



PHYSICIANS WELLNESS
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ORAC Testing on euforia™

Brunswick Labs, a global leader in antioxidant R&D and testing, has established a test for 'Total ORAC' for Food and Nutrition (Total ORAC FN) Total ORAC FN represents a breakthrough in comprehensive antioxidant testing for food and nutrition products. Total ORAC FN delivers valuable, quantitative analysis to evaluate broad-spectrum antioxidant potential of oil- and water-soluble ingredients.

Total ORAC FN measures antioxidant activity against 5 of the most important free radicals found in humans. These are hydroxyl, peroxy, peroxyxynitrite, singlet oxygen, and superoxide anion. These five major radicals cause oxidative damage in the human body. In combination, they cause DNA, protein, and lipid damage, contribute to systemic inflammation and other harmful pathways.

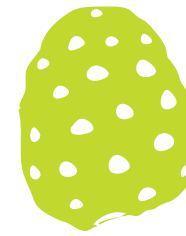
Total ORAC FN provides scientific analysis that allows companies to fine tune their product formulations based on actual performance against free radicals. Along with providing important scientific information about radical-fighting performance, Total ORAC FN can also help companies differentiate their premium nutrition products in a crowded field.

July 21, 2009
Report from Brunswick Lab

Lab ID: 09-1533
Product: euforia™
Size: 32 oz Glass Bottle
Sample ID: FJ 5389

Test Results

ORAC (hydra)	43,019 umoleTE/g
ORAC (lipo)	1,566 umoleTE/g
ORAC (total)	44,585 umoleTE/g



NONI

Noni is known as one of nature's most amazing fruits. *Morinda Citrifolia* originated in Southeast Asia and was spread throughout the Pacific islands. Over two thousand years ago it is believed that the ancient people of French Polynesia brought the Noni plant with them as a food and medicine when they colonized the islands of the South Pacific. Natives of the Pacific used this fruit to sustain life and restore balance. The Noni tree, and more specifically its fruit, have been scientifically studied for decades. Some scientific studies suggest that Noni's plant extracts have anti-fungal, anti-tumor and immune enhancing properties. It may also be key in preventing arterial plaque formation.

POMEGRANATE

The Pomegranate is one of a species of fruit-bearing, deciduous shrubs or trees, and is believed to have originated in the area from eastern Iran to India; however, its true native range has not accurately been determined because of its extensive cultivation throughout the warm areas of the world. Pomegranate's medicinal history can be traced back to antiquity. In the Old Testament, it is noted that Pomegranate figures were woven onto the borders of Hebrew priestly robes, and Kings chapter 7:13-22 describes Pomegranates depicted in King Solomon's temple in Jerusalem. Jewish tradition teaches that the Pomegranate is a symbol for righteousness, and many Jews eat Pomegranates on Rosh Hashanah and Sukkot. Preliminary studies have suggested that Pomegranate juice may contain almost three times the total antioxidant ability compared to the same quantity of green tea or red wine.



RESVERATROL

Packed with vitamins and minerals, Resveratrol's Proanthocyanidins are the Phytonutrients that are thought to provide a high degree of antioxidant capacity that fights free radical damage in the body. The Resveratrol in grape skin is said to help fight carcinogens, lower cholesterol, combat cardiovascular disease and diminish damage caused by stroke. Recent scientific studies also found that resveratrol inhibits pre-fat cells from increasing and prevented them from converting into mature fat cells which also hindered fat storage. Most interesting is that Resveratrol has been shown to reduce substances that may be linked to obesity-related disorders such as diabetes and clogged coronary arteries.





CURCUMIN

Curcumin (sometimes called Turmeric) is an herbaceous perennial that is native to India and southern and eastern Asia and thrives in loose, alluvial, well-drained soil in full sun, growing to a height of about three feet. The herb is used in India to treat anorexia, liver disorders, cough, diabetic wounds, rheumatism and sinusitis. The botanical genus, Curcuma, are derived from the Arabic, kurkum, which means "saffron." It is an important pigment for dyeing silk and wool and provides the intense orange color for the robes of Buddhist monks. Some of the constituents in Curcumin include volatile oil, gum, starch, calcium chloride, fiber, curcumin (its principal active ingredient), beta-carotene, caffeic, cinnamic, p-coumaric - and other acids, calcium, iron, manganese, phosphorus, potassium, zinc, B-vitamins and vitamin C.

