

July/Aug/Sept 2010

## MONTHLY SPECIALS ON BACK COVER

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Ecotrend will be at the  
**BCNA Show**  
September 24 - 26, 2010!  
Booths 300 - 305!

### Allergy Scratch Testing Seminar

Date: Sunday September 26th, 2010

Place: Vancouver Convention Centre

East - Meeting Room 10

Time: 12:15 pm (with the possibility of  
another session at 2:00 pm depending on  
demand)

Facilitator: Dr. Pamela Hutchison, ND

Cost: \$25.00 to be prepaid to  
Western Allergy Services

Call: 1-866-335-5294 or email

genevieve@westernallergy.com

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125 W 3rd Ave  
Vancouver, BC V5Y 1E6  
Phone: 604.876.9876  
Fax: 604.876.9846

## An Invitation to Practitioners to Attend a Lecture on PEKANA Homeopathic-Spagyric Remedies at the 2010 BCNA on Friday, September 24, 2010



Ecotrend  
Ecologics is  
pleased to

announce that Mrs. Katharina Beyersdorff and Mr. Peter Gosch will be attending the BCNA this year.

Mrs. Katharina Beyersdorff is the co-founder and CEO of PEKANA Naturheilmittel GmbH. The company was founded in 1974 by Dr. Peter Beyersdorff and Mrs. Beyersdorff and manufactures its remedies in Kisslegg, Germany. PEKANA distributes its unique and highly energetic *homeopathic-spagyric* complex remedies throughout the world, including here in Canada. Besides meeting the daily challenges that exporting across the globe bring, Mrs. Beyersdorff also supervised and coordinated the construction of the PEKANA state-of-the-art production facility, which was completed in 1999. Her other major achievements include successfully completing the Good Manufacturing Practices (GMP) certification in 2000, and the recent successful completion of the United States Food and Drug Administration inspection. Mrs. Beyersdorff looks forward to meeting Canadian practitioners at the Ecotrend Ecologics booths on Friday, September 24, and Saturday, September 25, 2010.

Mr. Peter Gosch will hold a two-hour presentation on the PEKANA homeopathic-spagyric complex remedies at the BCNA. The presentation will be held on **Friday, September 24, 2010, from 8:00-10:00 am**. Mr. Gosch is a researcher and author in the field of German Biological Medicine,

and has lectured internationally on this field for over 25 years. In addition, he has written a book on the PEKANA homeopathic-spagyric complex remedies called Vital Energy Medicine.

The lecture is entitled *The Prevention and Treatment of Chronic Diseases and Chronic Degeneration with PEKANA Homeopathic-Spagyric Medications*. The following topics will be presented during this lecture:

- Vital concepts in German Biological Medicine
- A brief introduction on the important work of German researchers in the field of German Biological Medicine, and the importance of their work in the Prevention and Treatment of and Chronic and Degenerative Diseases
- Epigenetics and homeopathy — Back to the Future
- An introduction to PEKANA-Naturheilmittel GmbH and the PEKANA Therapy Concept
- The proprietary PEKANA homeopathic-spagyric processing method
- Why the PEKANA homeopathic-complex remedies are extremely beneficial as an adjunct therapy in the Prevention and Treatment of Chronic and Degenerative Diseases
- A brief introduction to the PEKANA homeopathic-spagyric remedies for acute illnesses, and the role of these PEKANA remedies in preventing Chronic and Degenerative Diseases
- Some of the important PEKANA homeopathic-spagyric complex remedies that are available for the Prevention and Treatment of Chronic

Continued on page 7



Clinical Strength - Professional Use Only

**EXCEPTIONALLY PURE 100% WHOLE FOOD NUTRIENTS**

- Vegetarian Formulation • Non-GMO or Synthetic
- Suitable for Vegetarians • GMP Compliant
- Supports Gluten Free • Tested Free of Heavy Metals, Dairy and Soy

Third-Party Tested

Broad Spectrum Multi-Component



# B Complex

At a Glance

Whole Food Vitamins & Antioxidants

## Whole Plant Extracted Live Food Tested & Assayed for Potency & Purity

Innate Response™ vitamin formulas are exclusively crafted from 100% whole food nutrients, and expressly designed to provide the specific vitamins required for countless physiological functions. The vitamins and minerals in each formula are not in an isolated state, but rather, exist within a biodynamic, whole food concentrate. True Active™ FoodState® concentrates not only deliver essential vitamins and minerals, but numerous other vital constituents as well, that inherently comprise whole food with irreplaceable roles as co-factors in key metabolic functions, and as bio-carriers that govern nutrient delivery to the cells. True Active FoodState nutrients, therefore, have a higher rate of utilization and are also retained longer in the body compared to all other forms of nutrients, particularly pure, isolated forms.

