

**INSURE YOUR HEALTH**

**INTRODUCES...**

**A N T I - M A X <sup>TM</sup>**

**INSURE YOUR HEALTH**

P.O. Box 788  
Venice, FL 34284

Phone: (877) 939-3937  
Fax: (707) 760-3937  
Email: [info@berrymax.com](mailto:info@berrymax.com)

FROM THE MAKERS OF



**CAPE COD BIOLAB CORP**

**ANTI-MAX™**  
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**One Capsule contains:**

**ELDER-MAX® (Elderberry)**, an anti-viral high in anti-oxidants that may strengthen immune system

**GINGER-MAX™ (Ginger)** anti-inflammatory with anti-oxidant compounds

**GREEN-MAX™ (Green Tea Extract)** high levels of anti-oxidant activity

**BLACK-MAX™ (Nigella sativa Oil)** respiratory stimulant, promotes healthy circulation

**\*PROMOTES IMMUNE HEALTH**

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.

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# ANTI-MAX™ \*



**ANTI - VIRAL**  
**ANTI - INFLAMMATORY**  
**ANTI - OXIDANT**

FROM THE MAKERS OF CRAN-MAX®



**\*PROMOTES IMMUNE HEALTH**

**60 Capsules - 500 mg**

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From the makers of CRAN-MAX® comes a 100% natural and safe dietary supplement. This formulation combines the anti-viral properties of Elderberry, the anti-oxidant attributes of Green Tea, the anti-inflammatory traits of Ginger and the support of Nigella sativa to boost the immune system. **ANTI-MAX™** comes complete with **BIO-SHIELD®**, a sustained natural delivery system that releases the bio-activates directly to the absorption area.

**Usage: Take 2 a day unless directed otherwise by your health consultant**

## Supplement Facts

Serving Size 2 500 mg Capsules  
Servings Per Container 30

Each Preservative-Free Gelatin Capsule Contains	% Daily Value
ELDER-MAX®..... 385 mg † (Sambucus nigra)	†
GINGER-MAX™.....50 mg † (Zingiber officinale)	†
GREEN-MAX™.....50 mg † (Camellia sinensis)	†
BLACK-MAX™.....15 mg † (Nigella sativa )	†

Other ingredients: Gelatin and Water  
† Daily Value not established

## **INTRODUCTION TO THE COMPANY**

Cape Cod Biolab Corporation released CRAN-MAX® in 1996 to the nutraceutical world and has been reaching new heights every year since. Marketed as the only successful clinically tested cranberry product on the market in 1997, it still is peerless today. The invention of the patented BIO-SHIELD® technology, the all-natural protector which delivers the bioactivates through the stomach acids without deterioration, has seen an increase in bio-activity, and therefore increased use and popularity of all of the MAX products.

These products include BLUE-MAX® (Blueberry), ELDER-MAX™ (Elderberry), BIL-MAX® (Bilberry), SAW-MAX® (Saw Palmetto), EYE-MAX® (a combination of BLUE-MAX® and BIL-MAX® with Lutein), and others...

And now ANTI-MAX™.

To help protect and maintain your immune system against potential invaders.

Insure Your Health, LLC has been the exclusive worldwide licenseholder of the MAX lines since April 2002. They currently have licensees from Canada to South America, and Australia to Africa and

### Disclaimer:

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# ELDERBERRY

Latin Name: *Sambucus nigra*



## BIOGRAPHY

Elderberry is probably best known these days for Elderberry wine and jellies. However, in the old days housewives made elderberry wine and cordials because they believed it could relieve the common cold. While these claims could be dismissed as 'old wives tales,' modern science has discovered that elderberry fruit contains active constituents collectively known as flavonoids, including quercetin. The active

marker flavonoid used to standardize the elderberry fruit is anthocyanins. Natural anthocyanins are prescribed as medicines in many countries. They are potent antioxidants with measurable benefits, also widely distributed in other fruits, vegetables and red wines. Today we know that this anti-oxidative property can maintain a healthy immune system and assist in improving your general health.

## MEDECINAL

Clinical studies have shown *Sambucus nigra* as having anti-viral properties, including studies against:

- Influenza
- Herpes
- HIV
- West Nile virus

### Antioxidant effects

In his studies, Dr. Prior has used our products. The activity against the aggressive oxygen compounds produced by our body - the so-called free radicals - was clearly detectable. For measurements, ORAC units (Oxygen Radical Absorbance Capacity) were used and the method was developed by USDA. Study contents: a US citizen intakes approximately 1700 Orac units through a balanced nutrition. Yet, since nutritional habits are such that fruits and vegetables are not eaten 3-5 times a day, the daily intake is probably only 1200 Orac units approximately. USDA suggests to add about 2500 Orac units, for example by adjusting one's nutrition or using food supplements. A consumption of approx. 4000 Orac units or more increases considerably and measurably the body's natural defenses. The study has also pointed to a significant correlation between antioxidant activity and total intake of anthocyanins.

