

FILED
U.S. DISTRICT COURT
DISTRICT OF COLORADO

2004 APR 16 PM 2:00

GREGORY S. LANGHAM
CLERK

IN THE UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF COLORADO

Civil Action No. 04-WM-0775 (CBS)

BY _____ DEP. CLK

FEDERAL TRADE COMMISSION,

Plaintiff,

v.

HERITAGE HEALTH PRODUCTS COMPANY,
a Colorado corporation,

Defendant.

COMPLAINT FOR INJUNCTIVE AND OTHER EQUITABLE RELIEF

Plaintiff, the Federal Trade Commission ("FTC" or "Commission"), through its undersigned attorneys, alleges as follows:

1. The FTC brings this action pursuant to Section 13(b) of the Federal Trade Commission Act ("FTC Act"), 15 U.S.C. § 53(b), to secure permanent injunctive relief, rescission of contracts and restitution, disgorgement of ill-gotten gains, and other equitable relief against Heritage Health Products Company, for engaging in deceptive acts or practices and false advertising in connection with the advertising, marketing, and sale of the dietary supplements Heritage Shark Cartilage and Heritage Cat's Claw, in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. § 45(a) and 52.

JURISDICTION AND VENUE

2. This Court has jurisdiction over the matter pursuant to 15 U.S.C. §§ 45(a), 52, and 53(b) and 28 U.S.C. §§ 1331, 1337(a), and 1345.

3. Venue in the United States District Court for the District of Colorado is proper under 15 U.S.C. § 53(b) and 28 U.S.C. §§ 1391(b) and (c).

PARTIES

4. Plaintiff FTC is an independent agency of the United States Government created by statute. 15 U.S.C. §§ 41-58. The FTC enforces Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), which prohibits unfair or deceptive acts or practices in or affecting commerce. The Commission also enforces Section 12 of the FTC Act, 15 U.S.C. § 52, which prohibits the dissemination of false advertisements for food, drugs, devices, services or cosmetics in or affecting commerce. The Commission may initiate federal district court proceedings to enjoin violations of the FTC Act and to secure such equitable relief, as may be appropriate in each case. 15 U.S.C. § 53(b).

5. Defendant Heritage Health Products Company (“Heritage”) is a Colorado corporation with its principal office or place of business at 400 N. Link Lane, Fort Collins, CO 80524. It transacts, or has transacted, business in this District and throughout the United States through the advertising, marketing, and sale of Heritage Shark Cartilage and Heritage Cat’s Claw, among other products, via flyers and the Internet site, www.heritagehealthproducts.com.

6. Defendant Heritage has engaged in the deceptive acts and practices and the making of false advertisements as alleged below and is liable for said acts and practices.

COMMERCE

7. The acts and practices of the defendant, as alleged herein, are in or affecting commerce, as “commerce” is defined in Section 4 of the FTC Act, 15 U.S.C. § 44.

DEFENDANT’S COURSE OF CONDUCT

8. Since at least January 2001, and continuing thereafter, defendant has advertised, promoted, offered for sale, sold, and distributed the products Heritage Shark Cartilage and Heritage Cat’s Claw to the public throughout the United States.

Heritage Shark Cartilage/ *Cartilago de Tiburón*

9. Heritage Shark Cartilage, known in Spanish as *cartilago de tiburón*, is a dietary supplement containing chondroitin sulfate from purified shark cartilage extract.

10. To induce consumers to purchase Heritage Shark Cartilage, defendant has disseminated or caused to be disseminated flyers and Internet advertisements on English and Spanish language portions of its website, www.heritagehealthproducts.com. Heritage’s advertisements include, but are not limited to, the attached Exhibits A (Heritage flyer), B (shark cartilage section of the English language portion of Heritage’s website) and C (shark cartilage section of the Spanish language portion of Heritage’s website), and contain, among other things, the following statements or depictions:

A. [EXCERPTS FROM BOTH FLYER AND INTERNET SITE]

Numerous clinical studies have pointed to the positive effects associated with chondroitin sulfate preparations [such as Heritage Shark Cartilage]. . . . Kuetter has discovered the potent anti-angiogenic activity of cartilage extracts . . . These facts suggest that Heritage Shark Cartilage possesses notable anti-angiogenic action.

....

. . . This concept is important to understand in connection with shark cartilage and its anti-tumor benefits. . . . A tumor must continually recruit new blood vessels simply to keep from withering away.

Shark cartilage has been proven as an anti-angiogenic agent, as it literally starves a tumor of its blood supply. Other inflammatory processes such as arthritis are also dependent upon rapid growth of blood vessels. Thus, Heritage Shark Cartilage can prove very effective in counteracting these angiogenic-dependent ailments.

Exhibits A (flyer) and B (www.heritagehealthproducts.com/eng/products/sharkcartilige.htm).

B. [EXCERPTS FROM SPANISH LANGUAGE PORTION OF INTERNET SITE]

Durante los últimos 20 años, la investigación científica ha demostrado que el cartílago de Tiburón puede producir resultados espectaculares en el tratamiento del lupus, herpes, úlceras, curación de heridas, flebitis, hemorroides, fistulas, pruritis, venas varicosas, acné, enteritis, colitis, eczemas, psoriasis, osteo-artritis [sic] o artritis reumatoidea y el cáncer.

....

. . . El Cartílago de Tiburón . . . [e]stimula los componentes celulares y humorales de nuestro sistema inmunológico. Esto lo hace efectivo contra bacterias, virus e infecciones fungales.

....

. . . . El Cartílago de Tiburón de Heritage es apto para las siguientes aplicaciones:

- Modulación de condiciones inflamatorias crónicas.
- Modulación de complicaciones diabéticas secundarias.
- Modulación de desórdenes císticos hiperplásticos.

- Complicaciones secundarias diabéticas de naturaleza vascular y complicaciones oculares.
- Desempeño muscular.
- Modulación de la metástasis y crecimiento de tumores.

Exhibit C (www.heritagehealthproducts.com/spn/products/sharkcartilige.htm).

[TRANSLATION]

During the last 20 years, scientific research has demonstrated that shark cartilage can produce spectacular results in the treatment of lupus, herpes, ulcers, wound healing, phlebitis, hemorrhoids, fistulas, pruitis, varicose veins, acne, enteritis, colitis, eczemas, psoriasis, osteoarthritis or rheumatoid arthritis, and cancer.

.....

.... Shark Cartilage ... [s]timulates the cellular and humoral components of our immunological systems. This makes it effective against bacterias, viruses, and fungal infections.

.....

.... Heritage Shark Cartilage is apt for the following applications:

- Modulation of chronic inflammatory conditions.....
- Modulation of secondary diabetic complications.....
- Modulation of hyperplastic cystic disorders.....
- Secondary diabetic complications of a vascular nature and ocular complications.
- Muscular recovery. ...
- Modulation of metastasis and tumor growth.
-

Translation of Exhibit C.

Heritage Cat's Claw/Uña de Gato

11. Heritage Cat's Claw, known in Spanish as *Uña de Gato*, is a dietary supplement containing a powdered form of the plant *Uncaria Tomentosa*.

12. To induce consumers to purchase Heritage Cat's Claw, defendant has disseminated or caused to be disseminated flyers and Internet advertisements on English and

Spanish language portions of its website, www.heritagehealthproducts.com. The advertisements include, but are not limited to, the attached Exhibits D (Heritage flyer), E (Cat's Claw section of the English language portion of Heritage's website), and F (Cat's Claw section of the Spanish language portion of Heritage's website), and contain, among other things, the following statements or depictions:

A. [EXCERPTS FROM THE FLYER]

Scientific research has shown that Cat's Claw can:

Aid in the treatment of:

- Dermatological disorders
- PMS
- Viral infections
- AIDS
- Arthritis
- Allergic Disorders
- Immunological disorders
- Cancer
- Genital Herpes
- Systemic candidiasis

Exhibit D (flyer).