## Supplement Facts

Serving Size 1 Tablet  
Servings per Container 90

Amount per Serving	% Daily Value
<b>100% Whole Food Nutrients*</b>	
Thiamine (B1)..... (S. cerevisiae**): 96 mg	9 mg 600
Riboflavin (B2)..... (S. cerevisiae**): 90 mg	9 mg 529
Niacinamide..... (S. cerevisiae**): 180 mg	45 mg 225
Vitamin B6..... (S. cerevisiae**): 50 mg	10 mg 500
Folate..... (Broccoli**): 40 mg	400 mcg 100
Vitamin B12..... (S. cerevisiae**): 25 mg	125 mcg 2083
Biotin..... (Brown Rice**): 60 mg	300 mcg 100
Pantothenate..... (S. cerevisiae**): 180 mg	45 mg 450

Organic Spinach..... 125 mg \*\*\*

**Immune Blend**..... 601 mg \*\*\*  
S. cerevisiae, Broccoli, Polysaccharides\*\*, CoQ10\*\*, SOD\*\*, Glutathione\*\*, Beta Glucans\*\*, Lipic Acid\*\*, Trace Minerals\*\*, Probiotics\*\*

**Bioactive Enzymes & Proteins**..... 200 mg \*\*\*  
Enzymes\*\*, Peptides\*\*, RNA/DNA\*\*, Amino Acids\*\*, Branch Chain Amino Acids\*\*

\* True Active™ FoodState® 100% Food Concentrates  
\*\* Naturally occurring \*\*\* Daily Value not established

**Other Ingredients:** Vegetable Lubricant, Vegetable Cellulose

Free of Herbicides, Pesticides & GMO

**Suggested Use:** 1 tablet daily, or as directed by your healthcare practitioner.

1 tablets daily, or as directed by your healthcare practitioner

Product #	Count
40011	90
40012	180

## Full Spectrum of Essential B Vitamins



## B Complex

B Complex is specially crafted to provide a balanced spectrum of all the essential B vitamins and their inherent co-factors as found in food. Promoting energy and the health of the nervous system, B vitamins are an integral component to a whole food diet.† This skillful nutrient mix also provides folate, the biologically active form of this nutrient that inherently exists in whole food, as well as nutrient-rich organic spinach for its synergistic co-nutrients and chlorophyll. Further enhancing this formula is an immune blend, and plant-sourced enzymes. Derived from 100% whole food, B Complex provides a balanced ratio of B vitamins in their most bioavailable food form.†

**INNATE**  
RESPONSE FORMULAS

† This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Innate Response Formulas • 8 Bowers Rd. Derry, NH 03038 • 1.800.634.6342 • www.innateresponse.com

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# Inflammation Pro, the Key to Successful, Natural Treatment of Skin Disease.

Our knowledge of the mechanisms of skin disease continues to grow. At one time we had to rely on exclusion diets, internal detoxification and systemic therapies alone. Results were variable. Compliance was a challenge, especially with children.

We lacked one important element in our dispensaries. Therapy for the skin itself. Calendula creams, Chickweed creams, and many other herbal compounds have been used over the years, again with varying success.

Concerns over topical treatment can derive from the overuse of Hydrocortisone. This drug, which can produce rapid results in acute conditions, has been overused as a long term therapy for which it is poorly suited. The mechanism of cortisone drugs is essentially suppression not healing and can result in atrophy and inhibition of the complex immune stems of the skin.

To achieve skin healing without suppression requires multiple compounds to address the multiple biological breakdowns associated with disease. Above all it requires compounds which support the skins own natural healing systems.

Inflammation Pro delivers a natural, effective therapy for all inflammatory skin diseases to complement systemic strategies in practice. Its development was based on analysis of the pathophysiology of a wide range of skin diseases and their common factors. The result is a formulation with over 20 interactive ingredients derived from botanical and mineral sources.

