



STRAUSS
N A T U R A L S
EDUCATION | SERIES

**Feel better
with Strauss.**

MASTER PRODUCT KNOWLEDGE MANUAL



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Table Of Contents

Strauss Legacy and Family History.....	4
Cardiovascular Disease.....	6
Clinical Tests.....	9
Strauss Heartdrops®.....	12
Strauss Cardio Calm Drops™.....	21
Strauss Kidney & Blood Pressure Drops™.....	25
Strauss Prostate Drops™.....	33
Strauss Bladder Drops™.....	40
Strauss Menopause Drops™.....	48
Strauss Woman’s Wonder Drops.....	68
Strauss ColdStorm Drops®.....	82
Strauss Travel Bug Drops®.....	84
Strauss Immune Plus Drops™.....	88
Merchandising & Category Placement.....	93
Contact Us.....	94

All Strauss education material is available at strausslearn.com/



Strauss Naturals: A Legacy of Natural Healing

The roots of Strauss Naturals trace back to a pivotal moment in 1979 when Peter Strauss, then just fifteen, watched his father face a life-changing health crisis. A sudden heart attack left his father, Jim Strauss Sr., struggling to regain his strength, unable to walk even the short distance across their living room. Faced with this challenge, Jim turned to the knowledge passed down through generations—a tradition of healing with nature’s remedies that his grandmother and great-grandmother had practiced in the old country. Determined to recover without relying on invasive procedures or pharmaceutical drugs, Jim decided to create a natural heart tincture. He sent young Peter to Vancouver to gather the specific herbs needed for his formulation. The result was the very first batch of **Heartdrops**—a blend so effective that, within weeks, Jim’s strength returned. He not only walked across the living room but soon walked around the neighborhood block. Just months later, he was back on the ski slopes, proving the power of nature’s healing.

Inspired by his rapid recovery, Jim knew he couldn’t keep this remedy to himself. Friends, family, and even customers from their canopy shop were astonished by his transformation and began asking for Heartdrops for their loved ones. Word spread quickly, and within a year, people from all over western Canada and the northwestern United States were visiting the Strauss home, seeking the natural remedy and wisdom behind it. Recognizing the growing demand and the opportunity to make a greater impact, Jim made a life-changing decision. He sold their successful canopy shop and committed himself fully to herbal medicine, inviting Peter to join him as an equal partner. Together, they launched Strauss Naturals from their home, sharing the power of herbal healing with a growing community.

By 1982, the business had outgrown their home, prompting them to establish a small local shop. Jim began hosting seminars, first in their hometown and eventually throughout southern BC and beyond, educating people about natural health remedies. They invited health stores to these events, providing an opportunity for attendees to learn and experience their products firsthand. This grassroots approach helped get Strauss Naturals products into health stores, expanding their reach and impact. The demand for natural remedies grew beyond Heartdrops, and the Strauss family began creating a variety of tinctures and teas, all made with the same care and tradition. By 1989, their rented space could no longer keep up with their expansion, and they purchased their own shop, combining manufacturing and client consultations under one roof. In 2000, as the demand for their products continued to grow, Strauss Naturals made a bold move to a much larger location. With this expansion, they not only reached more communities but also established sales territories and international distribution, sharing the healing power of their products far and wide.

A Holistic Approach to Heart Health and Wellness

Strauss Naturals was born out of a desire to provide a natural, effective alternative for those seeking holistic solutions for heart health—at a time when such options were scarce. The story of Heartdrops is more than just a remedy; it is a legacy rooted in centuries of tradition, family wisdom, and a commitment to harnessing nature’s power for lasting wellness.

From Crisis to Creation: The Birth of Strauss Naturals

What began as a journey to heal one man’s heart has evolved into a mission to empower countless others on their path to wellness. At Strauss Naturals, we believe in honoring the legacy of herbal medicine, creating products that not only heal but transform lives.

