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## Dr. Vladimir Badmaev invited to speak at Columbia University

Columbia University and its associated Medical School are well recognized for promoting complementary medicine. Recently, the pioneering research of Sabinsa Corporation attracted the attention of this academic institution and an invitation was extended to Dr. Vladimir Badmaev, Vice President of Medical & Scientific Affairs, to participate in a seminar which focused on medical approaches to neoplastic and cardiovascular diseases.

Further to this seminar, Dr. Badmaev has been invited to speak at the university regarding Sabinsa's extensive product range and to discuss the possibility of joint research projects between Sabinsa and Columbia University.

## New Product : Citrus aurantium Extract

Conventional prescriptions for the treatment of colds include stimulant decongestants such as phenylephrine, phenylpropanol-amine and pseudoephedrine. The side effects of such decongestants may include a jittery or nervous feeling, sleeping disorders, elevated blood pressure and an increased pulse rate. These products are contraindicated in people with irregular heart rhythm, high blood pressure, diabetes or an overactive thyroid gland.

Sabinsa Corporation has recently introduced a natural alternative to these decongestants, the extract of Citrus aurantium L. (immature fruit of bitter orange). The extract has been traditionally used to relieve allergies, asthma, colds and inflammatory conditions.

Sabinsa's product is standardized for 4% of the active constituent, synephrine. The pharmacological actions of synephrine include alpha-adrenergic agonist action. Synephrine functions as a decongestant, while simultaneously maintaining normal blood pressure levels.

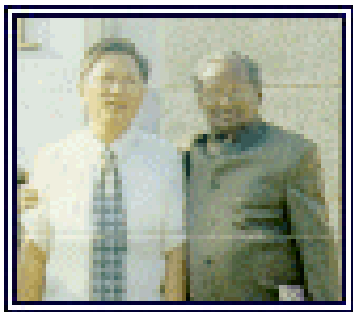
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**SCIENTIFIC FOCUS :****Swami Nathan, Ph.D**

Dr. Swami Nathan is the Senior Director of Research for Microbiology at the Sabinsa's R & D facility in Princeton, NJ.

Dr. Nathan has almost thirty invaluable years of experience in microbiological research and the development of fermentation products.



During his tenure with several reputable companies, Dr. Nathan has developed a wide range of contacts both in the academic and business world. Recently, he visited China to establish a possible collaboration between China Pharmaceutical University, the largest pharmaceutical university in China, and Sabinsa Corporation.

The photograph shows Dr. Nathan (right) with Dr. Shan Lin Gao, Professor of Biotechnology & Research at China Pharmaceutical University.

## Tribulin™ Tribulus terrestris Extract

Sabinsa Corporation has adopted the new name Tribulin™ for its standardized high quality Tribulus terrestris extract product.

Sabinsa has applied to the US Patent & Trademark Office for registration of this trademark.

## Ayurvedic Gems Coleus forskohlii

Coleus forskohlii belongs to the family Labiatae (Lamiaceae), which includes flavorful herbs such as mints and lavenders. Preparations of C. forskohlii have been used in traditional Ayurvedic medicine to treat a variety of conditions including heart disease, respiratory disorders and insomnia.

C. forskohlii is the only known natural source of forskohlin, a compound which activates adenylate cyclase<sup>1</sup>.

Extracts from this herb were shown to increase the levels of cyclic adenosine monophosphate (cAMP) in smooth muscle, including heart and bronchial muscle. In the heart, this leads to relaxation of muscle and modulation of rhythm, with simultaneous enhancement of circulation. These findings may validate the use of C. forskohlii extract as a cardio- and bronchotonic.

An interesting in vivo study reported that C. forskohlii extract improved the utilization of insulin. This indicates that the extract may also have a role to play in the management of adult onset diabetes. Additionally, studies in rabbits revealed that topical application of forskohlin decreased intraocular pressure. Increased intraocular pressure in the eye is a causative factor of glaucoma.

Due to its effects on CAMP, forskohlin may influence lipid metabolism and have a potential role in weight loss. Forskohlin has also been shown to stimulate thyroid hormone secretions.

### References

1. Recent Advances in Medicinal, Aromatic & Spice Crops (1991). 1: 83-91.
2. Planta Medica (1985). 59: 37.

## New Area code for Sabinsa, NJ

Please note that the telephone area code for Sabinsa Corporation's New Jersey office has changed from (908) to (732).

## Sabinsa on wheels on the road again! Long Island, New York

Sabinsa's educational training seminar, Sabinsa-on-Wheels, will be presented at the Huntington Hilton Hotel (Melville, Long Island) on October 30. Manufacturers and retailers who have attended the seminars in the past have found the presentations and the information provided particularly useful.

For further details about this one day seminar, please call Sabinsa Corporation at (732) 777-1111 (8.30 a.m - 6 p.m)

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