### Anti-inflammatory effects

According to one theory, the real cause of heart attack is a short-term inflammation of the pertaining vessels. It derives from the fact that - along with the known risk factors (obesity, high blood pressure, high cholesterol level, lack of exercise, etc.) - a significant number of people not considered at risk nevertheless get a heart attack.

Research is still in progress but according to the latest findings, there is a strong correlation with the total anthocyanin content.

#### Antiviral properties

On the occasion of the 7th German congress on AIDS, a study was presented in which a fruit juice rich in polyphenols was successfully used to improve the immunocompetence of HIV-infected people (Deutsche Ärztezeitung, 16.6.2000). A pilot study in the framework of research on elderberry has now shown significant effects against herpes viruses. Studies conducted in Israel evidence the action of elderberry against various influenza viruses.

#### Prevention of inflammations of the urinary tract

In the last years, studies were published based on cranberries (for instance Avorn J, et al: Reduction of Bacteriuria and Pyuria after Ingestion of Cranberry Juice, J.Americ.Medic.Ass., March 9, 1994, Vol 271). We know from popular medicine that elderberry juice too was used against urinary tract problems. We can therefore assume that similar results could be achieved in studies on elderberries. At the moment, though, there is no knowledge of research being carried out in that direction.

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# GREEN TEA

## Latin Name: *Camellia sinensis*



### **BIOGRAPHY**

Tea is one of the most widely consumed beverages in the world today, second only to water, and its medicinal properties have been widely explored. The tea plant is a member of the Theaceae family, and black, oolong, and green tea are produced from its leaves. Unlike black and oolong tea, green tea production does not involve oxidation of young tea leaves. Green tea is produced from steaming fresh leaves at high temperatures, thereby inactivating the oxidizing enzymes and leaving the polyphenol content intact. The polyphenols found in tea are more commonly known as flavanols or catechins and comprise 30-40 percent of the extractable solids of dried green tea leaves. The main catechins in green tea are epicatechin, epicatechin-3-gallate, epigallocatechin, and epigallocatechin-3-gallate (EGCG), with the latter being the highest in concentration. Green tea polyphenols have demonstrated significant antioxidant, anticarcinogenic, anti-inflammatory, thermogenic, probiotic, and antimicrobial properties in numerous human, animal, and in vitro studies.

The anticarcinogenic properties of green tea polyphenols, mainly EGCG, are likely a result of inhibition of biochemical markers of tumor initiation and promotion, induction of apoptosis, and inhibition of cell replication rates, thus retarding the growth and development of neoplasms. Their antioxidant potential is directly related to the combination of aromatic rings and hydroxyl groups that make up their structure, and is a result of binding and neutralization of free radicals by the hydroxyl groups. In addition, green tea polyphenols stimulate the activity of hepatic detoxification enzymes, thereby promoting detoxification of xenobiotic compounds, and are also capable of chelating metal ions, such as iron, that can generate radical oxygen species.

Green tea polyphenols inhibit the production of arachidonic acid metabolites such as pro-inflammatory prostaglandins and leukotrienes, resulting in a decreased inflammatory response. Human and animal studies have demonstrated EGCG's ability to block inflammatory responses to ultraviolet A and B radiation as well as significantly inhibiting the neutrophil migration that occurs during the inflammatory process.

### **Medecinal**

**Cancer Prevention/Inhibition:** Several studies have demonstrated green tea polyphenols' preventative and inhibitory effects against tumor formation and growth. While the studies are not conclusive, green tea polyphenols, particularly EGCG, may be effective in preventing cancer of the prostate, breast, esophagus, stomach, pancreas, and colon. There is also some evidence that green tea polyphenols may be chemopreventative or inhibitory toward lung, skin, and liver cancer, bladder and ovarian tumors, leukemia, and oral leukoplakia.

**Antioxidant Applications:** Many chronic disease states and inflammatory conditions are a result of oxidative stress and subsequent generation of free radicals. Some of these include heart disease (resulting from LDL oxidation), renal disease and failure, several types of cancer, skin exposure damage caused by ultraviolet (A

and B) rays, as well as diseases associated with aging. Green tea polyphenols are potent free radical scavengers due to the hydroxyl groups in their chemical structure. The hydroxyl groups can form complexes with free radicals and neutralize them, preventing the progression of the disease process.

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# GINGER

***Latin name: Zingiber officinale***

## **BIOGRAPHY**

India is the largest producer of ginger, it is also cultivated in other areas including Africa, Southeast Asia, and the West Indies. Ginger will grow in areas that produce plentiful rainfall and sunlight. The underground stem, or root is what is harvested.

Ginger was utilized in China as a medicinal agent 2,500 years ago. They used it for abdominal distensions, coughing, vomiting, diarrhea, rheumatism, and toothaches. The Nigerians also used ginger to treat yellow fever and malaria. In the West Indies, they used it for urinary tract infections. Over 25% of Indians still prepare a cough syrup made out of honey and ginger to treat the common cold.