Strauss Naturals - A Family Business

- A Trusted Tradition since 1980. Canadian company in Kamloops, British Columbia.
- The now famous Strauss Heartdrops® were created for Jim Strauss Sr. in 1980 after he suffered a heart attack. Over 40 years ago, Jim and his son Peter developed Heartdrops® from knowledge gained from generations of family herbalists. Jim never had heart surgery. He never took pharmaceutical drugs and he worked for another 25 years.
- Strauss Heartdrops® remains the flagship formula and helps thousands of people improve circulation, increase their energy and return to health.
- The four original centuries old formulas are back by popular demand – Cardio Calm Drops, Kidney & Blood Pressure Drops, Prostate Drops, Bladder Drops and Menopause Drops. All are highly effective and carry the same 100% satisfaction money back guarantee.
- All Strauss formulas are holistic using synergistic herbs.
- Originally tested by organoleptic method by the Strauss Family to ensure the highest quality of ingredients are used for greatest efficacy.
- Our unique extraction methods allow us to capture not only the key herbal compounds studied in clinical research but also the full spectrum of lesser known or even undiscovered components that work together holistically to deliver the results you are looking for in an herbal preparation. Products are third-party laboratory tested for strength and purity.
- Our premium brands are manufactured in our GMP Certified, Canadian NNHPD licensed and USFDA inspected facility.



**Founders,
Jim Strauss Sr. & Peter Strauss**

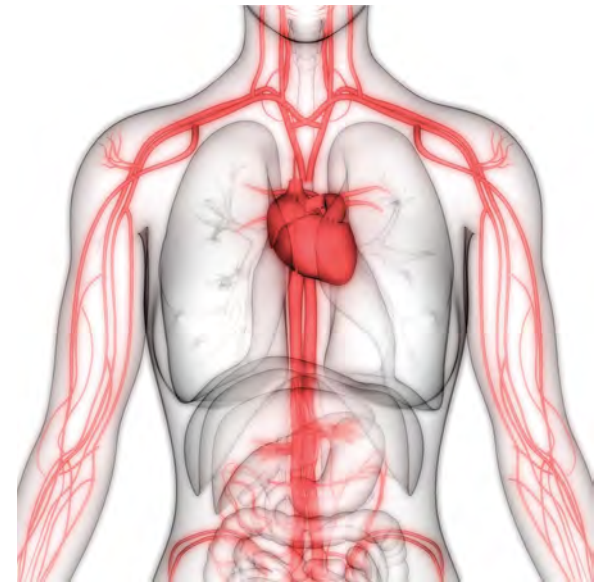
Cardiovascular Disease

- Heart disease and stroke are #1 and #3 causes for deaths among Canadians and Americans, causing more deaths than all types of cancer combined
- Heart disease still remains #1 cause of hospitalization and prescription drug use
- Heart disease and stroke are referred to as “silent killers” because the first symptom or sign, in the majority of cases, is a fatal event
- Women are now at higher risk of dying of heart disease than men
- The main cause of heart disease and stroke development is directly linked to;
 - stress
 - heavy metal toxicity
 - sugar consumption
 - trans-fats
 - generally poor eating habits
 - lifestyle choices
 - lack of circulation
- Briefly, cardiovascular disease is initiated through increased cholesterol and its subsequent oxidation leading to injury of the artery wall. The body responds to the injury with an inflammatory response designed to remove cholesterol from the artery wall. This process becomes dysregulated and ultimately potentiates the progression of cholesterol deposition and vulnerable plaque formation, placing an individual at increased risk of plaque rupture and subsequent heart attack or stroke



Cardiovascular Disease – Blood Vessels

- Heart disease is a disease of the heart's blood vessels, called coronary arteries, which supply the heart muscle with vital oxygen and nutrients
- If the blood flow is restricted or blocked through the coronary arteries; severe damage to the heart muscle often takes place, which then results in a heart attack
- In the majority of cases, the condition that blocks the supply of blood and oxygen is atherosclerosis
- Atherosclerosis is caused by a buildup of plaque containing calcified cholesterol, fatty substances, white blood cell's platelet clumps, cellular waste and inflammation
- These deposits are found on the inner walls of the arteries
- In the case of a stroke, it is a blood vessel in the neck or brain that is blocked, instead of a blood vessel of the heart
- Our main goal should be to prevent premature death
- One of our biggest problems is that our arteries are failing us
- Healthy blood circulation encourages all systems within the body to work efficiently



Cardiovascular Disease - Danger Signs Prior To Or During Heart Attack

Women

- Lightheadedness, dizziness, fainting
- Upper back or chest pressure/pain
- Anxiety/emotional stress or sweating
- Nausea/vomiting
- SOB (Shortness of Breath)
- Unusual fatigue
- Pain in arms, neck, jaw or stomach