GREEN TEA

Green Tea has been used as a medicinal beverage to promote health of mind and body since ancient times and was even recorded as a medicinal aid in China as early as 2737 B.C. Green, Oolong and Black teas are derived from the same plant; they are simply processed differently. Green Tea has been cultivated in Burma, India, Japan, Turkey, Malawi, Argentina, Sri Lanka, Pakistan, Africa and China, where it has been consumed as a beverage and medicinal tonic for five thousand years. Green Tea is high in polyphenols that are said to possess potent antioxidant and anti-carcinogenic properties. The catechin in the polyphenols called epigallocatechin gallate (EGCG) is said to be over two-hundred-times more powerful than the known antioxidant, vitamin E, in neutralizing free radicals.

MANGOSTEEN

The indigenous people of Southeast Asia have been using the outer pericarp, or rind, of the mangosteen in folk remedies and medicines for thousands of years, based on its concentration of powerful nutrition and antioxidants. There are many scientific breakthroughs related to the Mangosteen which have been documented over the past 500 years. Mangosteen is full of Antioxidants. The pericarp of the Mangosteen is particularly rich in Xanthones, which are biologically active, natural chemical substances found in only a few tropical plants. They are extremely potent antioxidants, which demonstrate a variety of proven medical benefits.

ancient wisdom modern science

euforia™: Ancient Wisdom Meets Modern Science

euforia™ can be an important component of a healthy lifestyle. The power of euforia™ comes from the perfect blending of natural resources, the wisdom of ancient civilizations, and the knowledge of modern science. euforia™ is a powerful fusion of the ancient past with modern science. For centuries, many ancient civilizations have identified euforia's™ ingredients as a potent source for better body, mind, and spirit. In fact, euforia's™ ten principle ingredients have long been considered sources for improving health and wellness, but for your optimal health and wellbeing, a long history is not enough to prove its worthiness. That's why Physicians Wellness Products backs up this ancient wisdom with the latest modern science.

A Complete Approach to Better Health

Combining the best that science and ancient wisdom have to offer, euforia™ helps you improve and maintain your overall health and wellbeing. euforia™ is designed to help you achieve optimal health and wellbeing and fight body pollution - the cause of aging and numerous diseases - euforia™ is tested and manufactured with the goal of increasing your vitality.

The euforia™ Story

For more than 5,000 years, civilizations in every corner of the world have documented the powerful effects that Nigella Sativa (Black Seed), Mangosteen, Pomegranate, Aloe Vera, Acai Berry, Noni, Green Tea, Curcuma, Blueberry and Resveratrol can have on human well-being and optimal health. Physicians Wellness Products combines this ancient knowledge with advanced science to create a drink geared toward today's lifestyles, providing pure energy, while delivering powerful antioxidants that help protect the body from harmful free radicals. Ancient tradition and modern research both testify to the power of euforia's™ ingredients.

For the first time ever Physicians Wellness Products has done something revolutionary in the health and wellness industry. For centuries the effectiveness of Black Seed could only be used in the form of pills or oil. Through our scientific research and advanced technology Physicians Wellness Products has extracted the most important components of Black Seed, and formulated it to work synergistically with all of the ingredients to make the most comprehensive and unique blend available today.

NIGELLA SATIVA (BLACK SEED)

