

Echinacea Premium: Beyond Comparison

In November 2014, independent testing of nine Australian Echinacea liquids and 4 tablet products showed that MediHerb Echinacea Premium tablets and liquid extracts are higher in alkylamides (both 2-ene and 2,4-diene alkylamides), which are clinically proven active constituents. The testing was conducted by an independent analytical laboratory holding a licence issued by the Therapeutic Goods Administration.

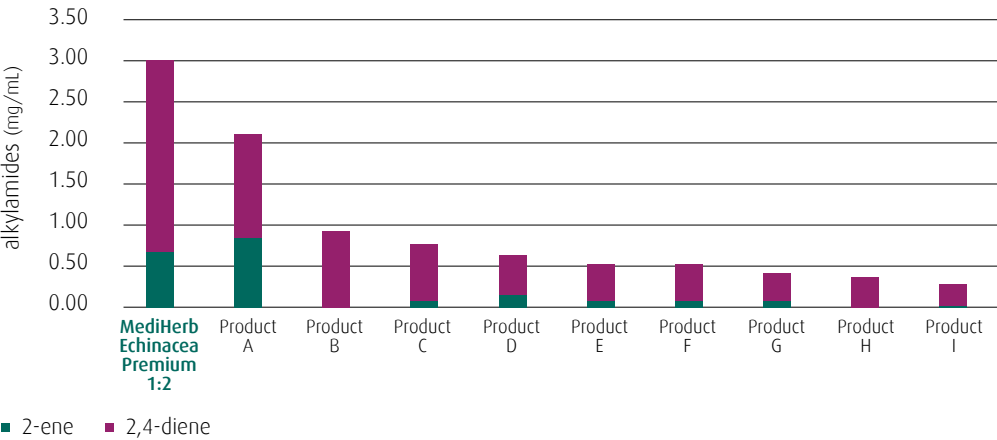
2-ene alkylamides are only found in *Echinacea angustifolia* and are an important measure of quality. MediHerb’s research has found that 2-ene alkylamides improve the bioavailability of 2,4-diene alkylamides in *Echinacea purpurea*. This means that the alkylamides in MediHerb’s unique blend, Echinacea Premium, are available to the body, resulting in a better effect on the immune system.

MediHerb’s Echinacea Premium formula is patented in Australia, New Zealand and the UK with a patent applied for in the USA to protect this important finding.

Echinacea Liquid Products

Product	2-ene (mg/mL)	2,4-diene (mg/mL)	Total Alkylamides (mg/mL)	mLs required to equal the alkylamides in one 5mL dose of Echinacea Premium 1:2
MediHerb Echinacea Premium 1:2	0.69	2.33	3.02 (Label Claim 1.5mg/mL)	5
Product A	0.78	1.29	2.08	7
Product B	0.00	0.94	0.94	16
Product C	0.16	0.57	0.73	21
Product D	0.21	0.43	0.63	24
Product E	0.17	0.34	0.51	30
Product F	0.19	0.28	0.47	32
Product G	0.13	0.25	0.38	40
Product H	0.00	0.28	0.29	52
Product I	0.06	0.16	0.22	68

Echinacea Liquid Product Comparison



Alkylamides

- 2-ene = protects against degradation
- 2,4-diene = immune active

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Echinacea Tablet Products

Product	2-ene (mg/mL)	2,4-diene (mg/mL)	Total Alkylamides (mg/mL)	Tablets required to meet the alkylamides in 1 Echinacea Premium
MediHerb Echinacea Premium	1.22	4.40	5.62 (Label Claim 4.6mg)	1
Product A	0.00	0.69	0.69	8
Product B	0.00	0.02	0.02	314
Product C	0.00	0.01	0.01	668
Product D	0.00	0.00	0.00	n/a

Echinacea Tablet Product Comparison

