials. ECHINACEA-GOLDENSEAL LIQUID EXTRACT is made with 100% cultivated herb material to avoid adulteration and help insure renewable supplies.

Echinacea Rediscovered by Michael Tierra

Prior to 1970, few people in America had heard of echinacea. Michael Tierra, then a fledgling herbalist, learned about it in an old text. He began using it in clinical practice—and the rest is history. Thirty years later, echinacea is one of America's most relied-upon botanicals, and Michael Tierra is now one of the world's most respected herbal practitioners.

Planetary Formulas:

More Than Herbs—*Herbalism!*

References:

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Planetary Formulas is a member of the National Nutritional Foods Association (NNFA), the American Herbal Products Association (AHPA), and the Association of Ayurvedic Product Suppliers (AAPS). These organizations are leaders in establishing codes of ethics and quality control guidelines for the manufacture of botanical supplements.



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MICHAEL TIERRA, L.Ac., C.M.D., is a clinician and world-renowned author of the best-selling *Way of Herbs and Planetary Herbology*. As product formulator for Planetary Formulas, he draws on 30 years of clinical experience to create formulas renowned for their dependability and effectiveness.

*The above information has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.