B. [EXCERPTS FROM THE HERITAGE INTERNET SITE]

Cat's Claw . . . is a medicinal plant from the Peruvian Amazon Rain Forest. . . .

. . . .

. . . . The alkaloids [in Cat's Claw] have strong antioxidant properties in addition to antiviral and anti-inflammatory properties.

In an informal marketing poll performed in Lima, Peru it was found that 30% of those polled believe Cat's Claw cures cancer. . . . Overall, 35% of those polled report that a family member has consumed Cat's Claw for some kind of illness – be it rheumatism, gastritis, for the liver or kidneys, to increase immunity or a myriad of other ailments. . . .

. . . .

Some of the many benefits of Cat's Claw include:

- Skin Health
- Joint Health
- Maintaining a healthy immune system
- Mild mood changes, cramps, and edema associated with the menstrual [sic] cycle.

Exhibit E (www.heritagehealthproducts.com/eng/products/catsclaw.htm).

C. [EXCERPTS FROM SPANISH LANGUAGE PORTION OF INTERNET SITE]

Los experimentos iniciales de [el científico austriaco, Klaus] Keplinger con la Uña de Gato, revelaron resultados positivos en el tratamiento de enfermedades virales mortales en gatos y corderos. Los estudios humanos de infecciones de herpes realizados por Keplinger también fueron positivos.

Desde la década de los 70s hasta el presente, los estudios conducidos en centros de investigación de Perú, Austria, Alemania, Inglaterra, Hungría e Italia sugieren que la Uncaria Tomentosa puede ser beneficiosa en el tratamiento del cáncer, el síndrome pre-menstrual (irregularidades del ciclo femenino), artritis, bursitis, el reumatismo, alergias, úlceras, y otros desórdenes. El Dr. Brent W. Davis, D.C., quien ha venido trabajando con la Uncaria Tomentosa desde hace varios años en los Estados Unidos, se ha referido a esta hierba como 'la precursora del camino', debido a su notable habilidad para limpiar el tracto intestinal completo y para ayudar a pacientes que padecen muchos desórdenes estomacales e incluyendo el Mal de Crohn, diverticulitis, síndrome de escape del intestino, hemorroides, colitis, fístulas, gastritis, úlceras, parásitos y desequilibrio de la flora intestinal.

Donna Schwontkowi, Doctora en Medicina Quiropráctica e Investigadora . . . cataloga a la Uña de Gato como 'la hierba más poderosa que aumenta la inmunología.' Sus estudios preliminares han revelado que la Uña de Gato se distingue por su . . .

- Habilidad para detener infecciones virales en sus etapas tempranas, es decir, cuando un individuo siente que comienza una infección o cuando ya padece de fiebre, agotamiento, dolores musculares y garganta irritada.
- Capacidad para ayudar a pacientes que son químicamente ensitivos, disminuyendo el agotamiento que acompaña a este tipo de problemas y reduciendo la severidad de los síntomas.

- Habilidad para realzar significativamente la estabilidad emocional, aún en medio de tensión extrema proveniente de problemas personales.
- Habilidad para ayudar el cuerpo a combatir las infecciones en pacientes con SIDA.
- Capacidad para reducir el tamaño visible de algunos crecimientos de la piel, tumores o quistes en dos semanas.

.....

En su aclamado libro, *Vibrational Healing*, el Médico Richard Gerber, menciona . . . que '[la Uña de Gato] ofrece grandes promesas para el tratamiento de artritis cuando se toma internamente, o sea, mediante la preparación de tés o tomando cápsulas de la hierba'

.....

Finalmente, sugiere que la Uña de Gato puede ser útil en la reducción de los efectos secundarios de la radiación y la quimioterapia asociados con la tratamientos de cáncer.

Exhibit F (www.heritagehealthproducts.com/spn/products/catsclaw.htm).

[TRANSLATION]

[The Austrian scientist, Klaus] Keplinger's initial experiments with Cat's Claw revealed positive results in the treatment of mortal viral sicknesses in cats and lambs. Keplinger's human studies of herpes infections also were positive.

Beginning in the 1970s through present-day, studies conducted at research facilities in Peru, Austria, Germany, England, Hungary, and Italy suggest that *Uncaria Tomentosa* may be beneficial in the treatment of cancer, pre-menstrual syndrome (irregularities of the feminine cycle), arthritis, bursitis, rheumatism, allergies, ulcers and other disorders. Dr. Brent W. Davis, M.D., who has been working with *Uncaria Tomentosa* for many years in the United States has referred to this herb as 'the forerunner of the road' because of its notable ability to completely clean the intestinal tract and for helping patients suffering many stomach and intestinal disorders, including Crohn's Disease, diverticulitis, escape syndrome of the intestine, hemorrhoids, colitis, fistulas, gastritis, ulcers, parasites, and disequilibrium of the intestinal flora.

Donna Schwontkowski, Doctor of Chiropractic Medicine and Investigator . . . lists Cat's Claw as 'the most powerful herb that increases immunology.' Her preliminary studies have revealed that Cat's Claw is distinguished for its . . .

- Ability to halt viral infections in their early stages, that is to say, when an individual feels the beginning of an infection or when he is already suffering fever, exhaustion, muscle pains, and sore throat.
- Capacity to help patients that are chemically sensitive, decreasing the pain that accompanies this type of problem and reducing the severity of the symptoms.
- Ability to significantly bring about emotional stability, even in the middle of extreme tension arising from personal problems.
- Ability to help the body combat the infections in patients with AIDS.
- Capacity to reduce the visible size of some skin growths, tumors or cysts in two weeks.

.....

In his acclaimed book, *Vibrational Healing*, Dr. Richard Gerber, mentions . . . that '[Cat's Claw] offers great promise for the treatment of arthritis when taken internally, for instance, by preparing it in tea or taking the herb in capsule form. . . .'

.....

Finally, it has been suggested that Cat's Claw can be useful in reducing the secondary effects of radiation and chemotherapy associated with the treatment of cancer.

Translation of Exhibit F.

DEFENDANT'S VIOLATIONS OF THE FTC ACT

13. Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), prohibits unfair or deceptive acts or practices in or affecting commerce. Section 12(a) of the FTC Act, 15 U.S.C. § 52(a), prohibits the dissemination of any false advertisement in or affecting commerce for the purpose of inducing, or which is likely to induce, the purchase of food, drugs, devices, services or cosmetics.

For the purposes of Section 12 of the FTC Act, Heritage Shark Cartilage and Heritage

Cat's Claw are either a "food" or "drug" as defined in Section 15(b) and (c) of the FTC Act, 15 U.S.C. § 55(b) and (c).

14. As set forth below, the defendant has engaged in unlawful practices in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. § 45(a) and 52, in connection with the marketing and sale of Heritage Shark Cartilage and Heritage Cat's Claw.

COUNT ONE

Unsubstantiated Claims Regarding the Health Benefits of Heritage Shark Cartilage

15. Through the means described in Paragraph 10, defendant has represented, expressly or by implication, that:

A. Ingestion of Heritage's shark cartilage is an effective treatment for lupus, herpes, ulcers, wound healing, phlebitis, hemorrhoids, fistulas, pruritis, varicose veins, acne, enteritis, colitis, eczema, psoriasis, rheumatoid arthritis, and cancer;

B. Ingestion of Heritage's shark cartilage is an effective treatment for bacterial, fungal, and viral infections; and

C. Ingestion of Heritage's shark cartilage is an effective treatment for chronic inflammatory conditions, secondary diabetic vascular, ocular, and other complications, hyperplastic cystic disorders, and tumor growth and metastasis.

16. Through the means described in Paragraph 10, defendant has represented, expressly or by implication, that it possessed and relied upon a reasonable basis that substantiated the representations set forth in Paragraph 15 at the time the representations were made.