## **MEDECINAL**

Gingerol is a component of the ginger oleoresin and is responsible for ginger's medicinal effects. It possesses antiemetic, cardiotoxic, antiinflammatory, and analgesic properties.

Ginger has been found to inhibit lipid peroxidation in rat liver microsomes and successfully scavenge superoxide anions. In an American study 21 compounds (including gingerol and related compounds) were isolated from ginger. It was found that "most of the isolated compounds exhibited stronger antioxidative effect than alpha-tocopherol"(vitamin E).

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# Black Seed Oil

## Latin Name: *Nigella sativa*

### **BIOGRAPHY**

*Nigella sativa* was discovered in Tutankhamen's tomb, was used by the ancient Greeks for headaches and nasal congestion, and tradition held that it "had a remedy for every illness except death." *Nigella sativa* has almost as many names as uses; black cumin, black caraway, coriander, and even referred to as "Love in a Mist." *Nigella sativa* is rich in fatty acids (Oleic, Linoleic and Linolenic acid), carotene (converted into Vitamin A and a known anti-carcinogen), and numerous other building blocks for the body.

### **MEDECINAL**

#### **Immune system strengthening**

Studies begun just over a decade ago suggest that if used on an ongoing basis, black seed can play an important role to enhance human immunity, particularly in immunocompromise patients.

In 1986, Drs. El-Kadi and Kandil conducted a study with human volunteers to test the efficiency of black seed as a natural immune enhancer. The first group of volunteers received black seed capsules (1 gram twice daily) for four weeks and the second group were given a placebo. A complete lymphocyte count carried out in all volunteers before and four weeks after administration of black seed and the placebo revealed that the majority of subjects who took black seed displayed a 72% increase in helper to suppresser T-cells ratio, as well as an increase in natural killer cell functional activity. The control group who received the placebo experienced a net decline in ratio of 7%. They reported, "These findings may be of great practical significance since a natural immune enhancer like the black seed could play an important role in the treatment of cancer, AIDS, and other disease conditions associated with immune deficiency states."

These results were confirmed by a study published in the Saudi Pharmaceutical Journal in 1993 by Dr. Basil Ali and his colleagues from the College of Medicine at Kin Faisal University.

In the field of AIDS research specifically, tests carried out by Dr. Haq on human volunteers at the Department of Biological and Medical Research Center in Riyadh, Saudi Arabia (1997) showed that black seed enhanced the ratio between helper T-cells and suppresser T-cells by 55% with a 30% average enhancement of the natural killer (NK) cell activity.

#### **Anti-histamine activity**

Histamine is a substance released by bodily tissues, sometimes creating allergic reactions and is associated with conditions such as bronchial asthma.

In 1960, scientists Badr-El-Din and Mahfouz found that dimer dithymoquinone isolated from black seed's volatile oil, under the name of "Nigellone," and given by mouth to some patients suffering from bronchial asthma, suppressed the symptoms of the condition in the majority of patients.

Following the results of this early study, crystalline nigellone was administered to children and adults in the treatment of bronchial asthma with effective results and no

sign of toxicity. It was observed, however, that although effective, crystalline nigellone displayed a delayed reaction.

In 1993, Nirmal Chakravarty, M.D., conducted a study to see if this delay could be attributed to the possibility of crystalline nigellone being an inhibitory agent on histamine. His hypothesis proved correct. Dr. Chakravarty's study found that the actual mechanism behind the suppressive effect of crystalline nigellone on histamine is that crystalline nigellone inhibits protein kinase C, a substance known to trigger the release of histamine. In addition, his study showed that crystalline nigellone decreased the uptake of calcium in mast cells, which also inhibits histamine release. The importance of these results are that people who suffer from bronchial asthma and other allergic diseases may benefit from taking crystalline nigellone.

### **Anti-inflammatory**

- As early as 1960, Professor El-Dakhakny reported that black seed oil has an anti-inflammatory effect and that it could be useful for relieving the effects of arthritis.
- 1995, a group of scientists at the Pharmacology Research Laboratories, Department of Pharmacy, Kings College, London, decided to test the effectiveness of the fixed oil of *Nigella sativa* and its derivative, thymoquinone, as an anti-inflammatory agent. Their study found that the oil inhibited eicosanoid generation and demonstrated anti-oxidant activity in cells.
- The inhibition of eicosanoid generation, however, was higher than could be expected from thymoquinone alone. Their study suggested that other compounds within the oil might also be responsible for the enhanced anti-inflammatory reactions in cells.
- The scientists speculated that the unusual C20:2 unsaturated fatty acids contained in black seed were possibly responsible for boosting the oil's effectiveness.
- In 1997, studies conducted at the Microbiological Unit of the Research Center, College of Pharmacy, King Saud University, Riyadh, Saudi Arabia, found that externally in an ointment form, the anti-inflammatory activity of the black seed was found to be in the same range as that of other similar commercial products. The tests also demonstrated that the black seed is non-allergenic.