

NEW!



MIGRELIEF®

(riboflavin, tanacetum parthenium, magnesium citrate/oxide)

Natural nutritional support for migraine sufferers



4607 Lakeview Canyon #561
Westlake Village, CA 91361
800.758.8746

NEW!

To reduce the frequency
and intensity of migraines...

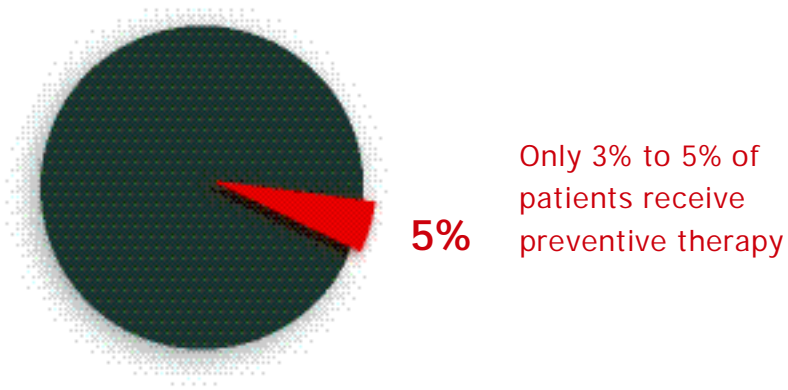


...Recommend

MIGRELIEF[®]

Most migraine patients do not receive preventive therapy

Only 3% to 5% of migraine patients in the U.S. receive preventive treatment¹



American Academy of Neurology (AAN) recommends considering prevention when migraines substantially impact a patient's life.

The AAN defines substantial² as:

- Recurring migraines that significantly interfere with daily routine, despite acute treatment or
- Frequent headaches or
- Contraindication to, failure of, or over use of acute therapies or
- Adverse events with acute therapies or
- Patient preference or
- Presence of uncommon migraine conditions, including hemiplegic migraine, basilar migraine, migraine with prolonged aura, or migrainous infarction



¹ Stewart WF, Shechter A, Rasmussen RK. Migraine prevalence. A review of population-based studies. *Neurology*. 1994;44(6 suppl 4):S17-S23.

² Evidence-Based Guidelines for Migraine Headache in the Primary Care Setting: Pharmacological Management for Prevention of Migraine. American Academy of Neurology, 2000.

To reduce the frequency and intensity of migraines ...

...Recommend MigreLief®

- The dietary supplement with patented Triple Therapy® containing*
 - **Riboflavin** 200 mg
 - **Puracol™** 50 mg (proprietary whole leaf feverfew)
 - **Magnesium** 150 mg
- Proven to impact the frequency and intensity of migraines⁴⁻⁸
- Exclusively available in independent pharmacies nationwide for a suggested retail price of \$19.95

* Each MigreLief® caplet contains riboflavin 200 mg, Puracol™ 50 mg, and magnesium 150 mg. MigreLief® should be taken twice daily with food for 90 days for maximum benefit. Thereafter, the same dosing schedule should be continued to maintain benefits.

Order MigreLief® Samples Today!

Interested in MigreLief® samples? Call **1-800-728-9948**
or visit our website at **www.migre relief.com/samples**.
For more information about MigreLief®, visit our website
at **www.migre relief.com**

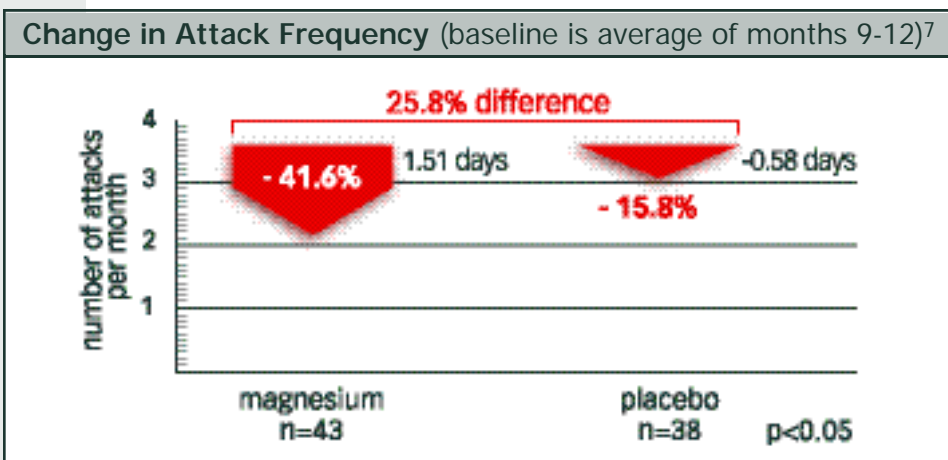
These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, prevent any disease.