17. In fact, defendant did not possess and rely upon a reasonable basis that substantiated the representations set forth in Paragraph 15 at the time the representations were made. Researchers generally believe that some substance in shark and bovine cartilage may inhibit blood vessel formation necessary to furnish oxygen and other nutrients to cancer cells. To date, however, all verified animal and human studies involving oral or rectal administration of shark cartilage have failed to demonstrate anti-cancer effectiveness. Nor has defendant produced substantiation for its other health claims regarding the other conditions and illnesses referred to in the advertisements. Therefore, the making of the representation set forth in Paragraph 16 constitutes a deceptive practice, and the making of a false advertisement, in or affecting commerce, in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

COUNT TWO

False Establishment Claim for Heritage Shark Cartilage

18. Through the means described in Paragraph 10, defendant has represented, expressly or by implication, that scientific research establishes that ingestion of shark cartilage is effective in the treatment of lupus, herpes, ulcers, wound healing, phlebitis, hemorrhoids, fistulas, pruritis, varicose veins, acne, enteritis, colitis, eczema, psoriasis, osteoarthritis, rheumatoid arthritis, and cancer.

19. In fact, scientific research does not establish that ingestion of shark cartilage is effective in the treatment of lupus, herpes, ulcers, wound healing, phlebitis, hemorrhoids, fistulas, pruritis, varicose veins, acne, enteritis, colitis, eczema, psoriasis, osteoarthritis, rheumatoid arthritis, and cancer. Therefore, the making of the representation set forth in

Paragraph 18 constitutes a deceptive practice, and the making of a false advertisement, in or affecting commerce, in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

COUNT THREE

Unsubstantiated Claims Regarding the Health Benefits of Heritage Cat's Claw

20. Through the means described in Paragraph 12, defendant has represented, expressly or by implication, that:

A. Ingestion of Heritage Cat's Claw is an effective treatment for herpes, Crohn's Disease, diverticulitis, escape syndrome of the intestine, hemorrhoids, colitis, fistulas, gastritis, ulcers, parasites, disequilibrium of the intestinal flora, viral infections, dermatological disorders, pre-menstrual syndrome, AIDS and infections in patients with AIDS, osteo- and rheumatoid arthritis, allergic and immunological disorders, cancer, and systemic candidiasis;

B. Ingestion of Heritage Cat's Claw is or is likely to be an effective treatment for bursitis and for the secondary effects of radiation and chemotherapy associated with the treatment of cancer; and

C. Ingestion of Heritage Cat's Claw reduces the visible size of some skin growths, tumors or cysts in two weeks.

21. Through the means described in Paragraph 12, defendant has represented, expressly or by implication, that it possessed and relied upon a reasonable basis that substantiated the representations set forth in Paragraph 20 at the time the representations were made.

22. In fact, defendant did not possess and rely upon a reasonable basis that substantiated the representations set forth in Paragraph 20 at the time the representations were made. Defendant has produced no well-controlled scientific studies involving human subjects showing that:

- A. Ingestion of Heritage Cat's Claw is an effective treatment for herpes, Crohn's Disease, diverticulitis, escape syndrome of the intestine, hemorrhoids, colitis, fistulas, gastritis, ulcers, parasites, disequilibrium of the intestinal flora, viral infections, dermatological disorders, pre-menstrual syndrome, AIDS and infections in patients with AIDS, osteo- and rheumatoid arthritis, allergic and immunological disorders, cancer, and systemic candidiasis;
- B. Ingestion of Heritage Cat's Claw is or is likely to be an effective treatment for bursitis and for the secondary effects of radiation and chemotherapy associated with the treatment of cancer; and
- C. Ingestion of Heritage Cat's Claw reduces the visible size of some skin growths, tumors or cysts in two weeks.

Therefore, the making of the representation set forth in Paragraph 21 constitutes a deceptive practice, and the making of a false advertisement, in or affecting commerce, in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

COUNT FOUR

False Establishment Claim for Heritage Cat's Claw

23. Through the means described in Paragraph 12, defendant has represented, expressly or by implication, that scientific research establishes that ingestion of Cat's Claw is an effective treatment for herpes, viral infections, dermatological disorders, pre-menstrual syndrome, viral infections, AIDS, osteo- and rheumatoid arthritis, allergic and immunological disorders, cancer, and systemic candidiasis.

24. In fact, scientific research does not establish that ingestion of Cat's Claw is an effective treatment for herpes, viral infections, dermatological disorders, pre-menstrual syndrome, viral infections, AIDS, osteo- and rheumatoid arthritis, allergic and immunological disorders, cancer, and systemic candidiasis. Therefore, the making of the representation set forth in Paragraph 23 constitutes a deceptive practice, and the making of a false advertisement, in or affecting commerce, in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

CONSUMER INJURY

25. Defendant's law violations have injured consumers throughout the United States. In addition, defendant has been unjustly enriched as a result of its unlawful practices. Absent injunctive relief by this Court, defendant is likely to continue to injure consumers, reap unjust enrichment, and harm the public interest.

26. Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), empowers this Court to grant injunctive and other relief as the Court may deem appropriate to prevent and remedy any

violations of the FTC Act. The Court, in the exercise of its equitable jurisdiction, may award other ancillary relief, including consumer redress, disgorgement, and restitution, to prevent and remedy injury caused by defendant's law violations.

PRAYER FOR RELIEF

WHEREFORE, Plaintiff FTC requests that this Court, as authorized by Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), and pursuant to its own equitable powers:

1. Enjoin defendant preliminarily and permanently from violating Sections 5(a) and 12 of the FTC Act, as alleged herein, in connection with the offer, sale, advertising, or other promotion or distribution of any food, drug, dietary supplement, device, cosmetic, or other product, service, or program;

2. Award such equitable relief as the Court finds necessary to redress injury to consumers resulting from defendant's violations of Sections 5(a) and 12 of the FTC Act, including but not limited to rescission of contracts and restitution, and the disgorgement of ill-gotten gains by the defendant; and

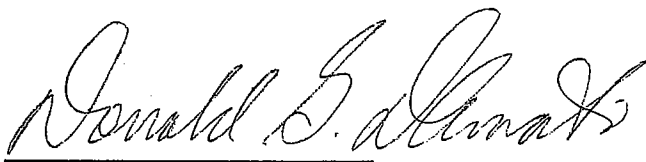
3. Award the plaintiff the costs of bringing this action, as well as such additional equitable relief as the court may determine just and proper.

Dated: April 15, 2004

Respectfully submitted,

WILLIAM E. KOVACIC
General Counsel

BARBARA ANTHONY
Regional Director



MICHAEL J. BLOOM (MB 7732)
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Attorneys for Plaintiff



SHARK CARTILAGE

Heritage is pleased to offer a unique composition of Japanese shark cartilage extract, produced exclusively in one of Japan's largest commercial fisheries. Heritage Shark Cartilage offers a high chondroitin sulfate/mucopolysaccharide content, coupled with a moderate protein content. Common shark cartilage extracts are 20% to 30% mucopolysaccharides. Heritage Shark Cartilage is guaranteed 70% mucopolysaccharides. Numerous clinical studies have pointed to the positive effects associated with chondroitin sulfate preparations, which are prescription drugs in a number of European countries. Experiments by Einstein and Kuetter in 1973 served as the springboard that propelled cartilage to the realm of anti-angiogenic agent. Kuetter has discovered the potent anti-angiogenic activity of cartilage extracts which contain low protein percentages. These facts suggest that Heritage Shark Cartilage possesses notable anti-angiogenic action.

Angiogenesis, as defined by Dorland's Medical Dictionary, is "the formation of blood vessels." This concept is important to understand in connection with shark cartilage and its anti-tumor benefits. A malignant tumor differs from normal tissue in one important aspect: the blood supply to normal tissue, once established, is quite stable. In contrast, tumor cells proliferate 100 times faster than normal tissue. A tumor must continually recruit new blood vessels simply to keep from withering away.