Men

- Symptoms usually onset after physical exertion
- Pain in arms, neck, jaw or stomach
- Cold sweat or nausea
- Chest pressure or pain

Risk Factors For Heart Disease And Stroke

- Eating less than 5 servings of fruits & vegetables daily
- Sugar
- Sodium chloride
- Smoking
- Lack of exercise
- Overweight or obesity
- High blood pressure, oxidized cholesterol, diabetes and stress
- Preventing the risk factors reduces chances of death from heart disease and stroke by 88%

Losing The Battle: Why Diet And Exercise Are Not Enough

- Approximately 10 million tons of toxic chemicals are released into our environment by industries each year
- Conventional farming practices
- Pesticides and herbicides
- Steroids, hormones, antibiotics
- GMO foods
- Water
- Modern day stress
- A diet high in trans-fatty acids, refined carbohydrates, and sugar drives the body to create inflammatory chemicals



Clinical Tests

Select A Minimum Of One Test To Establish The Baseline **Then Test Again After 90 Days At 7.5ml Per Day**

Clinical Tests

- LV Ejection Fraction (Echocardiogram)
- Coronary Calcium Score (Heart Scan)
- Carotid Artery Scan (Ultrasound)

Blood Tests

- Myeloperoxidase (MPO)

Myeloperoxidase (MPO) is a pre-event vascular specific marker that measures your body's response to damage in your artery walls and the subsequent formation of vulnerable plaque which is prone to rupture.

Learn more about scientific testing at www.clevelandheartlab.com/providers/the-science/

Clinical Tests

Myeloperoxidase (MPO)

CPT Code **83876**

Sample Type **EDTA Plasma**

Order Code **C133**

Tube Type **Lavender Top**

Description

MPO is a white blood cell-derived inflammatory enzyme and measures disease activity from the luminal aspect of the arterial wall.

Briefly, when the artery wall is damaged, or inflamed, MPO is released by invading white blood cells where it accumulates¹. MPO mediates the vascular inflammation that propagates plaque formation² and activates protease cascades that are linked to plaque vulnerability³. White blood cell activation in the bloodstream, in response to luminal injury of the artery wall including fissures, erosions or a degrading collagen cap, leads to MPO release in the bloodstream. This combination of detrimental effects demonstrates that MPO is actively involved in the progression of atherosclerosis. The Cleveland HeartLab MPO test measures free MPO in the bloodstream.

Clinical Use

The MPO test may be performed on individuals with multiple risk factors for cardiovascular disease, or those with established disease.

Clinical Significance

- Elevated MPO levels predict the risk of heart disease in subgroups otherwise associated with low risk^{4,5}.
- Elevated MPO levels independently predict the risk of future cardiovascular events in patients presenting with an acute coronary syndrome^{6,7}.
- Individuals with elevated MPO levels are more than 2x as likely to experience cardiovascular mortality⁸.
- MPO enhances cardiovascular risk prediction when used independently or alongside standard biomarker testing such as hsCRP⁸.
- MPO levels are not likely to be elevated due to chronic infections or rheumatologic disorders due to the fact that free MPO in the blood is a specific marker of vascular inflammation and vulnerable plaque/erosions/fissures.
- The p-ANCA test (anti-MPO antibody test) is not the same as the MPO test performed by Cleveland HeartLab. The p-ANCA test primarily measures the amount of antibodies directed against the MPO protein.



inflammation testing
from ClevelandHeartLab

RELATIVE RISK
MPO
(pmol/L)

