

Two-Step Winter Health Program- Echinacea and Beyond

Traditional and modern herbalism provide us with a botanical treasure chest to use through the winter season. Different winter wellness programs require a variety of strategies. Planetary Formulas offers this two-step approach to Winter Herbal Wellness.



STEP 1: BUILD UP INTERNAL DEFENSES USING ONE OF THESE FORMULAS

The most important aspect of any winter health program is to build up internal resistance in order to maintain a high level of well-being throughout the winter season. For this purpose, the Chinese tonifiers astragalus, reishi mushroom, and schisandra excel. Any of the following products can be used to build internal defenses to prepare for the winter season.

ASTRAGALUS JADE SCREEN™

Planetary Formulas **ASTRAGALUS JADE SCREEN** is a traditional Chinese combination of herbs, said to “give protection against the cold winds as if surrounded by a screen of jade.” The primary herb in this classic compound is astragalus, one of the most valued herbs in Chinese herbalism for increasing the body’s natural resistance and vitality. Modern research supports its immune-tonifying activity. The second herb, sileris is called Fang Feng by the Chinese, which means to Guard Against the Wind. Another valued tonifier, atractylodes is also included. Astragalus Jade Screen compound is one of the most relied-upon tonifiers for winter health, and is ideal for both children and adults.



*Ingredients: Astragalus root (premium grade),
Bai-Zhu Atractylodes rhizome, and Siler root.*

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More Than Herbs—*Herbalism!*



REISHI MUSHROOM SUPREME™

Reishi mushroom is the most revered tonifier in Chinese herbalism. It contains a broad spectrum of polysaccharides and triterpenes, which have been shown to support immune resistance. **REISHI MUSHROOM SUPREME** contains three additional immune-supporting mushrooms, zhu ling (*Polyporus umbellatus*), poria (fu ling) and the world renowned shiitake (*Lentinus edodes*). This unique formula also combines the valued immune tonifiers, astragalus, schisandra, ligustrum and Bai-Zhu atractylodes, with the world renowned adaptogen, Eleuthero (*Eleutherococcus senticosus*).

Ingredients: Reishi mycelia biomass, Shiitake mycelia biomass, Eleuthero root extract, Schisandra fruit, Astragalus root, Bai-Zhu Atractylodes root, Zhu ling sclerotium, Ligustrum fruit, Poria Cocos sclerotium, Reishi fruiting body extract, Polygala root, Ginger root, and Tangerine peel.

Together these formulas offer some of the most dynamic botanical combinations for supporting immune defense available on the market today.

STEP 2: MOBILIZE INTERNAL DEFENSES USING ONE OF THESE FORMULAS

Single herbs and herbal combinations have been used for centuries to mobilize internal defenses. Some of these, such as echinacea, enhance macrophage activity and stimulate immune responses. The products listed below are all based on the clinical experience of herbalist and licensed acupuncturist, Michael Tierra, who continues to use them in his clinic on a regular basis.

YIN CHIAO-ECHINACEA COMPLEX™

YIN CHIAO ECHINACEA COMPLEX combines the classic, time-honored Yin Chiao with potent herbs from Western herbal traditions, to further enhance the body's natural defenses. This original combination utilizes America's primary immune-supporting botanical, echinacea, for enhancing internal resistance. This is combined with other key North American botanicals for winter health, including boneset, horehound, and elecampane, and two additional Chinese botanicals, notopterygium and isatis.

Ingredients: Phragmites rhizome, Notopterygium root, Forsythia flower, Honeysuckle flower, Schizonepeta aerial parts, Burdock seed, Lophatherum leaf, Horehound leaf, Echinacea pallida root, Boneset leaf, Soy sprout, Platycodon root, Isatis root, Isatis leaf, Elecampane root, Licorice root, and Mint leaf.





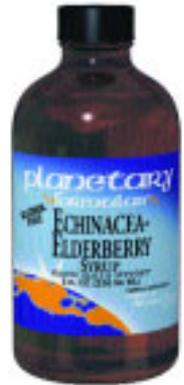
OLD INDIAN WILD CHERRY BARK SYRUP™

Once you experience **OLD INDIAN WILD CHERRY BARK SYRUP**, you'll always want to have it in your home's herbal supplement cabinet. Most of the herbs in this delicious syrup are custom wildcrafted in different parts of North America by experienced herbalists. The syrup is made by a multi-step extraction process, which ensures that the most valuable components of each herb are fully extracted into the syrup base. It combines a cold infusion of wild cherry bark, a decoction of the other roots, barks and seeds, and a hot infusion of leaves and flowers. This preserves the essential oils and concentrated herbal extracts in their whole form.