Shark cartilage has been proven as an anti-angiogenic agent, as it literally starves a tumor of its blood supply. Other inflammatory processes such as arthritis are also dependent upon rapid growth of blood vessels. Thus, Heritage Shark Cartilage can prove very effective in counteracting these angiogenic-dependent ailments.

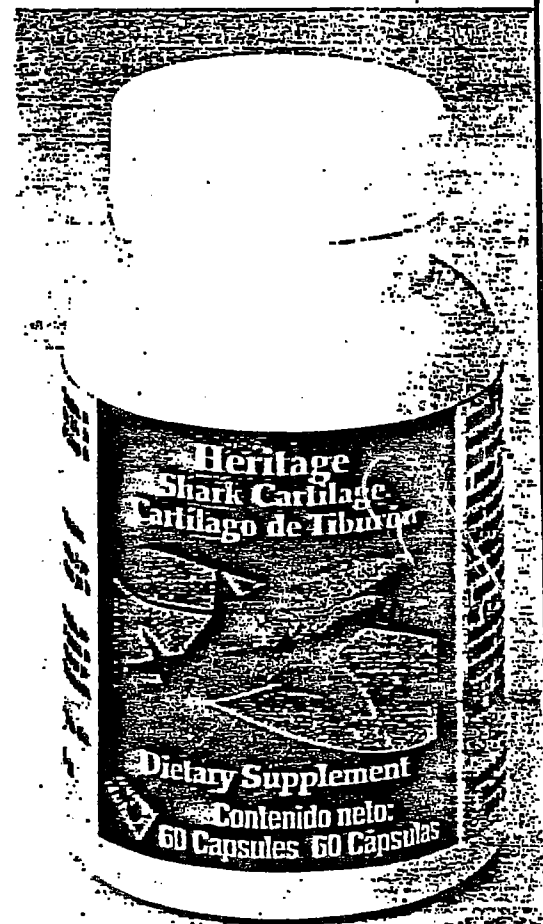
Heritage Shark Cartilage is a safe adult nutritional supplement. Oral and topical administration of cartilage has proven to be totally non-toxic. Cartilage should not, however, be taken by nursing mothers, pregnant women, children, or people who need to rebuild blood vessels (i.e. recent surgery or heart patients).

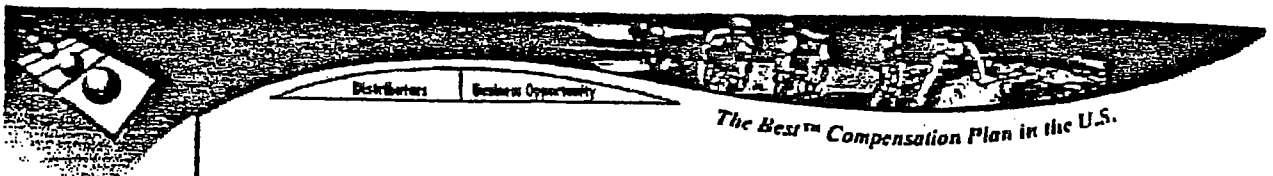
Suggested Use for Adults: 2-3 capsules daily with meals or as directed by a health care professional.

References:

1. Berton Goldberg Group. *Alternative Medicine—The Definitive Guide*. Pullup, Washington. Future Medicine Publishing Inc. 1993.
2. Lane, Dr. William I and Linda Comas. *Sharks Don't Get Cancer*. Garden City, NY. Avery Publishing Group, Inc. 1992.
3. Lane, Dr. William I. *Shark Cartilage Newsletter*. P.O. Box 434, Short Hills, NJ. 07078. Summer, 1994.
4. Walters, Richard. *Options: The Alternative Cancer Therapy Book*. Garden City, NY. Avery Publishing Group Inc. 1993.

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





Distributors | Business Opportunity

The Best™ Compensation Plan in the U.S.

Heritage Health Products Company™

Good Health. Naturally.

Products
Weight Loss
Anti Aging
Health Maintenance
Structural
Digestive
Fitness

400 North Link Lane
 Ft Collins, Colorado 80524
 Toll Free: 1-800-678-9264
 Toll Cal: 1-970-484-7120
 Fax 1: 1-800-678-9265
 Fax 2: 1-970-484-3953



Heritage Shark Cartilage is a safe adult nutritional supplement. Oral and topical administration of cartilage has proven to be totally non-toxic. Cartilage should not, however, be taken by nursing mothers, pregnant women, children, or people who need to rebuild blood vessels (i.e. recent surgery or heart patients).

Testimonials

"...I am writing to let you know that I have been taking Shark Cartilage for about 2 months and it has eliminated the tendinitis in my right arm. I feel great again, so great that I am starting to weight lift again... As always, I appreciate all your help."

-Guy

Heritage is pleased to offer a unique composition of Japanese shark cartilage extract, produced exclusively in one of Japan's largest commercial fisheries. Heritage Shark Cartilage offers a high Chondroitin Sulfate/Mucopolysaccharide content, coupled with a moderate protein content. Common shark cartilage extracts are 20% to 30% mucopolysaccharides. Heritage Shark Cartilage is guaranteed 70% mucopolysaccharides.

...helps shut off the blood vessel growth to tumors...

A malignant tumor differs from normal tissue in one important aspect: the blood supply to normal tissue, once established, is quite stable. In contrast, tumor cells proliferate 100 times faster than normal tissue. A tumor must continually recruit new blood vessels simply to keep from withering away.

Numerous clinical studies have pointed to the positive effects associated with Chondroitin Sulfate preparations, which are prescription drugs in a number of European countries. Experiments by Einstein and Kuetler in 1973 served as the springboard that propelled cartilage to the realm of anti-angiogenic agent. Kuetler has discovered the potent anti-angiogenic activity of cartilage extracts which contain low protein percentages. These facts suggest that Heritage Shark Cartilage possesses notable anti-angiogenic action.

Shark cartilage has been proven as an anti-angiogenic agent, as it literally starves a tumor of its blood supply. Other inflammatory processes such as arthritis are also dependent upon rapid growth of blood vessels. Thus, Heritage Shark Cartilage can prove very effective in counteracting these angiogenic-dependent ailments.

Angiogenesis, as defined by Dorland's Medical Dictionary, is "the formation of blood vessels." This concept is important to understand in connection with shark cartilage and its anti-tumor benefits.

Suggested Adult Use: 2-3 capsules daily with meals or as directed by a health care professional.

References

1. Berton Goldberg Group. Alternative Medicine - The Definitive Guide. Puialup, Washington. Future Medicine Publishing Inc. 1993.
2. Lane, Dr. William I. and Linda Comas. "Sharks Don't Get Cancer." Garden City, NY. Avery Publishing Group, Inc. 1992.
3. Lane, Dr. William I. Shark Cartilage Newsletter. P.O. Box 434, Short Hills, NJ. 07078. Summer, 1994.
4. Walters, Richard. Options: The Alternative Cancer Therapy Book. Garden City, NY. Avery Publishing Group Inc. 1993.

<http://www.heritagehealthproducts.com/eng/products/sharkcartilage.htm>



Distributors Business Opportunity

The Best™ Compensation Plan in the U.S.

Heritage Health Products Company™

Buena Salud. Naturalmente

Products

- Weight Loss
- Anti Aging
- Health Maintenance
- Structural
- Digestive
- Fitness

400 North Link Lane
 Ft Collins, Colorado 80524
 Toll Free: 1-800-578-9264
 Toll Call: 1-970-484-7120
 Fax 1: 1-800-578-9265
 Fax 2: 1-970-484-3953



Cartilago de Tiburón de Heritage

es un suplemento nutritivo para adultos. La administración oral y tópica del cartilago ha probado que no es tóxico ni mutágeno. Sin embargo, no deben tomarlo las madres que están lactando, las mujeres embarazadas, los niños o las personas que necesitan reconstruir vasos sanguíneos (por ejemplo, de cirugía reciente o pacientes cardíacos).