**Inflammation Pro is designed to provide the five essential actions for skin treatment.**

- Effective anti-inflammatory action and cytokine regulation from powerful botanicals, Croton lechleri and Berberis vulgaris.
- Powerful antioxidation from Croton lechleri and Antioxidant Vitamins
- Skin cell regulation from Coleus forskohlin and Omega oils
- Local micro-nutrition and mineral matrix from Dead Sea salts, Vitamins and Omega oils
- Antibacterial, antifungal and antiviral action from Croton lechleri and Manuka honey

In many cases, especially topical eczema, Inflammation Pro will resolve the condition without any additional treatment.

**Some specific applications:**

**Rosacea.** Apply Inflammation Pro 2-3 times daily to the face. This inflammatory vascular condition requires systemic therapy to regulate hormone actions and reduce inflammation.

**Eczema.** Apply Inflammation Pro 2-3 times daily. Use systemic therapy to reduce cytokine mediated inflammation, immune mediated reactions and often nutritional instigators.

**Psoriasis.** Apply Inflammation Pro 2-3 times daily. Use systemic therapy for immunomodulation and inflammation reduction.

**Lichen Planus.** Use Inflammation Pro 2-3 times daily.

**Viral Skin Conditions.** Use Inflammation Pro 2-3 times daily. Use systemic therapy to reduce viral expression and modify the terrain.

**Occupational Skin Disease.** Apply Inflammation Pro 2-3 times daily.

Inflammation Pro feels like a top-of-the-line skin cream. Patient compliance is excellent. It is easy to use, leaves no greasy residue and will not interfere with any medical or therapeutic regime. There is no fragrance; there are no side effects.

Above all, Inflammation Pro gives your patients rapid results. This diminishes autonomic stress which itself enhances healing throughout the whole body.

For a more complete list of applications please see the Users Guide from your EcoTrend representative.





# Neprinol AFD

Advanced Fibrin Defense

**Neprinol AFD is a revolutionary blend of systemic enzymes specially formulated to support healthy circulatory and immune**

**function.** Systemic enzymes are primarily used throughout the bloodstream rather than the gastrointestinal tract. These enzymes support healthy levels of Endogenous Blood Particles or EBP's. EBP's can be decayed cells, fibrin, fatty proteins or other unwanted materials that normally accumulate in the blood. Systemic enzymes essentially purify the blood of these EBP's, supporting healthy liver function and maintaining healthy inflammatory levels. Sustaining a healthy level of EBP's is also beneficial for maintaining optimal immune and circulatory function.

Recent comparative studies have indicated that Neprinol is up to 12x's stronger than some of the leading systemic enzyme formulas in fibrinolytic strength. Fibrin is a sticky web-like protein found in the blood that forms blood clots and is essential to the healing process. However, excessive fibrin has been known to thicken the blood and can lead to high blood pressure and inflammation.

As we age our natural enzyme production decreases, while the body's need for these diminishing enzymes becomes increasingly important. Supplementing these valuable enzymes can assist the body in combating the many issues that come with age. Several doctors agreed that many of their patients' blood values resembled that of young adults after just a few days of regular Neprinol use.

**PATIENT BLOOD SLIDES**

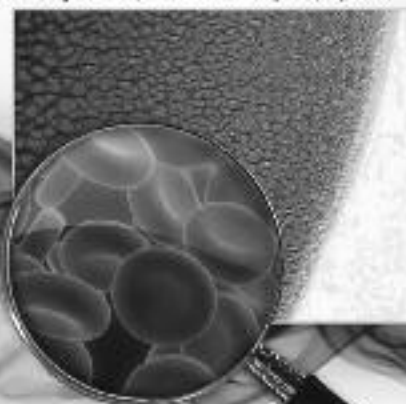
**Unhealthy Blood** (patient has severe arthritis and rheumatoid)



Actual patient blood slide before initial use of Neprinol. Colored scanning electron micrograph. Actual image magnified several times.



**Healthy Blood** (patient has virtually no symptoms)



Actual patient blood slide after 3 months of Neprinol usage. Purified blood with virtually zero fibrin or contaminants.