An Ancient Tradition

Nigella Sativa (Black Seed) is one of the most revered medicinal seeds in history. The use of Black Seed as a healing herb has been traced back more than 3000 years to the Assyrians and ancient Egypt. The oil pressed from Black Seed was known as "Pharaohs Oil" for it was the chosen treatment for numerous ailments and infections. Black Seed was discovered in Tutankhamen's tomb, indicating that it played an important role in ancient Egyptian practices. Although its exact role in Egyptian culture is not known, we do know that items entombed with



a king were carefully selected to assist him in the afterlife. The earliest written reference to Black Seed is found in the book of Isaiah in the Old Testament (Isaiah 28:25,27 nkjv). Easton's bible dictionary clarifies that the Hebrew word for Black Cumin, Ketsah, refers to without doubt the Nigella Sativa, a Greek physician of the 1st century, recorded that Black Seeds were taken to treat headaches, nasal congestion, toothache, and intestinal worms, they were also used, he reported, as a diuretic to promote menstruation and increase milk production. Ibn Sina (980-1037), most famous for his volumes called the Canon (Law) of Medicine, regarded by many as the most famous book in the history of medicine, east or west, refers to Black Seed as the seed that stimulates the body's energy and helps recovery from fatigue or dispiritedness.

A Modern Rediscovery

In the last fifty years, Black Seed has been the subject of over two hundred university studies and research papers. The oil extracted from Black Seed (Nigella Sativa) has a rich composition of more than 100 compounds including essential fatty acids, vitamins and minerals. The special powers of Black Seed are thought to result from a complex synergistic interaction of all these components. Scientists have yet to identify all the ingredients in this amazing herb, but they have been able to verify its beneficial use, and recent studies have focused on the regulatory influence of Black Seed on the immune system. Research has shown that regular use of Black Seed helped to strengthen and stabilize the immune system, thus enabling a variety of other illnesses to be eliminated or, at least, relieved. In related studies, scientists have found that Black Seed stimulates bone marrow and immune cell formation, protects the body against viruses, destroys tumor cells and inhibits infection. Work done at various cancer research institutes have also indicated that Black Seed holds "remarkable promise for clinical use in cancer treatment". Other clinical research has shown that the use of Black Seed significantly improves the T-cell ratio and at the same time enhances the natural killer cell activity. Thus Black Seed has much potential in the treatment of immune-deficiency diseases like cancer and AIDS.



ACAI BERRY

The Brazilian Acai Fruit grows on palm trees in the Brazilian Amazon forest. Its use as a food and a general cure-all for healing ailments has been known for thousands of years. The Acai Berry is now being sought after for its exceptional anti-oxidant power and healthy qualities. For so long it was only known to natives of the Amazon Rainforest and has been used as a traditional food. Its rich content of anthocyanin pigments that give it its deep rich purple color contributes to important health benefits associated with consumption of antioxidant pigments, such as reduced risk of cancer, diabetes, chronic inflammation, heart and valvular disease. It may also slow down the aging process. Several recent medical studies in the United States have found more amazing health benefits. The Acai Berry in euforia™ is certified organic, and no pesticides or herbicides are used on this product.

ALOE VERA

For more than 3,500 years, healers and physicians have sung the praises of this fragrant desert lily. Pictures of this juicy, succulent plant have been found on the walls of the temples of Egypt, where it was believed to have been used in the embalming process. Alexander the Great was reputed to have conquered the island of Socotra in the fourth century B.C., in order to acquire the beautiful violet dye produced by the species of Aloe (socotrine) grown there. Aloe originated in southern Africa, and many varieties of this perennial are now cultivated throughout Africa, the Mediterranean and Caribbean regions, and in many countries of South and Central America and Asia. Although there are nearly five hundred varieties of this perennial plant, only Aloe Vera is considered to be the "true" curative healer. Some of Aloe Vera's constituents include beta-carotene, beta-sitosterol, lignins, saponins, calcium, iron, magnesium, phosphorus, potassium, zinc, amino acids and the important antioxidant vitamins (A, C, E and B1, B2 and B3).



BLUEBERRY

This nutritious berry is indigenous to North America and is said to have a history dating back thirteen thousand years. The Blueberry was very popular amongst Native Americans as a food staple but also used among early settlers for medicinal purposes. Nutritious Blueberry is packed with the antioxidant vitamins, A, C, and E, as well as vitamin K and B vitamins, fiber, folic acid, iron, magnesium, zinc, and calcium. Based on data from the USDA Human Nutrition Research Center on Aging, Blueberries are among the fruits with the highest antioxidant activity. Scientific research has also found that Blueberries slowed age-related loss of mental capacity usually seen in Alzheimers disease. Blueberries contain a number of substances which are thought to have health benefits.