Referencias

1. Berton Goldberg Group. Alternative Medicine - The Definitive Guide. Puallup, Washington. Future Medicine Publishing Inc. 1993.

2. Lane, Dr. William I. and Linda Comas. "Sharks Don't Get Cancer." Garden City, NY. Avery Publishing Group, Inc. 1992.

3. Lane, Dr. William I. Shark Cartilage Newsletter. P.O. Box 434, Short Hills, NJ. 07078. Summer, 1994.

4. Walters, Richard. Options: The Alternative Cancer Therapy Book. Garden City, NY. Avery Publishing Group Inc. 1993.

Durante los últimos 20 años, la investigación científica ha demostrado que el Cartilago de Tiburón puede producir resultados espectaculares en el tratamiento del lupus, herpes, úlceras, curación de heridas, fiebrosis, hemorroides, fistulas, pruritus, venas varicosas, acné, enteritis, colitis, eczemas, psoriasis, osteo-artritis e artritis reumatoidea y el cáncer.

El Cartilago de Tiburón de Heritage, es un complejo mucopolisacárido/proteínico, ácido, que además contiene colágeno y glucosaminoglicanos, incluyendo sulfatos conorritinos A, B y C. Estos son los componentes de todos los cartilagos de tiburón.

El Cartilago de Tiburón:

a) Contiene un factor anti-angiogénesis que desconecta el crecimiento de vasos sanguíneos de los tumores.

b) Es uno de los antígenos anti-inflamatorios con sustancias curativas de heridas más potentes.

c) Estimula los componentes celulares y humorales de nuestro sistema inmunológico. Esto lo hace efectivo contra bacterias, virus e infecciones fúngicas.

Heritage se complace en ofrecer una composición única japonesa de extracto de Cartilago de Tiburón, producido exclusivamente en una de

Los extractos comunes del Cartilago de Tiburón tienen un 20% a 30% de mucopolisacáridos. El Cartilago de Tiburón de Heritage es en un 70% mucopolisacáridos. Numerosos estudios clínicos han señalado los efectos positivos asociados con las preparaciones de sulfatos de condroitina, los cuales son medicamentos recetados en un número de países europeos; Keutban™ ha descrito una potente actividad anti-angiogénica de extractos de cartilago, con un bajo porcentaje de proteínas. El Cartilago de Tiburón de Heritage es apto para las siguientes aplicaciones:

- Modulación de condiciones inflamatorias crónicas.
- Modulación de complicaciones diabéticas secundarias.
- Modulación de desórdenes císticos hiperplásticos.
- Complicaciones secundarias diabéticas de naturaleza vascular y complicaciones oculares.
- Desempeño muscular.
- Modulación de la metástasis y crecimiento de tumores.

*Los experimentos de Eisenstein y Kuestner en 1973 sirvieron como trampolín propulsor al cartilago de tiburón hacia el reino de los agentes anti-angiogénicos.

<http://www.heritagehealthproducts.com/spn/products/sharkcartilage.htm>

las pesquerías comerciales más grandes en Japón. El Cartilago de Tiburón de Heritage le ofrece un alto contenido de sulfato de condroitina y mucopolisacáridos junto con un contenido moderado de proteínas.

Uso Sugerido para Adultos:
2 a 3 cápsulas diariamente con las comidas. Debe tomarse de acuerdo con estas instrucciones por lo menos durante 90 días.

HERITAGE HEALTH PRODUCTS COMPANY

Shark Cartilage (Spanish Page)

Spanish: Cartilago de Tiburón de Heritage es un suplemento nutritivo para adultos. La administración oral y tópica del cartilago ha probado que no es tóxico ni mutágeno. Sin embargo, no deben tomarlo las madres que están lactando, las mujeres embarazadas, los niños o las personas que necesitan reconstruir vasos sanguíneos (por ejemplo, de cirugía reciente o pacientes cardíacos).

English: Shark Cartilage is a nutritional supplement for adults. Oral and topical administration of cartilage has proven to be neither toxic nor mutagenic. Cartilage should not, however, be taken by nursing mothers, pregnant women, children, or people who need to rebuild blood vessels (i.e. recent surgery or heart patients).

Spanish: Durante los últimos 20 años, la investigación científica ha demostrado que el cartilago de Tiburón puede producir resultados espectaculares en el tratamiento del lupus, herpes, úlceras, curación de heridas, flebitis, hemorroides, fistulas, pruitis, venas varicosas, acné, enteritis, colitis, eczemas, psoriasis, osteo-artritis (sic) o artritis reumatoidea y el cáncer.

English: During the last 20 years, scientific research has demonstrated that shark cartilage can produce spectacular results in the treatment of Lupus, Herpes, ulcers, wound healing, flebitis, hemorrhoids, fistulas, pruitis, varicose veins, acne, enteritis, colitis, eczemas, psoriasis, osteoarthritis or rheumatoid arthritis, and cancer.

Spanish: El Cartilago de Tiburón de Heritage, es un complejo mucopolisacárido-proteínico ácido, que además contiene colágeno y glucosaminoglicanos, incluyendo sulfatos conoritinos A, B y C. Estos son los componentes de todos los cartilagos de tiburón.

El Cartilago de Tiburón:

- a) **Contiene un factor anti-angiogénesis que desconecta el crecimiento de vasos sanguíneos de los tumores.**
- b) **Es uno de los antígenos anti-inflamatorios con sustancias curativas de heridas más potentes.**
- c) **Estimula los componentes celulares y humorales de nuestro sistema inmunológico. Esto lo hace efectivo contra bacterias, virus e infecciones fungales.**

English: Heritage Shark Cartilage is a complex mucopolisaccharide protein acid, that also contains collagen and glucosamines, including Chondroitin Sulfates A, B and C. These are the components of all shark cartilages.

Shark Cartilage:

- a) Contains an anti-angiogenic agent that shuts off the blood vessel growth to tumors
- b) Is one of the substantial anti-inflammatory antigens that heals very potent wounds.
- c) Stimulates the cellular and humoral components of our immunological systems. This makes it effective against bacterias and fungal viruses and infections.

Spanish: Heritage se complace en ofrecer una composición única japonesa de extracto de Cartílago de Tiburón, producido exclusivamente en una de las pescaderías comerciales más grandes de Japón. El Cartílago de Tiburón de Heritage le ofrece un alto contenido de sulfato de condroitina y mucopolisacáridos junto con un contenido moderado de proteínas.

Los extractos comunes del Cartílago de Tiburón tienen un 20% a 30% de mucopolisacáridos. El Cartílago de Tiburón de Heritage es un 70% mucopolisacáridos. Numerosos estudios clínicos han señalado los efectos positivos asociados con las preparaciones de sulfatos de condroitina, los cuales son medicamentos recetados en un número de países europeos; Keutter* ha descrito una potente actividad anti-angiogénica de extractos de cartílago, con un bajo porcentaje de proteínas. El Cartílago de Tiburón de Heritage es apto para las siguientes aplicaciones:

- **Modulación de condiciones inflamatorias crónicas.**
- **Modulación de complicaciones diabéticas secundarias.**
- **Modulación de desórdenes císticos hiperplásticos.**
- **Complicaciones secundarias diabéticas de naturaleza vascular y complicaciones oculares.**
- **Desempeño muscular.**
- **Modulación de la metástasis y crecimiento de tumores.**

*** Los experimentos de Eisenstein y Kuettner en 1973 sirvieron como trampolín propulsor al cartilago de tiburón hacia el reino de los agentes anti-angiogénicos.**

English: Heritage is pleased to offer a unique composition of Japanese shark cartilage extract, produced exclusively in one of Japan's largest commercial fisheries. Heritage shark cartilage offers a high Chondroitin Sulfate/ Mucopolysaccharide content, coupled with a moderate protein content.