FOR MORE INFORMATION ABOUT THE BENEFITS OF NEPRINOL, PLEASE CONTACT YOUR ECOTREND REPRESENTATIVE AT (800) 665.7065 [www.ecotrend.ca](http://www.ecotrend.ca)



# What is L-O-M®?



## Exclusive Professional Line

(Newly-approved NPN# 80018002)

### Indications:

Effectively used for over ten years in Asia, Europe and North America for:

- Benign Prostate Hyperplasia (BPH),
- Cardiovascular problems
- Female urinary incontinence
- Cancer Cell Inhibition,

The science on **L-O-M** is so solid that it was listed in the USA 2009 PDR (Physicians' Desk Reference) and 2009 Red book (Pharmacy Reference).

### Active Ingredient:

**MCS extract** (containing Phytoene, Phytofluene, Lycopene, Tocopherol,  $\beta$ -carotene and some bioavailable phytonutrients). Unlike isolated or synthesized Lycopene, L-O-M® product contains a naturally extracted family of carotenoids, complex in structure. This is why it can do what Lycopene alone cannot do.

### Dosage:

Patients are advised to fill in the International Prostate Symptom Score (I-PSS) questionnaire before they decide on the dosage. Owing to its high bioavailability, those patients with severe symptom need only two 15mg capsules a day; For mild symptom, one capsule daily; For any preventive purposes, take one capsule every other day.

### Why Choose L-O-M?

- This natural formulation has treatment efficacy with no known toxicity or side effects. It is good news for those who responds poorly to the prescription drug therapy used for BPH (such as alpha-blockers and 5-alpha-reductase inhibitors). Patients are highly advised to take L-O-M® before starting any drug therapy, or in combination with any medicine, owing to its antioxidant and anti-inflammation properties.
- This product can increase HDL by up to 28.6%, while lowering LDL, TC, and TG by up to 72%.
- Scientists believed that it can inhibit the cancer cells.

### Longevity-Oasis-Magic

For more information, please contact your Ecotrend sales rep, or email to Julia at [panatoz@axion.net](mailto:panatoz@axion.net)





# Lactobacillus Acidophilus: An Update

## Introduction

The human gastrointestinal tract is a complex and finely balanced ecosystem, which plays an important role in human health. Among the 400+ different bacteria in the human intestinal tract, *Lactobacillus acidophilus* is one of the major components of friendly intestinal microflora. These microflora or beneficial bacteria contribute to gastrointestinal integrity and maintain colonization resistance against many diseases and pathogens. It has been shown that *L. acidophilus* produces natural antibiotics - acidophilin, lactic acid and hydrogen peroxide, which generate antimicrobial activity against food and environmental borne pathogens. *L. acidophilus* enhances the immune system. Supplementation of these viable bacteria is an important part in prevention and treatment of gastrointestinal disorders.

*Lactobacillus acidophilus* was first identified by Nobel Laureate Elie Metchnikoff. Beneficial effects of this probiotic bacteria include inhibition of microbial pathogens, alleviation of lactose intolerance, reduction of serum cholesterol, stimulation of anti carcinogenic activity, enhancement of the immune system, correction of acne, improved nutritional value of foods, and inhibition of yeast (*Candida albicans*).

The strains of *L. acidophilus* used for dietary supplementation should adapt to the host gastrointestinal environment. The strains must survive stomach acids and be capable of growing in the small intestine where digestion and absorption of nutrients occur.

## Benefits of Lactobacillus acidophilus and cofactors

*L. acidophilus* has been shown to do the following:

- Digest foods, alleviate digestive disorders and prevent bad breath.
- Enhance syntheses of B vitamins and improve absorption of calcium.
- Protect against enteropathic Escherichia coli infection.
- Improve lactose tolerance and digestibility of milk products.
- Reduce vaginal infections and Candidiasis.
- Attenuate immune function.
- Prevent chronic Granulomatous Disease.
- Promote anti-tumorigenic/anti-carcinogenic activity.