MIGRELIEF®
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Natural nutritional support for migraine sufferers

Magnesium – a nutritional supplement with numerous effects including:

- inhibition of platelet aggregation
- interference with synthesis, release, and action of inflammatory mediators
- inhibition of vasospasm
- stabilization of cell membranes

Magnesium significantly reduced the number of migraines⁷



Peikert et al study design and objectives: a 12-week, placebo-controlled, randomized study comparing the efficacy and safety of magnesium 600 mg vs. placebo once daily in the morning in 81 migraine patients aged 18 to 65. The study started with a 4-week baseline period. Migraine patients were defined as having a mean attack frequency of at least 3.6 per the International Headache Society.

Magnesium also improved the number of days with headache⁸

- At month 2, patients on magnesium had significantly fewer headache days [2.4 days on treatment vs. 4.7 days (baseline) per 4 weeks ($p<0.01$)]
- No significant change in the number of headache days was seen in the placebo group

Facchinetti et al study design and objectives: a 2-month, double blind, placebo-controlled study comparing the efficacy and safety of magnesium 120 mg vs. placebo TID in 20 female patients with menstrual migraine. Patients received treatment between the 15th day of the menstrual cycle until menstruation.

Magnesium supplements should not be taken in patients with kidney disease.

⁷ Peikert A, Wilimzig C, Kohne-Volland R. "Prophylaxis of migraine with oral magnesium: results from a prospective, multi-center, placebo-controlled and double-blind randomized study." *Cephalgia* 1996; 16:257-63.

⁸ Facchinetti F, Sances G, Borella P, Genazzani Aristotle, Nappi G. "Magnesium prophylaxis of menstrual migraine: effects of intracellular magnesium." *Headache* 1991 May;31(5):298-301.

MIGRELIEF[®]

a unique dietary supplement

- **Natural dietary supplement** combining ingredients with strong clinical evidence and a favorable side effect profile
- **Patented Triple Therapy,[®]** containing*
 - **Riboflavin** 200 mg
 - **Puracol[™]** 50 mg (proprietary whole leaf feverfew)
 - **Magnesium** 150 mg
- **American Academy of Neurology** migraine prevention guidelines detail all three components³
- **Exclusively available** at independent pharmacies nationwide



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³ Evidence-Based Guidelines for Migraine Headache in the Primary Care Setting: Pharmacological Management for Prevention of Migraine. American Academy of Neurology, 2000.

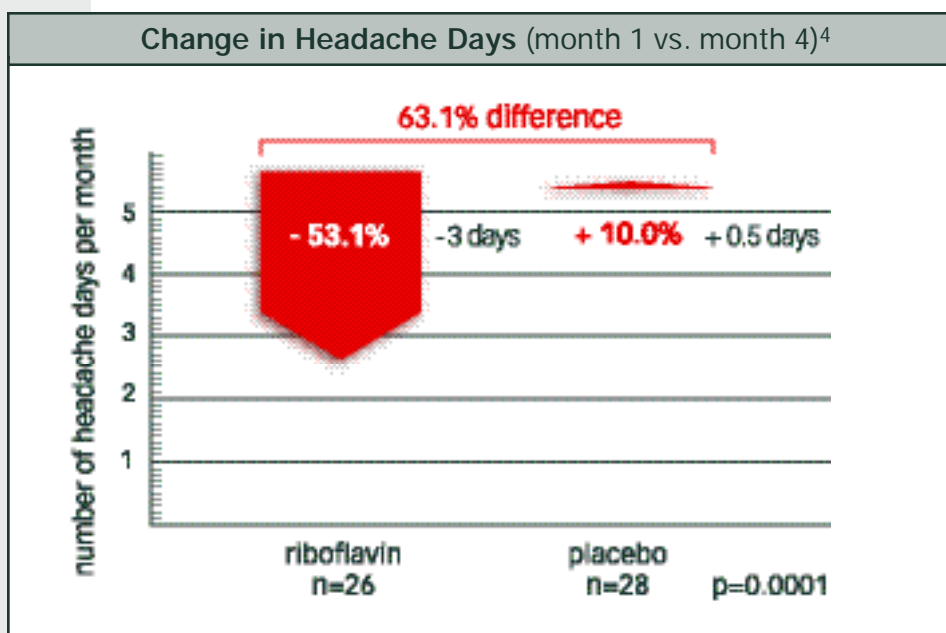
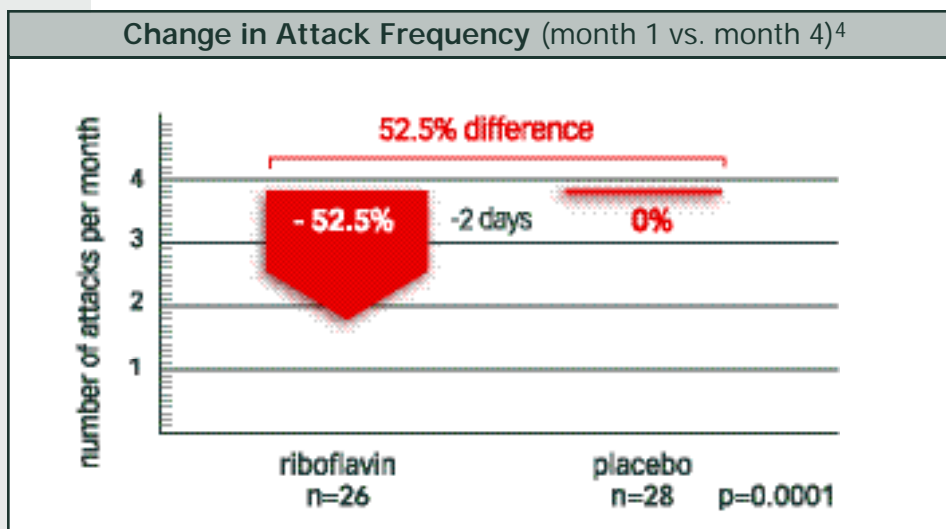
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Riboflavin – also known as vitamin B2 is a precursor of flavin adenine di-nucleotide, a coenzyme involved in electron-transport

