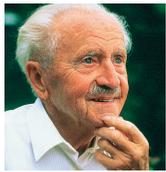


Bioforce: A Brand Built On Science, Ethics, Sustainability and Fresh Plants

By Lisa Schofield

Face it, there are very few herbal and homeopathic lines that can claim the loyalty and longevity of Bioforce's leading A. Vogel brand. In Switzerland, the A. Vogel line has been used with confidence borne from repeated effective results by literally millions of families since 1923. In 2005 and beyond, Bioforce has and will continue to provide superior quality products exceeding U.S. GMP regulations, with batch-to-batch and product-to-product consistency and potency year after year for your customers.



Dr. A. Vogel: The Vision, The Fulfillment

Dr. Alfred Vogel was a renowned clinical herbalist in the 1930s in Roggwil, Switzerland. Growing his product line of fresh botanicals was a natural and necessary step to continue to minister to his growing patient population. Years of what would be considered organic cultivation of medicinal botanicals led to the official formation of his company, Bioforce, in 1963. The keenly unique philosophical vision espoused by Vogel is still practiced today – a vertical production of organically grown and harvested herbs grown on-site by the company, a diametric contrast to most manufacturers that need to source material from growers, thereby lacking in control. Currently, Bioforce is active in 33 countries with more than 600 employees.

Science Confirms Fresh Plants

Scientific studies have confirmed the logic that extracts made from fresh plants are more potent than those made from dried, desiccated plants. Vogel has asserted, "Their effects are profounder and the radius of their effect on the patient is larger." Researchers demonstrated, for instance, that fresh Echinacea preparation contained three times the amount of active alkylamides than its dried counterpart. Further results have illuminated a more complete component profile of a freshly harvested plant compared to its desiccated counterpart. Concomitant substances, such as flavonoids, tannins, saponins, mucilaginous substances, etc., are often lost in the drying process – these substances contribute to the potency, efficacy, solubility and bioavailability of phyto-based remedies.

Only Holistic Standardization will do

In addition, all Bioforce botanical products are holistically standardized, protecting the fundamental essence of fresh plant material, keeping the synergistic and supportive secondary vital substances intact. Bioforce does not

mechanically intervene with the plant material so that the natural wholeness of the plant is retained. In addition, at the end of every harvest Bioforce blends all the daily batches made. In the yearly batch the naturally occurring highs and lows of various constituents are smoothed out. This guarantees that a balanced concentration of the constituents are present in each preparation, batch to batch, year to year. The Echinaforce you use this year will work the same as the Echinaforce you bought last year.

Bioforce Spends \$1 Million Per Year in Research

Part of the core mission is to substantiate through controlled scientific trials, the efficacy of the products, to ensure consumer confidence in label claims. Bioforce proudly funds approximately \$1 million per year on clinical research with Switzerland's most prestigious doctors, universities and clinical research organizations.

Only Heirloom Non-Hybrid Seeds

The Bioforce product line begins in healthy, organically enriched soil. The seeds used are heirloom seeds, so called because they stem from the same original seeds planted for each specific herb. For instance, all the Echinacea seeds used today are direct descendants of the original seeds Dr. Vogel received from the Sioux Medicine Man, Black Elk, 50 years ago. This heirloom seed process is true of every plant Bioforce grows. That is why Bioforce is able to achieve the same efficacy and potency year after year, bottle after bottle, tablet after tablet.



Picked at the Peak of Freshness

All the company's plants are certified organic by the strict Swiss monitoring organization. Bioforce preserves freshness by harvesting the plants at their peak potency, processing within 24 hours, and packaging the product all from the same facility.

Made According to Swiss Pharmaceutical GMPs

Bioforce's vertical operation is certified by the prestigious World Health Organization (WHO) as meeting, not just dietary GMPs, but pharmaceutical GMPs. Bioforce has complete documentation validating that each individual batch has been manufactured according to these rigid standards.



All Ingredients are tested and certified

All raw materials are first quarantined pending examination for identification according to a monograph. They are examined as to condition and stage of development by experts and are then tested by an independent laboratory for microbiological contamination, heavy metals, radioactivity, pesticide residue and aflatoxins. The in house lab utilizes thin layer chromatography, gas chromatography and high-pressure chromatography.



Consistency From Soil to Shelf

Bioforce grows a full 80 percent of all plants used in its products. The remainder is wildcrafted by certified wildcrafters or grown by contract farmers who bring the fresh whole plants to the facility. A meticulously detailed harvest report is required for each batch. In addition, the rigid Swiss GMP standards



require that each batch has a paper trail from the seed planting through the shipping of finished product. Documentation covers description (identification and content), composition, certificate of analysis, expert report, clinical expert report, pharmacological/toxicological expert report, test specifications, validation of tests, flow chart, manufacturing instructions, description of manufacturing process, description of filling and packaging and stability tests.

Bioforce AG (Swiss headquarter manufacturing facility) is licensed to manufacture OTC medicines, which are subject to periodic inspections by Intercantonal Office for the Control of Medicines in Bern, Switzerland. The facility and processing is certified organic by Bio Suisse.

Bioforce – a Legacy of Credibility

Bio Suisse of Basel, Switzerland, and the gardens are certified organic by the Association of Swiss Biological Agriculture Organization. In Europe, Bioforce AG is a member of European Proprietary Medicines Manufacturers Association, the European Scientific Cooperative on Phytotherapy, the European American Coalition on Homeopathy, the European American Phytomedicines Coalition, the Association for Phytotherapy, the Swiss Medicinal Association for Phytotherapy, and the Pharmacopoeia Commission Expert Group: Medicinal Plants & Herbal Medicines. In the United States, Bioforce USA, based in Hudson, NY, is a member of the NNFA, AAHP and AHPA, and is a financial supporter of the American Botanical Council's important HerbClip.

Bioforce's botanical products have been trusted by retailers and families since 1923.
Be part of this legacy. Contact Eileen Sheets at (800) 641-7555 Ext. 100