## New Findings on L. acidophilus

1. Recent studies show specific strains of *L. acidophilus* break down intestinal glycoproteins and are safe for prevention of ulcerative colitis and recurrent pouchitis.
2. Scientists have identified enhanced production of novel bacteriocins including Acidocin A, Acidocin 8912, and Acidocin B, which are active against closely related lactic acid bacteria and food-borne pathogens including *Listeria monocytogenes*, *Clostridium sporogenes*, *Brochothrix thermosphacta*, and *Lactobacillus fermentum*.
3. Nonspecific, anti-infective mechanisms of defense can be enhanced by the ingestion of specific *L. acidophilus* strains. Ingestion of lactic acid bacteria has been shown to accentuate human blood cells. An increase in total serum IgA was also observed. Furthermore, *L. acidophilus* strains which

can survive in the intestinal tract can act as adjuncts to the humoral immune response.

4. The effect of *L. acidophilus* on iron bioavailability in rats was examined by the hemoglobin regeneration method. Results indicate that *L. acidophilus* is effective for increasing iron bioavailability.

## Conclusion

Positive role of *L. acidophilus* in maintaining the gastrointestinal ecology has been repeatedly demonstrated by the scientists and clinicians. As the environmental toxins, antibiotics, and other medications, processed food, polluted and contaminated water, pesticides etc. constantly damage the intestinal microflora and reduce the number of beneficial *L. acidophilus*, it is imperative to supplement the daily diet with the correct strain of *L. acidophilus*. One to two billion whole cell colony-forming units (CFU) of *L. acidophilus* are usually recommended for maintenance of beneficial gastrointestinal microflora.

Specific strains that produce hydrogen peroxide such as the NAS super strain provide superior benefits.



**Dear Practitioners,**

Thanks for all the support with Sterol 117 over the last 11 years. We hope that we will be able to

bring you some interesting tidbits every quarter in the Ecotrend News Letter on Sterol 117.

**New study shows antioxidant protection and NK-cell activity**

We have just completed a new study using **CAP-e (cell-based antioxidant protection in erythrocytes)**, a novel in vitro bioassay for antioxidant activity. This new study shows that Sterol 117 achieves antioxidant protection of red blood cells. Thus, we can

confirm that high antioxidant activity is present in the product in forms that are available to provide protection to live cells.

**Effect on activation of NK cells**

Sterol 117 plays an important role in the modulation of the immune system. One specific way is to activate NK-cell activity. Our body's primary defense mechanisms towards dysfunctional cells and viral diseases involve the group of cells known as NK-cells.

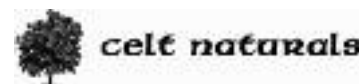
NK cells play a major role in the rejection of tumors and cells infected by viruses. They kill cells by releasing small cytoplasmic granules of proteins called perforin and granzyme that cause the target cell to die by apoptosis.

These cells travel in the blood stream in a state of rest, but can be immediately recruited into tissues by chemical signals and acti-

vated through various mechanisms to a) kill dysfunctional cells, b) divide and make more NK cells, and c) secrete substances that attract other cells into the site.

We performed this pilot study to evaluate whether there would be data to support further work on immune modulating effects of the product and, yes, there is high activity. The analysis of the data allowed us to detect compounds in the product, which send signals that directly activate NK cells.

***We are committed to research, and to gaining as much information as we can on Sterol 117. Helping you help your patients is our number one goal.***



Continued from page 1, **Pekana**

Diseases including:

- HECHOCUR spag. for the treatment of liver dysfunction
- GASTUL spag. for treatment of functional diseases of the stomach and intestinal tract
- ITIRES spag. for the treatment of lymphatic conditions
- RENELIX spag. for the treatment of kidney dysfunction
- OPSONAT spag. the PEKANA flagship remedy for the treatment of the inflammation of the mucosal system
- Factors that lead to the development of Degenerative Diseases
- Some of the important PEKANA homeopathic-spagyric remedies that are available

as an adjuvant therapy for the **Prevention and Treatment of Degenerative Diseases** including:

- HABIFAC spag. for the treatment of the genetic predisposition to develop of a variety Degenerative Diseases
- apo-RHEUM spag. for the treatment of rheumatism
- NEU-regen spag. for restoring the nervous system
- PSY-stabil spag. for restoring mental and emotional stability
- CARDINORMA spag., CANGUST spag. and coro-CALM spag., the three remedies for treatment of heart conditions and heart support

- OSS-regen spag. for the treatment of degenerative bone diseases
- GLUCORECT spag. for the regulation of blood sugar levels
- GLAUTARAKT spag. for the treatment of reduced vision, glaucoma, cataracts
- SOMCUPIN spag. and SEDICELLO spag. for insomnia and anxiety and restlessness which may accompany Degenerative Diseases

We at Ecotrend Ecologics, as well as Mrs. Katharina Beyersdorff and Mr. Peter Gosch, look forward to seeing you at this extremely informative lecture and welcome you to visit our booths at the BCNA.