Common shark cartilage extracts are 20% to 30% Mucopolysaccharides. Heritage shark cartilage is 70% Mucopolysaccharides. Numerous clinical studies have pointed to the positive effects associated with the preparations of Chondroitin Sulfate preparations, those which are prescription drugs in a number of European countries. Keutter* has described a potent anti-angiogenic activity of cartilage extracts with a low percentage of proteins. Heritage shark cartilage is competent for the following applications:

- Modulation of chronic inflammatory conditions
- Modulation of secondary diabetic complications
- Modulation of hyperplastic cystic disorders
- Secondary diabetic complications of a vascular nature and ocular complications.
- Muscular recovery
- Modulation of metastasis and tumor growth

*** Experiments by Einstein and Kuetter in 1973 served as the springboard that propelled cartilage to the realm of antigenic agent.**

Spanish: **Uso Sugerido para Adultos: 2 a 3 cápsulas diariamente con las comidas. Debe tomarse de acuerdo con estas instrucciones por lo menos durante 90 días.**

English: **Suggested Adult Use: 2-3 capsules daily with meals. You must take them in accordance with these instructions for at least 90 days.**



CAT'S CLAW

Uña de Gato, AKA Cat's Claw (*Uncaria Tomentosa* - Latin), is a medicinal plant from the Peruvian Amazon Rain Forest. For hundreds of years, native Ashanica Indians have used Cat's Claw as a traditional medicine. In Peru this medicinal plant is known as a powerful cellular reconstitutor. The scientist Klaus Keplinger discovered the medicinal plant during a trip to Peru in 1974 after talking to an Indian who worked with doctors in the jungles. Beginning in the 1970's and continuing through today, studies conducted at research facilities in Peru, Austria, Germany, England, Hungary, and Italy suggest that *Uncaria Tomentosa* may be beneficial in the treatment of cancer, PMS irregularities of the female cycle, arthritis, bursitis, rheumatism, allergies, ulcers, and other disorders. Overall, Heritage Uña de Gato supports the body's natural defense system against diseases of the immune system and disorders of the intestinal tract, as well as balancing female hormones.

The active ingredients in Uña de Gato are alkaloids, phenole - quinones and terpenes. The six alkaloids isolated from the plant's inner bark are responsible for unspecified stimulation of the immune system. The alkaloids have antimutagenic and antioxidant properties in addition to antiviral and anti-inflammatory properties.

In an informal marketing poll performed in Lima, Peru it was found that 30% of those polled believe Cat's Claw cures cancer. Among the upper class, 22% recommends it for ulcers. Overall, 35% of those polled report that a family member has consumed Cat's Claw for some kind of illness— be it rheumatism, gastritis, for the liver or kidneys, to increase immunity or a myriad of other ailments. This gift from the rainforest is available in the Heritage product line.

Heritage employs a special method in processing the medicinal plant. Our manufacturers only use water and alcohol in the extraction process; the plant is calcinated and reintroduced into the final product so that all components remain viable.

Uña de Gato is a safe, adult nutritional supplement. Oral and topical administration of Uña de Gato has proven to be totally non-toxic and non-mutagenic. It should not, however, be taken by nursing mothers, pregnant women, or women trying to conceive.

Suggested Use: One or two capsules a day.

Scientific research has shown that Cat's Claw can:

Aid in the treatment of:

- Dermatological disorders
- PMS
- Viral infections
- AIDS
- Arthritis
- Allergic Disorders
- Immunological disorders
- Cancer
- Genital Herpes
- Systemic candidiasis

Affect the body by:

- Nonspecific immune system stimulation
- Inhibition of inflammation by repairing damaged cell membranes

References:

1. Dr. Donna Schwontkowski, *Herbal Treasures from the Amazon, Healthy & Natural*, July 1994.
2. Phillip N. Steinberg, certified Nutritional consultant, *Uncaria Tomentosa (Cat's Claw) A Wondrous Herb from the Peruvian Rain Forest, Townsend Letter For Doctors* May 1994.
3. Keplinger, Klaus. Cytostat, Contraceptive, and Anti-inflammatory Agent from *U. tomentosa* Root. AT Appl. 80/4971 Oct 7, 1980. 27 pgs. PCT Int. Appl. WO 82, 01, 130, Apr 15th 1982.
4. Dr. Fernando Cabieses, *The Saga of The Cat's Claw*, Via Lactea Editores, Lima, Peru 1994.

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



Heritage Health Products

Exhibit D



Distributors Business Opportunity

The Best™ Compensation Plan in the U.S.

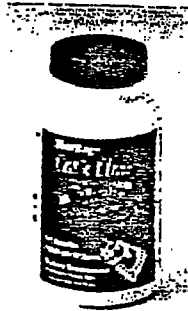
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Heritage Cat's Claw, Uña de Gato, (Uncaria Tomentosa - Latin), is a medicinal plant from the Peruvian Amazon Rain Forest. For hundreds of years, native Ashanica Indians have used Cat's Claw as a traditional medicine. In Peru this medicinal plant, Cat's Claw, is known as a powerful cellular reconstitutor. The scientist, Klaus Keplinger, discovered the medicinal plant during a trip to Peru in 1974 after talking to an Indian who worked with doctors in the jungles.

References

1. Dr. Donna Schwontokowski. Herbal Treasures from the Amazon, Healthy & Natural, July 1994
2. Phillip N. Steinberg, certified Nutritional consultant, Uncaria Tomentosa (Cat's Claw) A Wondrous Herb from the Peruvian Rain Forest, Townsend Letter For Doctors May 1994.
3. Keplinger, Klaus. Cytostat, Contraceptive, and Anti-inflammatory Agent from U.tomentosa Roots. AT Appl. 80/4971 Oct 7, 1980. 27 pgs. PCT Int Appl WO 82, 01, 130, Apr 15th 1982.
4. Dr. Fernando Cabieses, The Saga of The Cat's Claw, Via Lactea Editores, Lima, Peru 1994.

Beginning in the 1970's and continuing through today, studies conducted at research facilities in Peru, Austria, Germany, England, Hungary, and Italy suggest that Uncaria Tomentosa may be beneficial. Overall, Heritage Uña de Gato supports the body's natural defense system aids the health of the intestinal tract, and promotes a balance of the female hormones.

The active ingredients in Uña de Gato are alkaloids, phenole / quinones and terpenes. The six alkaloids isolated from the plant's inner bark are responsible for unspecified stimulation of the immune system. The alkaloids have strong antioxidant properties in addition to antiviral and anti-inflammatory properties.

In an informal marketing poll performed in Lima, Peru it was found that 30% of those polled believe Cat's Claw cures cancer. Among the upper class, 22% recommend it for ulcers. Overall, 35% of those polled report that a family member has consumed Cat's Claw for some kind of illness - be it rheumatism, gastritis, for the liver or kidneys, to increase immunity or a myriad of other ailments. This gift from the Rainforest is available in the Heritage product line.

Heritage employs a special method in processing the medicinal plant. Our manufacturers only use water and

...it helps boost the immune system in general, and benefits overall health.

alcohol in the extraction process; the plant is calcinated and reintroduced into the final product so that all components remain viable.

Uña de Gato is a safe, adult nutritional supplement. Oral and topical administration of Uña de Gato has proven to be totally non-toxic. It should not, however, be taken by nursing mothers, pregnant women, or women trying to conceive.

Some of the many benefits of Cat's Claw include:

- Skin Health
- Joint Health
- Maintaining a healthy immune system
- Mild mood changes, cramps, and edema associated with the menstrual cycle

Suggested Adult Use: One or two capsules a day.

<http://www.heritagehealthproducts.com/eng/products/catsclaw.htm>

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Fax 2: 1-970-484-3953



Heritage Uña de Gato Por cientos de años, los indios Ashanica que habitan el Amazonas Peruano han usado la Uña de Gato como parte de su medicina tradicional. Fue el científico austriaco, Klaus Keplinger, quien descubrió la planta en 1974 después de hablar con un indio que colaboraba con algunos médicos en la jungla. Los experimentos iniciales de Keplinger con la Uña de Gato, revelaron resultados positivos en el tratamiento de enfermedades virales mortales en gatos y corderos. Los estudios humanos de infecciones de herpes realizados por Keplinger también fueron positivos.