Riboflavin significantly impacted frequency of migraines and the number of headache days⁴



Study design and objectives: a 3-month, double-blind, randomized study comparing the efficacy and safety of riboflavin 400 mg QD vs. placebo in 55 patients.

American Academy of Neurologist opinion:

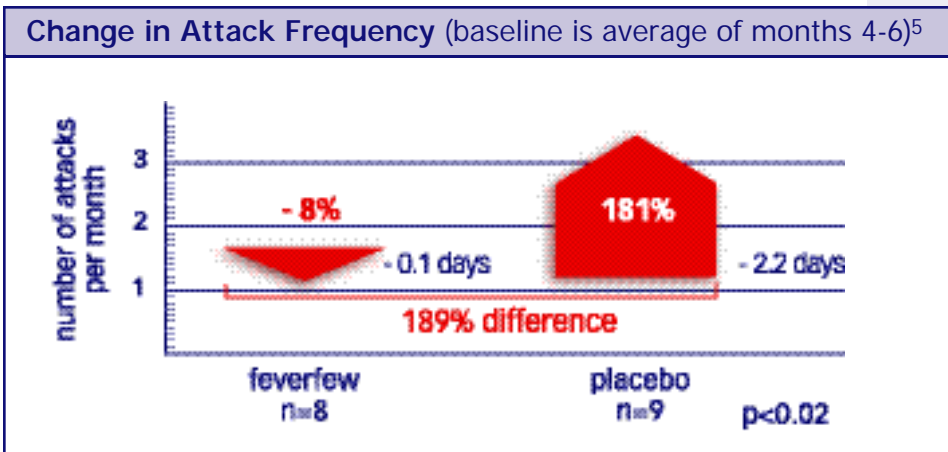
“Statistically significant and far exceeds the minimally clinically significant benefit”

Riboflavin should not be taken by children under the age of two years or pregnant or nursing women.

⁴ Schoenen J, Jacqy J, Lenaerts M. "Effectiveness of high dose riboflavin in migraine prophylaxis. A randomized controlled trial." *Neurology* 1998 Feb;50(2):466-70.

Feverfew – rich in compounds called sesquiterpene lactones that inhibit platelet aggregation and histamine release

Feverfew significantly impacted frequency of migraines^{5,6}



Johnson et al study design and objectives: a 6-month, double-blind, placebo-controlled study comparing the efficacy and safety of fresh feverfew 50 mg vs. placebo in 17 self selected British patients.

Comparison of Mean Number of Attacks (in each 2-month period)⁶

	Feverfew	Placebo	% Difference	p value
No. of attacks	3.6	4.7	24%	p<0.005, n=72

Murphy et al study design and objectives: an 8-month, double blind, cross over study comparing the efficacy and safety of feverfew 82 mg (mean) vs. placebo once daily in 72 patients.

Nausea and vomiting occurred less frequently in patients taking feverfew^{5,6}

- 42% of attacks with feverfew were associated with nausea and vomiting vs. 79% occurrences with placebo ($p < 0.05$)⁵
- Patients taking feverfew had fewer nausea and vomiting attacks (207) vs. placebo (303) $p < 0.02$.⁶

American Academy of Neurologist opinion:

“Effect is statistically significant and exceeds the minimally clinically significant benefit.”

Withdrawal may be associated with increased frequency of headaches. Feverfew may enhance the effects of anticoagulants.

⁵ Johnson ES, Kadam NP, Hylands DM, Hylands PJ. "Efficacy of feverfew as prophylactic treatment of migraine." *Br Med J (Clin Res Ed)* 1985 Aug 31;291(6495):569-73.

⁶ Murphy JJ, Heptinstall S, Mitchell MR. "Randomised double-blind placebo-controlled trial of feverfew in migraine prevention." *Lancet* 1988 Jul 23;2(8604):189-92.