Ingredients: Yerba Santa leaf, Echinacea angustifolia root, Elecampane root, Elecampane flowers, Grindelia bud, Osha root, Horehound leaf, Hyssop leaf, Polypody root, Platycodon root, Marshmallow root, Apricot seed, Irish Moss thallus, Mullein leaf, Licorice root, Stinging Nettle leaf, White Pine bark, Black Cherry bark, Angelica root, Loquat leaf, and Sichuan Fritillaria bulb in a base of purified water, honey, and grain alcohol (23% by volume).

ECHINACEA

In the early 1970s, Planetary Formulas' primary formulator, Michael Tierra, was responsible for re-introducing this wonderful immune-supporting botanical into American herbalism. Since then it has become one of the most popular botanicals in American history. Quality control is of utmost importance because of the potential for adulterations and because, once powdered, echinacea loses its potency very quickly. That is why we are so particular about the echinacea that we use, which includes the three primary species in trade, *Echinacea angustifolia*, *Echinacea pallida* and *Echinacea purpurea*—all freshly harvested for maximum potency. Planetary Formulas delivers a number of premium echinacea products from which to choose.



FULL SPECTRUM™ ECHINACEA EXTRACT (LIQUID AND TABLETS)

ECHINACEA GLYCERITES (NON-ALCOHOLIC, GREAT TASTING, 3 FLAVORS)

ECHINACEA ROOT TABLETS (1000 MG OF PURE ECHINACEA ROOTS)

ECHINACEA-GOLDENSEAL LIQUID EXTRACT (100% ORGANICALLY CULTIVATED)

ECHINACEA-ELDERBERRY SYRUP

Planetary Formulas **ECHINACEA-ELDERBERRY SYRUP** is a winter health cordial uniting these two Western herbal treasures with key Chinese herbs, including those from the legendary Yin Chiao herbal compound of Chinese herbalism. This East-West combination provides an invaluable defense for winter wellness.

Ingredients: European Elderberry, Echinacea purpurea root, Isatis root, Honeysuckle flower, Forsythia flower, Boneseet leaf, Platycodon root, Licorice root, Apricot seed, and Gastrodia tuber in a base of vegetable glycerine, purified water, honey, and 0.1 % potassium sorbate added as a preservative.



ECHINACEA-GOLDENSEAL WITH OLIVE LEAF

This original, clinically derived formula from herbalist and licensed acupuncturist, Lesley Tierra, combines echinacea and goldenseal roots with a host of other key immune-winter health botanicals, such as garlic and concentrated extracts of olive leaf, andrographis root, and isatis root.

Ingredients: Echinacea pallida root, Goldenseal root, Olive leaf extract (standardized to 15% oleuropein), Garlic powder, Andrographis aerial parts extract, Isatis root extract, Dandelion root extract, Licorice root extract, and Ginger root extract.

WELL CHILD™ Echineae-Elderberry Syrup

WELL CHILD is an herbal syrup combining echinacea, elderberry, and other key North American botanicals. This dynamic winter health compound is specifically designed for children. It is great tasting and alcohol free! Precious roots, berries, and flowers are combined with Chinese honeysuckle blossoms and cinnamon twigs, integral components of some of the most relied-upon formulas of Chinese and Western herbalism.

Ingredients: Honeysuckle flower, Europea extract, Lemon Balm aerial parts, Chamomile flower, Catnip aerial parts, Echinacea purpurea root, Echinacea purpurea leaf, Cassia twigs, Licorice root in a base of vitamin C (ascorbic acid), honey, vegetable glycerine, and purified water.



Lifestyle Recommendations: During the winter season, it is important that the diet consist predominantly of warm or hot cooked foods. Cold or raw foods and liquids should be avoided, as they can increase cold internally, lessening one's ability to resist external cold.



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.

*Adhering to the quality control requirements and codes of ethics of:
American Herbal Products Association
National Nutritional Foods Association*



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*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.