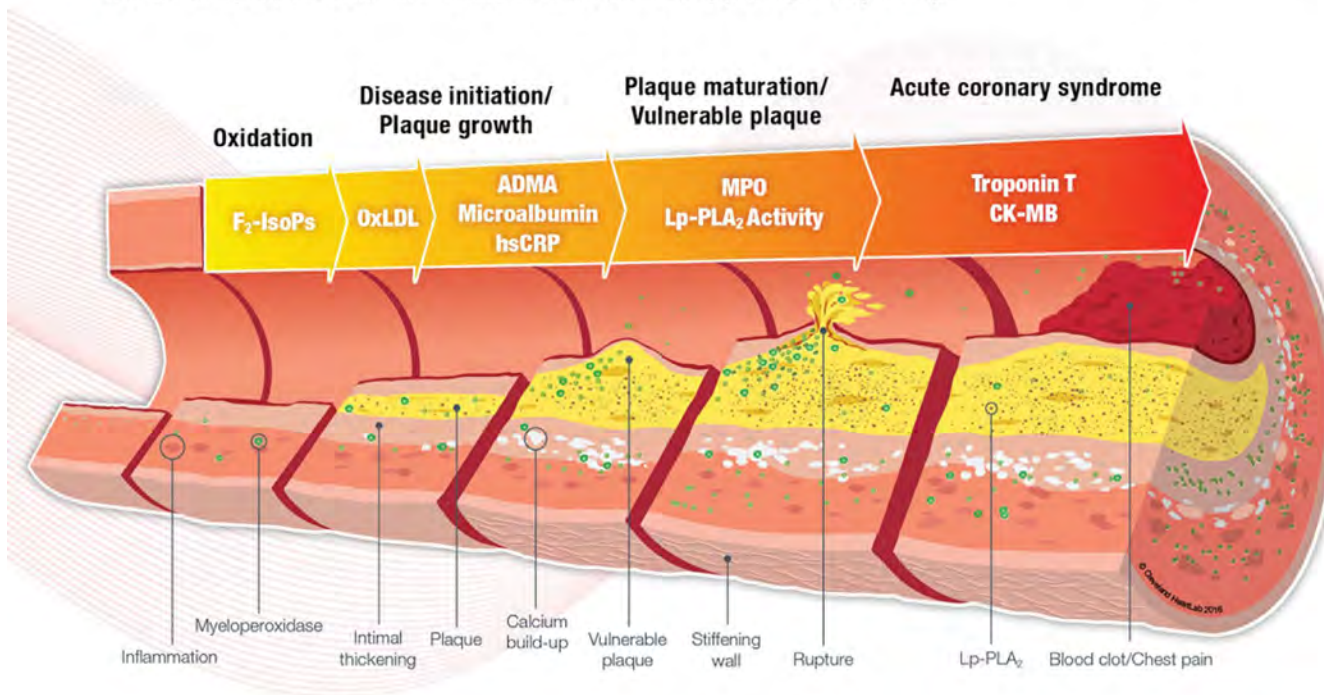
<470 Low
470-539 Moderate
≥540 High

Note: Numerous studies have documented that increasing MPO levels predict increasing risk for adverse events in various cohorts of individuals. Please visit www.clevelandheartlab.com for literature supporting the clinical utility of MPO testing.

Clinical Tests

Inflammation Testing

Cleveland HeartLab, Inc. offers inflammatory biomarker testing to help practitioners evaluate cardiovascular risk in patients. This group of tests covers a patient's biomarker profile which may result from lifestyle concerns (F₂-IsoPs, OxLDL) to the development of metabolic or cardiovascular disease (ADMA/SDMA, Microalbumin, hsCRP) and formation of vulnerable plaque and increased risk for an adverse event (Lp-PLA₂ Activity, MPO).



Inflammation testing provided by Cleveland HeartLab, Inc. includes the following tests:

- Myeloperoxidase
- Lp-PLA₂ Activity
- hsCRP
- Microalbumin
- ADMA/SDMA
- Oxidized LDL
- F₂-Isoprostanes

These tests are reviewed on the next pages, and can be ordered individually.

Strauss Heartdrops® - Arterial Support

Improves circulation
and blood pressure

Unique herbal blend
to support the
circulatory system

Facilitates arterial
cleansing

A blend of 8 herbs



NPN 80030089

Strauss Heartdrops® are crafted from careful selected herbs that, through generations of experience & hundreds of years of historical herbal usage, have been considered beneficial for the circulatory system, cardiovascular health, and overall vitality.

- Original formula – In marketplace for 40+ years.

Medicinal Ingredients (per ml):

European mistletoe leaf (*Viscum album*) 17.9 mg, **Hawthorn fruit** (*Crateagus laevigata*) 35.8 mg, **Hawthorn leaf & flower** (*Crateagus laevigata*) 2.1 mg, **Motherwort herb top** (*Leonurus cardiaca*) 3.1 mg, **Cayenne fruit** (*Capsicum annum*) 2.4 mg, **Aged garlic bulb** (*Allium sativum*) 435.5 mg, **Bilberry leaf** (*Vaccinium myrtillus*) 1.9 mg, **White willow bark** (*Salix alba*) 1.3 mg.

