

Minor Pain Comfort™

A New Breakthrough for Occasional Minor Pain



Natural COX-2
Inhibitor
with Humulex™
Alpha Acids

You don't have to live with minor pain from everyday activities. Source Naturals, the science company, introduces an innovative new compound to relieve your minor pain without stomach discomfort – MINOR PAIN COMFORT™ with Humulex™.

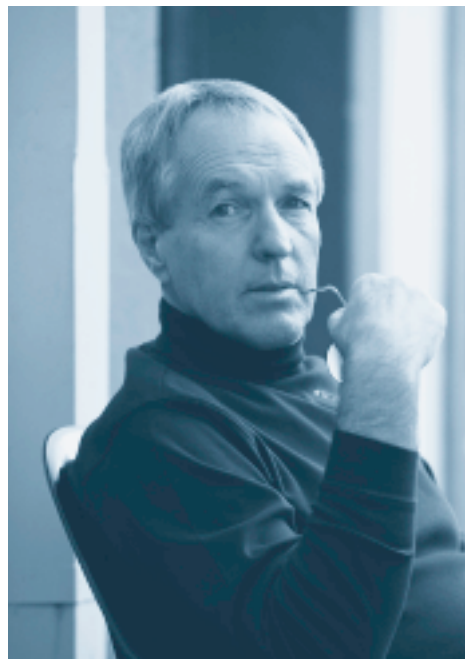
Researchers have recently discovered that Humulex™ – the alpha acids found naturally in hops, such as humulone and isohumulone – inhibits Cyclooxygenase enzyme-2 (COX-2). The result: easing the biochemical messages that lead to occasional inflammation and minor pain from overexertion or everyday activities. Instead of living with this biochemical discomfort, you can reach for a natural solution with the long-lasting relief of MINOR PAIN COMFORT™ with Humulex™ alpha acids.



Strategies for Wellness™

How Inflammation Affects Your Body

Inflammation is one of the most critical functions in your body. It can promote a balance or an imbalance in your health. Its primary purpose is to protect your body from stress. When your body is exposed to stress, the white blood cells that are part of your immune system deliver defensive compounds, such as cytokines and interleukins, to the site of that stress. The result: the fluid buildup, heat and redness associated with inflammation. The defensive compounds work with the inflammation to protect that part of your body from harm until the stress has passed. But when your body perceives stress that doesn't need this type of protection, such as with occasional overexertion



from everyday activities, then your inflammation can lead to unwanted minor pain.



Scientists are also discovering that excess inflammation plays a role in many long-term health imbalances. You can benefit from that research right now, long before it reaches mainstream health consciousness, by choosing preventive wellness measures to protect your health today.



How COX-2 Relates to Minor Pain

Exertion from everyday activities can send messages to your cells to produce

more COX-2 and to have some of the phospholipids in your cell membranes assemble and release the fatty acid arachidonic acid. COX-2 then catalyzes the conversion of arachidonic acid into prostaglandins, particularly Prostaglandin E-2 (PGE-2). Prostaglandins are hormone-like compounds that help regulate many body systems and PGE-2 is specifically responsible for inflammation. The result: minor pain and inflammation.

But these imbalances don't have to happen. By supporting inhibition of COX-2 you can decrease PGE-2 production, reduce inflammation, relieve minor pain and regain your body's biochemical balance.

How the Humulex™ in MINOR PAIN COMFORT™ Works



MINOR PAIN COMFORT inhibits COX-2 enzyme activity with Humulex™, alpha acids naturally extracted from hops. Humulex™ alpha acids represent certain bitter compounds in hops, including humulone, cohumulone and isohumulone. In preliminary human, animal and in-vitro research studies, the alpha acids in hops effectively inhibited both gene expression and the



activity of COX-2. By reducing COX-2 levels in your body, you are reducing inflammation as well as occasional minor pain.

But not all COX-2 inhibitors are alike. The alpha acids in Humulex™ are unique because they are especially selective for inhibiting COX-2. Other COX enzyme inhibitors also inhibit a high percentage of COX-1. But COX-1 performs critical functions in your body such as protecting

the lining of your stomach and maintaining your healthy kidneys. Unlike other compounds, Source Naturals MINOR PAIN COMFORT™ can ease your occasional minor pain and inflammation from everyday activities without unwanted digestive or kidney function changes.

Choosing Wellness

Join your local natural foods outlet in the wellness revolution by choosing MINOR PAIN COMFORT™ with Humulex™, the groundbreaking natural product for your occasional minor pain and inflammation from overexertion or everyday activities.

References

Yamamoto, Kei et al. (2002). Suppression of cyclooxygenase-2 gene transcription by humulon. *Advances in Experimental Medicine and Biology*. 507:73-77.

Yamamoto, Kei et al. (2000). Suppression of cyclooxygenase-2 gene transcription by humulon of beer hop extract studied with reference to glucocorticoid. *FEBS Letters*. 465:103-106.



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