

Echinacea Premium

Supporting Healthy Immunity & Respiratory Function*

MediHerb® Echinacea Premium is one of the flagships of the MediHerb product range. It combines extracts of the most valuable plant parts of two primary species of Echinacea (the roots of *E. angustifolia* and *E. purpurea*) to optimize quality and efficacy. Echinacea roots are particularly rich in key constituents known as alkylamides,¹ which, as a sign of good quality, cause a tingling sensation in the mouth.^{1,2} Importantly, Echinacea is one of the most reputable and esteemed traditional herbs³ for both immune and respiratory system support, including the throat.²⁻⁶ It can be used all-year round or seasonally when required.*



M1240	40 Tablets
M1245	120 Tablets

Suggested Use:

1 tablet 2 – 3 times daily, or as directed.

Supplement Facts			
Serving size:	1 Tablet		
Servings per container:	40, 120		
	Amount per Serving	%DV	
Calcium	64 mg	4%	
Echinacea root 4:1 extract from <i>Echinacea angustifolia</i> root 600 mg Containing alkylamides 1.96 mg	150 mg	†	
Echinacea root 5:1 extract from <i>Echinacea purpurea</i> root 675 mg Containing alkylamides 1.54 mg	135 mg	†	
† Daily Value (DV) not established.			

Other Ingredients: Microcrystalline cellulose, dibasic calcium phosphate dihydrate, croscarmellose sodium, hypromellose, silicon dioxide and magnesium stearate.

Caution: Contraindicated in known allergy to plants of the daisy family. Not to be used during pregnancy and lactation unless otherwise directed by a qualified health care professional.

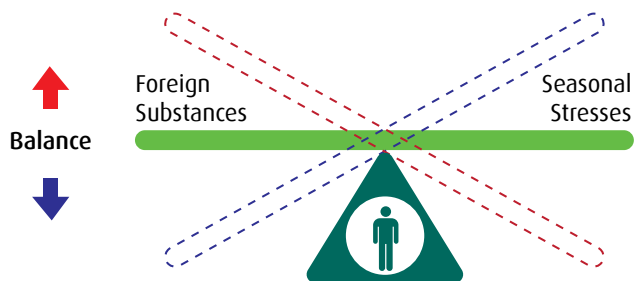
Echinacea is traditionally used in herbal preparations to:

- ✓ Help maintain and improve **healthy immune system** function
- ✓ Support **healthy immune response** following exposure to temporary **seasonal stressors**
- ✓ Support **upper respiratory tract health**
- ✓ Relieve temporary mild **throat discomfort** associated with hoarseness, dry throat, and irritants*
- ✓ Maintain and support **general health** and well-being*

The Importance of a Healthy Immune System

The immune system plays a vital role in human health. It helps protect the body from foreign substances or particular changes that may occur within. If it doesn't recognize these as its own, it 'activates' particular immune cells and sets in motion a whole series of normal immune system functions⁷ (see Figure 1). Using traditional herbs such as Echinacea, these normal healthy functions may be supported, stimulated or balanced.^{2,5,8}

Figure 1: Normal Healthy Immune System



How Echinacea Premium Supports Your Health:

Echinacea has a very long history of use. According to written records, it was widely used by Native American Indians and introduced into standard medical care in the United States in the 1800s,⁹ where it remained until 1950.¹ In the early 20th century, Echinacea root became a firm favorite amongst eclectic and traditional physicians. Even today, Echinacea is one of the most popular traditional herbs in the Western world to enhance and support immune-related and respiratory functions.^{1-3,5,6,9,10*}



Helps Enhance Healthy Immune System Function*

Echinacea is traditionally used to help support and enhance general immune function.^{2,5,6,11} It does this by balancing the activity of the immune system.^{8*}



Supports Upper Respiratory Tract Health*

The immune effects of Echinacea are traditionally applied to support and maintain the health of the upper respiratory tract,^{2,5,11,12} especially where it may provide temporary relief of mild irritation and discomfort in the throat, such as a dry throat or a hoarse voice.^{4,13,14*}



Supports Healthy Immune Response to Seasonal Stressors*

As Echinacea is traditionally used to enhance and modulate general immune function, it can also support an immune response that may follow the temporary exposure to seasonal stressors.^{2*}

References

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- ¹⁴ Duke, JA et al. *Handbook of Medicinal Herbs*. 2nd Ed., CRC Press, London, 2002, pp.264-266.



MediHerb Quality Choice

Results-driven formulations

MediHerb develops formulas focused on perfecting the balance of the highest quality ingredients to produce the highest quality herbal supplements. Our commitment to quality governs all aspects from sourcing ingredients to bottling to ensure the high standard of our herbal extracts.

Strict product testing

MediHerb has developed a strict quality assurance program that goes beyond industry standards. This is upheld with precision and dedication so you can be confident MediHerb products are free from adulterants and contamination, while containing the right levels of active phytochemicals that result in a quality end product.



Please consult the product packaging label for the most accurate product information.

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