

# Full Spectrum™ Horny Goat Weed



## *Chinese Tonic for Sexual Vitality!*

News is spreading in the United States about horny goat weed, also known as epimedium, a botanical used for centuries in Chinese traditional herbalism to support healthy sexual activity.

Planetary Formulas Full Spectrum™ HORNY GOAT WEED is available in original 600 mg and double-strength 1,200 mg potencies. Both products combine epimedium extract standardized for the beneficial constituent, icariin, with whole leaf—for a full spectrum of epimedium's benefits.



## PLANETARY



More Than Herbs – *Herbalism!*

## A History of Traditional Use

Epimedium is one of the most valued tonics of Chinese herbalism. Its first recorded use dates back to the ancient text, *Shen Non Ben Cao Jing* (ca. 200 B.C.-100 A.D.) It was viewed as a kidney/adrenal tonic, used for male endocrine function, erectile function and enhancement of libido in men and women. Epimedium was said to “tonify life’s gate”—a term used to refer to the vital energy responsible for male sexual capability—as well as to strengthen tendons and bones.

Epimedium received its colloquial name, horny goat weed, when goats grazing on the herb were observed to increase their sexual activity.

## Scientific Research

Preliminary animal studies suggest that part of epimedium’s effects may be due to its ability to stimulate endocrine secretions of a type of androgen. Androgens are substances, such as androsterone and testosterone, that stimulate male characteristics.

Epimedium has also been shown in a pharmacologic study of 104 individuals to enhance sexual vitality in a majority of the subjects.



Developed exclusively for Planetary Formulas by world renowned herbalist, acupuncturist, and author Michael Tierra, L.Ac., O.M.D., who has more than 30 years of clinical experience.

## The Full Spectrum Difference

Planetary Formulas FULL SPECTRUM™ HORNY GOAT WEED combines a standardized extract of *Epimedium sagittatum* with whole leaf epimedium. It is standardized to 10% flavonoids as icariin. The stem and leaf of epimedium also contain des-O-methicariin,  $\beta$ -anhydroicaritin and magnoflorine.

Combining standardized epimedium extract with whole leaf maintains the integrity of the botanical while providing a concentrated source of its valuable constituents, according to modern scientific investigation.

All Planetary Formulas products are selected or developed by licensed acupuncturist and clinical herbalist, Michael Tierra. A clinician since 1972, Michael is an authority on the world’s herbal traditions.

## References

- Cai, N. et al. 1962. *Jiangsu Zhongyi (Jiangsu Journal of Traditional Chinese Medicine)* (11): 23.
- Lu, H. *Chinese Natural Cures*, New York: Black Dog and Leventhal Publishers, 1994.
- Miwa, T. 1960. *Japan Centra Revuo Medicina* 160:142.

*Adhering to the quality control requirements and codes of ethics of:*

*American Herbal Products Association  
Nutritional Foods Association*



\*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.