Referencias

1. Dr. Donna Schwantokowski. Herbal Treasures from the Amazon, Healthy & Natural, July 1994

2. Phillip N. Steinberg, certified Nutritional consultant, Uncaria Tomentosa (Cat's Claw) A Wondrous Herb from the Peruvian Rain Forest, Townsend Letter For Doctors May 1994.

3. Keplinger, Klaus. Cytostat, Contraceptive and Anti-inflammatory Drug from

Journal of Herbal Medicine
AT April 1994/4971 Oct
7 1993 27 pgs. PCT
Herb App. No. 62, 01,
130 Apr 13th 1982.

4. Dr. Fernando Cabieses. The Saga of The Cat's Claw, Via Lactea Editores, Lima, Peru 1994.

Desde la década de los 70's hasta el presente, los estudios conducidos en centros de investigación de Perú, Austria, Alemania, Inglaterra, Hungría e Italia sugirieron que la Uncaria Tomentosa puede ser beneficiosa en el tratamiento del cáncer, el síndrome pre-menstrual (irregularidades del ciclo femenino), artritis, bursitis, el reumatismo, alergias, úlceras y otros desórdenes. El Dr. Brent W. Davis, D.C., quien ha venido trabajando con la Uncaria Tomentosa desde hace varios años en los Estados Unidos, se ha referido a esta hierba como "la precursora del camino", debido a su notable habilidad para limpiar el tracto intestinal completo y para ayudar a pacientes que padecen muchos desórdenes estomacales e intestinales, incluyendo el Mal de Crohn, diverticulitis, síndrome de escape del intestino, hemorroides,

Ahora este regalo de la naturaleza está disponible para Ud. en la línea de productos Heritage.

En su aclamado libro, Vibrational Healing, el Médico Richard Gerber, menciona a la Uña de Gato como un remedio herbal singular que ha sido usado durante muchos años por los curanderos nativos de Perú. Menciona además, que la "hierba ofrece grandes promesas para el tratamiento de artritis cuando se toma internamente, o sea, mediante la preparación de tés o tomando cápsulas de la hierba". El Dr. Gerber explicó que los estudios europeos han determinado que la Uncaria Tomentosa tiene una toxicidad extremadamente baja, aún cuando se tome en grandes cantidades y que ésta puede ser beneficiosa para aquellos individuos que padecen de coyunturas doloras y no

colitis, fistulas, gastritis, úlceras, parásitos y desequilibrio de la flora intestinal.

Donna Schwontkowi,
Doctora en Medicina
Quiropráctica e
Investigadora, hace énfasis
en los tesoros de curación
natural provenientes de la
Selva del Amazonas y
cataloga a la Uña de Gato
como "la hierba más
poderosa que aumenta la
inmunología". Sus estudios
preliminares han revelado
que la Uña de Gato se
distingue por su..

•
Habilidad para detener
infecciones virales en sus
etapas tempranas, es decir,
cuando un individuo siente
que comienza una infección
o cuando ya padece de
fiebre, agotamiento, dolores
musculares y garganta
irritada.

•
Capacidad para ayudar a
pacientes que son
químicamente sensitivos,
disminuyendo el
agotamiento que acompaña
a este tipo de problemas y
reduciendo la severidad de
los síntomas.

•
Habilidad para realzar
significativamente la
estabilidad emocional, aún
en medio de tensión
extrema proveniente de
problemas personales.

•
Habilidad para ayudar el
cuerpo a combatir las
infecciones en pacientes con
SIDA.

•
Capacidad para reducir el
tamaño visible de algunos
crecimientos de la piel,
tumores o quistes en dos
semanas.

pueden tomar medicamentos
convencionales debido a
efectos secundarios
desagradables.

Finalmente, sugiere que la
Uña de Gato puede ser útil en
la reducción de los efectos
secundarios de la radiación y la
quimioterapia asociados con
los tratamientos de cáncer

En su capacidad sanadora y
beneficiosa para el sistema
inmunológico, la Uncaria
Tomentosa parece tener tantas
aplicaciones terapéuticas que
sobrepasa por mucho a
hierbas tan conocidas como
Pau d'Arco, equinácea, selo
dorado, astrágalo, ginseng
siberiano y otros productos
naturales tales como el
extracto de semillas cítricas, el
ácido caprílico y el cartílago de
tiburón.

La Uña de Gato de
Heritage contiene 600 mgs. de
la planta medicinal y un
excipiente de arroz en polvo.
Para procesar la planta, se
emplea un método espagírico
especial que consiste en un
proceso de extracción de agua
y alcohol en la cual la raíz es
calcinada y reintroducida al
producto final de manera que
todos los nutrientes
permanezcan viables.

La Uña de Gato de
Heritage es un suplemento
nutricional para adultos, seguro
y 100% vegetariano. La
administración oral y tópica de
la Uña de Gato ha probado ser
completamente no tóxica y no
mutagénica. Sin embargo, ésta
no deberá ser tomada por
madres lactantes o mujeres
embarazadas.

**Uso Sugerido para
Adultos: Una o dos
cápsulas diarias. Consulte a
su profesional de la salud
antes de comenzar a tomar
este o cualquier otro
suplemento nutricional.
Recuerde tomar ocho vasos**

En una encuesta informal llevada a cabo en Lima, Perú se encontró que el 30% de los encuestados creen que la Uña de Gato cura el cáncer. Entre la clase social alta, el 22% lo recomendó para el tratamiento de úlceras, el 35% reportó que al menos un miembro de la familia había consumido la Uña de Gato para enfermedades como el reumatismo, la gastritis, para enfermedades del hígado o los riñones, para incrementar la inmunidad o para un sin número de más aplicaciones.

con agua potable al día.

HERITAGE HEALTH PRODUCTS COMPANY

Uña de Gato (Spanish Page)

Spanish: **Heritage Uña de Gato**

Por cientos de años, los indios Ashanica que habitan el Amazonas Peruano han usado la Uña de Gato como parte de su medicina tradicional. Fue el científico austriaco, Klaus Keplinger, quien descubrió la planta en 1974 después de hablar con un indio que colaraba con algunos médicos en la jungla. Los experimentos iniciales de Keplinger con la Uña de Gato, revelaron resultados positivos en el tratamiento de enfermedades virales mortales en gatos y corderos. Los estudios humanos de infecciones de herpes realizados por Keplinger también fueron positivos.

English: **Heritage Uña de Gato**

For hundreds of years, native Ashanica Indians that live in the Peruvian Amazon have used Uña de Gato as a traditional medicine. It was the Austrian scientist, Klaus Klepinger, who discovered the plant in 1974 after talking to an indian who collaborated with some doctors in the jungle. Keplinger's initial experiments with Uña de Gato revealed positive results in the treatment of mortal viral sicknesses in cats and lambs. Keplinger's human studies of Herpes infections also were positive.

Spanish: Desde la década de los 70s hasta el presente, los estudios conducidos en centros de investigación de Perú, Austria, Alemania, Inglaterra, Hungaria e Italia sugieron que la Uncaria Tomentosa puede ser beneficiosa en el tratamiento del cáncer, el síndrome pre-menstrual (irregularidades del ciclo femenino), artritis, bursitis, el reumatismo, alergias, úlceras, y otro desórdenes. El Dr. Brent W. Davis, D.C., quien ha venido trabajando con la Uncaria Tomentosa desde hace varios años en los Estados Unidos, se ha referido a esta hierba como "la precursora del camino", debido a su notable habilidad para limpiar el tracto intestinal completo y para ayudar a pacientes que padecen muchos desórdenes estomacales e incluyendo el Mal de Crohn, diverticulitis, síndrome de escape del intestino, hemorroides, colitis, fistulas, gastritis, úlceras, parásitos y desequilibrio de la flora intestinal.

