

JULE OF THE ORIENT™ IMPROVES MICROCIRCULATION IN STUDY



Proper circulation is essential for health and longevity. Although many people may be familiar with veins and arteries, they may not know most of the vital functions of circulation are actually performed in the **microcirculation** network of capillaries. These tiny blood vessels – many of which are only 1/10th the diameter of a human hair – are essential for delivering oxygen and nutrients to the body's organs and tissues, and also for removing carbon dioxide, metabolic wastes, and toxins. The human microcirculation network is vast, containing more than 18,000 miles of capillaries to feed the body's 10 trillion cells.

Many factors can adversely affect microcirculation, including stress, and tobacco and alcohol use. Poor microcirculation also plays a significant role in various debilitating conditions.

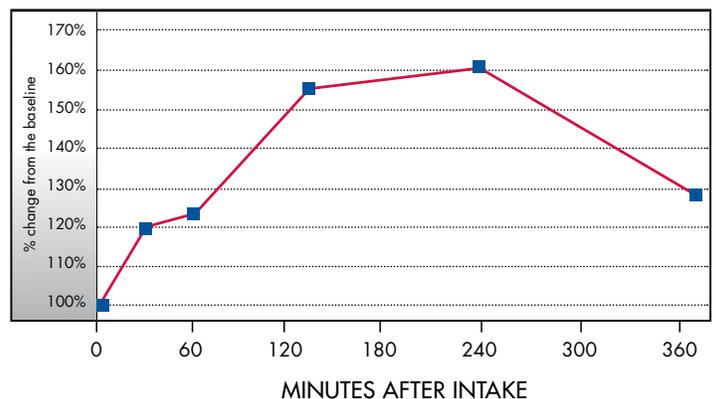
Because of its wide-ranging effects on health, scientists have been exploring ways to improve microcirculation, with much current research being focused on the body chemical **nitric oxide**. Secreted in the lining of blood vessels, nitric oxide allows veins, arteries, and capillaries to relax so that blood can flow normally through them. Without adequate nitric oxide, microcirculation can be significantly impaired.

The Chinese herb **jiaogulan** has attracted the interest of scientists because of its demonstrated ability to increase microcirculation in *in vitro* laboratory studies. According to noted pathologist and medical professor Dr. Jialiu Liu, jiaogulan's circulation-enhancing effects result from increased nitric oxide release in the capillaries, which is mediated by bioactive jiaogulan compounds known as **gypenoside saponins**.

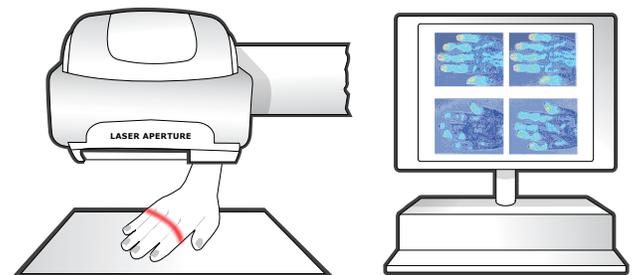
To test the microcirculation-enhancing abilities of jiaogulan *in vivo* in humans, Freelifife scientists chose to study **Jule of the Orient™**, a proprietary gypenoside-standardized tonic derived from full-spectrum, whole-plant jiaogulan. In the study, subjects received a single dose of two ounces (60 ml) of Jule, and changes in peripheral circulation in the hands were tracked using an advanced laser Doppler scanner. Statistical analysis showed that Jule significantly increased circulation by as much as 60 percent over baseline level, and that microcirculation was still improved over baseline even six hours after intake.[†]

These results suggest that Jule may have an acute stimulating effect on peripheral blood circulation, which in turn may be a contributing factor in the health improvements observed in other clinical studies of Jule.[†]

IMPACT OF A SINGLE BOLUS INTAKE OF JULE ON MICRO-CIRCULATION



ADVANCED LASER DOPPLER IMAGING TECHNOLOGY

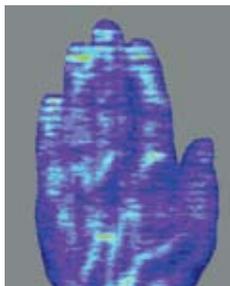


[†]These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Better Circulation



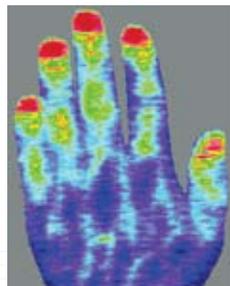
Poor Circulation



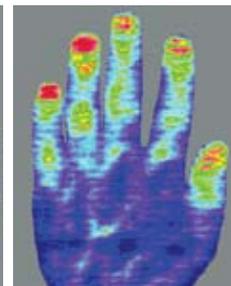
Baseline



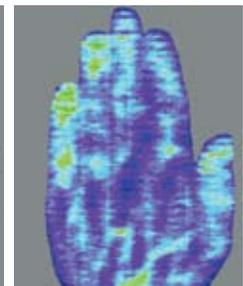
1 hour



2 hours



4 hours



6 hours