## Continuing Education Series for Retailers

# Product Training

## Tele-Conferences

Thurs. Sept. 9<sup>th</sup> – **L-O-M**

Wed. Sept 29<sup>th</sup> – **NATREN**

**TIMES ARE: 9:00 am & 3:00 pm PST | 10:00am & 4:00 pm MST | 12:00 pm & 6:00 pm EST**

For tele-training conference call codes, please RSVP [lizann@ecotrend.ca](mailto:lizann@ecotrend.ca) if you would like to participate.

**FREE samples available for most of the Trainings.**

### July Specials

**10% off**

**Seed a Sept** - Canplex

**15% off**

**Arthur Andrew Medical** - Neprinol 90/150/300

**Innate Formulas** - B Complex 90s & 180s

**Innate Formulas** - Magnesium 90s

**Natren** - Trenev Trio 15 caps

**Natren** - Healthy Start, Dairy Free 3x30 caps

**Natren** - Gy-Na-Tren, 14 supp's

**Natren** - Life Start, 35g & 70.6g

**Natren** - Bifidonate (Dairy), 4.5oz/127.6oz

**Nutribiotic** - GSE Nasal Spray, 30ml RETAIL

**Wise Woman Herbals** - Hawthorne SE 113g

**20% off**

**Pekana** - Hecocur 50ml & 100ml

Zellulisan 100gr

#### EXTRA SPECIALS

**LOM** - BUY 12 GET 1 FREE

**LIVH17** - BUY 1 GET 1 FREE

**Inflammation Pro** Cream - 60ml & 120ml

BUY 6 GET 1 FREE

**Nordic Naturals** - Cod Liver Oil caps 90s

BUY 12 GET 2 FREE

### August Specials

**10% off**

**Arthur Andrew Medical** Full Line Drive

**15% off**

**Innate Formulas** - Cholesterol Response

**Natren** - Gastro-PH, 90 wafers

**Nutribiotic** - Citricidal GSE Tabs, 100's

**20% off**

**Pekana** - Renelix 50ml & 100ml &

LacticPlus 100ml

#### EXTRA SPECIALS

**LOM** - BUY 12 GET 1 FREE

**Nordic Naturals** DHA Jr caps

BUY 12 GET 2 FREE

**BCNA Sept. 24<sup>th</sup>-26<sup>th</sup>**

**Come see us at Booths 300-305**

**SHOW SPECIALS**

**15% off all Ecotrend pro products**

**for Attendees**

**5% off for all other accounts**

**Mon. Sept. 27<sup>th</sup> - Fri. Oct. 1<sup>st</sup>**

### September Specials

**10% off**

**AveoSleep** (Snoring Device)

**Innate Formulas** - Dig. Enzymes 90s/180s

**15% off**

**Arthur Andrew Medical** - Syntol 90/180/360

**Innate Formulas** - Quercetin 90s

**Natren** - Trenev Trio 15/30/60/90

**Natren** - Superdophilus (Non-Dairy), 3oz/85g

**Natren** - Bifidonate (Non-Dairy) 1.75oz/49.6g

**Natren** - Bulgaricum (Non-Dairy) 60s

**Natren** - Yogurt Starter

**Nutribiotic** - Ear Drops 30ml RETAIL

**Wise Woman Herbals** - Women's Menocaps

120s

**20% off**

**Pekana** - Inflex 50ml & CitriPlus 100ml

#### EXTRA SPECIALS

**LOM** - BUY 12 GET 1 FREE

**Martin & Pleasance** - Spatone Liquid Iron

14 day & 28 day

BUY 6 GET 1 FREE

**Nordic Naturals** - Omega 3 Gummies &

Omega 3 Worms (New)

BUY 12 GET 2 FREE (NO Mix & Match)

**"EXTRA SPECIALS" are base priced. Case and other discounts do not apply. When ordering, indicate SP on your order form.**