English: Beginning in the 1970s through present-day studies conducted at research facilities in Peru, Austria, Germany, England, Hungry, and Italy suggest that Uncaria Tomentosa may be beneficial in the treatment of cancer, pre-menstrual syndrome (irregularities of the feminine cycle), arthritis, bursitis, rheumatism, allergies, ulcers and other disorders. Dr. Brent W. Davis, M.D., who has been working with Uncaria Tomentosa for many years in the United States has referred to this herb as "the forerunner of the road" because of its notable ability to completely clean the intestinal tract and for helping patients suffering many

stomach and intestinal disorders, including Crohn's Disease, diverticulitis, escape syndrome of the intestine, hemorrhoids, colitis, fistulas, gastritis, ulcers, parasites, and disequilibrium of the intestinal flora.

Spanish:

Donna Schwontkowi, Doctora en Medicina Quiropráctica e Investigadora hace énfasis en los tesoros de curación natural provenientes de la Selva del Amazonas y cataloga a la Uña de Gato como "la hierba más poderosa que amumenta la inmunologia". Sus estudios preliminares han revelado que la Uña de Gato se distingue por su . .

- **Habilidad para detener infecciones virales en sus etapas tempranas, es decir, cuando un individuo siente que comienza una infección o cuando ya padece de fiebre, agotamiento, dolores musculares y garganta irritada.**
- **Capacidad para ayudar a pacientes que son químicamente sensitivos, disminuyendo el agotamiento que acompaña a este tipo de problemas y reduciendo la severidad de los síntomas.**
- **Habilidad para realzar significativamente la estabilidad emocional, aún en medio de tensión extrema proveniente de problemas personales.**
- **Habilidad para ayudar el cuerpo a combatir las infecciones en pacientes con SIDA.**
- **Capacidad para reducir el tamaño visible de algunos crecimientos de la piel, tumores o quistes en dos semanas.**

English:

Donna Schwontkowski, Doctor of Chiropractic Medicine and Investigator places emphasis on the treasures of natural treatment from the Amazon forest and lists Uña de Gato as "the most powerful herb that increases immunology." Her preliminary studies have revealed that Uña de Gato is distinguished for its . . .

- **Ability to halt viral infections in their early stages, that is to say, when an individual feels the beginning of an infection or when he is already suffering fever, exhaustion, muscle pains, and sore throat.**
- **Capacity to help patients that are chemically sensitive, decreasing the pain that accompanies this type of problem and reducing the severity of the symptoms.**
- **Ability to significantly bring about emotional stability, even in the middle of extreme tension arising from personal problems.**
- **Ability to help the body combat the infections in patients with AIDS.**

• Capacity to reduce the visible size of some skin growths, tumors or cysts in two weeks

Spanish: En una encuesta informal llevada a cabo en Lima, Perú se encontró que el 30% de los encuestados creen que la Uña de Gato cura el cáncer. Entre la clase social alta, el 22% lo recomendó para el tratamiento de úlceras, el 35% reportó que al menos un miembro de la familia había consumido la Uña de Gato para enfermedades como el reumatismo, la gastritis, para enfermedades del hígado o los riñones, para incrementar la inmunidad o para un sin número de más aplicaciones.

English: In an informal survey conducted in Lima, Peru it found that 30% of those polled think that Uña de Gato cures cancer. Among the elite social class, 22% recommend it for the treatment of ulcers, 35% reported that at least one member of their family had taken Uña de Gato for illnesses, such as rheumatism, gastritis, for sickness of the liver or kidneys, in order to increase immunity or countless other applications.

Spanish: Ahora este regalo de la naturaleza está disponible para ud. en la línea de productos Heritage.

English: Now this gift of nature is available for you in the Heritage product line.

Spanish: En su aclamado libro, *Vibrational Healing*, el Médico Richard Gerber, menciona a la Uña de Gato como un remedio herbal singular que ha sido usado durante muchos años por los curanderos nativos de Perú. Menciona además, que la "hierba ofrece grandes promesas para el tratamiento de artritis cuando se toma internamente, o sea, mediante la preparación de tés o tomando cápsulas de la hierba." El Dr. Gerber explicó que los estudios europeos han determinado que la *Uncaria Tomentosa* tiene una toxicidad extremadamente baja, aún cuando se tome en grandes cantidades y que está puede ser beneficiosa para aquellos individuos que padecen de coyunturas doloras y no pueden tomar medicamentos convencionales debido a efectos secundarios desagradables.

English: In his acclaimed book, *Vibrational Healing*, Dr. Richard Gerber, mentions Uña de Gato as a singular herbal remedy that has been used during many years by the native medicine men of Peru. In addition to mentioning that the "herb offers great promise for the treatment of arthritis when taken internally, for instance, by preparing it in tea or taking the herb in capsule form. Dr. Gerber explained that European studies have determined that *Uncaria Tomentosa* has extremely low toxicity, even when one takes it in large quantities and that it can be beneficial for those individuals that suffer from joint pains and who cannot take conventional medications because of disagreeable secondary side effects.

- Spanish:** Finalmente, sugiere que la Uña de Gato puede ser útil en la reducción de los efectos secundarios de la radiación y la quimioterapia asociados con la tratamientos de cáncer.
- English:** Finally, it has been suggested that Uña de Gato can be useful in reducing the secondary effects of radiation and chemotherapy associated with the treatment of cancer.
- Spanish:** En su capacidad sanadora y beneficiosa para el sistema inmunológico, la Uncaria Tomentosa parece tener tantas aplicaciones terapéuticas que sobrepasa por mucho a hierbas tan conocidas como Pau d'Arco, equinácea, sello dorado, astrágalo, ginseng siberiano y otros productos naturales tales como el extracto de semillas cítricas, el ácido caprílico y el cartilago de tiburón.
- English:** In its curative and beneficial capacity with respect to the immunological system, Uncaria Tomentosa appears to have so many therapeutic applications that it vastly surpasses the well-known herbs such as Pau d'Arco, echinnacea, golden seal, gum dragon/talus bone, siberian ginseng and other natural products such as citrus seed extract, caprilic acid, and shark cartilage.
- Spanish:** La Uña de Gato de Heritage contiene 600 mgs. de la planta medicinal y un excipiente de arroz en polvo. Para procesar la plantas, se emplea un método espagírico especial que consiste en un proceso de extracción de agua y alcohol en la cual la raíz es calcinada y reintroducida al producto final de manera que todos lo nutrientes permanezcan viables.
- English:** Heritage's Uña de Gato contains 600 mgs. of the medicinal plant and an excipient of powdered rice. In order to process the plant, a special pharmaceutical purging method is employed that consists of a water and alcohol extraction process in which the root is calcinated and reintroduced to the final product in a manner whereby all nutrients remain viable.
- Spanish:** La Uña de Gato de Heritage es un suplemento nutricional para adultos, seguro y 100% vegetariano. La administración oral y tópica de la Uña de Gato ha probado ser completamente no tóxica y no mutagénica. Sin embargo, ésta no deberá ser tomada por madres lactantes o mujeres embarazadas.
- English:** Heritage's Uña de Gato is a nutritional supplement for adults, safe and 100% vegetarian, The oral and topical administration of Uña de Gato has proven to be completely non-toxic and non-mutagenic. However, it should not be taken by mothers breastfeeding or pregnant women.

Spanish: **USO SUGERIDO PARA ADULTOS:** Una o dos cápsulas diarias. Consulte a su profesional de la salud antes de comenzar a tomar este o cualquier otro suplemento nutricional. Recuerde tomar ocho vasos con agua potable al día.

English: **SUGGESTED USE FOR ADULTS:** one or two capsules daily. Consult with your health professional before beginning to take this or any other nutritional supplement. Remember to drink eight glasses of drinking water daily.