Non-medicinal ingredients:

water, ethanol, natural cinnamon flavor (for Cinnamon only, not Original).

Dosage:

Adults 1mL - 2.5mL, 3 times daily. Follow Label directions.

For optimum results, take daily for 1 year. Continue with maintenance dosage.

Indications:

Used to promote circulatory system and cardiovascular health in adults, and also aids in some symptoms of Congestive Heart Failure (CHF)

What Are The Synergistic Ingredients Found In Strauss Heartdrops®?

Medicinal Herbs	Per 1 mL	Per 7.5 mL
Aged garlic bulb (S-Allyl Cysteine)	435.5 mg	3266.25 mg
Hawthorn Fruit	35.8 mg	268.5 mg
European Mistletoe Leaf	17.9 mg	134.25 mg
Motherwort herb top	3.1 mg	23.25 mg
Cayenne Fruit	2.4 mg	18 mg
Hawthorn leaf & flower	2.1 mg	15.75 mg
Bilberry leaf	1.9 mg	14.25 mg
White willow bark	1.3 mg	9.75 mg



100ml bottle
dropper

225ml bottle
dropper

How Do You Take Strauss Heartdrops®?

Directions:

- Shake well and place drops orally, under the tongue, hold for a full minute or two, then swallow, preferably on an empty stomach 15 minutes prior to meals or 1 hour after a meal. As indicated on dropper
- Duration: Daily for 12 months for arterial cleansing. Continue with daily maintenance dosage.
- Dosage: 1mL - 2.5mL, 3x daily (morning, mid-afternoon, bedtime)

Daily Maintenance dosage:

1mL, 3x daily

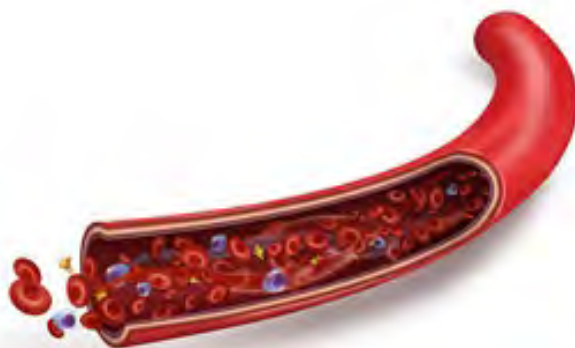
Daily Prevention dosage:

1mL, 3x daily

Strauss Heartdrops® - Arterial Support

- Life is in the blood. Your arteries deliver life to every area, every organ and every cell of your body in the form of oxygenated blood. If your arterial health is suffering, you are suffering
- Returning proper blood flow to areas that were previously restricted can relieve the related symptoms you have been suffering with
- Keeping your arteries open, clear and smooth will have a most profound impact on overall health
- Cardiologists maintain that “you are only as old as your arteries”. They know that arterial aging wears out your brain, heart, kidneys and other organs
- A product with over 1000 personal testimonials
- Proprietary process that yields aged garlic; complete with unfiltered bio-actives

your



Normal artery



Artery with cholesterol build up

Strauss Heartdrops® Ingredient: **Aged Garlic**

- Aged Garlic - with S-Allyl Cysteine, naturally contains sulfur
- Quality controlled (GCMS Verified) and aged with all substituents for highest efficacy
- Known to decrease LDL and triglycerides; emulsifies fats in bloodstream
- Anti-coagulant and anti-platelet aggregation effects, thereby lowering blood pressure
- Increases blood flow to extremities, and aids in atherosclerosis and arteriosclerosis
- Anti-oxidant = Reduces oxidative stress, and thus has anti-inflammatory properties
- Reduces coronary plaques by reducing membrane calcification
- Anti-bacterial, anti-viral, anti-fungal, and anti-microbial



Strauss Heartdrops® Ingredient: **Hawthorn Fruit, Flower, Leaf**

- Lowers high blood pressure by causing blood vessels in the body to relax with stimulation of Nitric Oxide (NO)
- Decreases cholesterol by inhibiting the absorption of dietary cholesterol
- Direct action on heart cells which results in an increase in coronary flow and anti-arrhythmic action, which both aid in heart muscle's efficiency
- Strengthens vascular walls, and also relaxes smooth muscles of arteries, thereby lowering BP
- Antioxidant - reduces oxidative stress



Strauss Heartdrops® Ingredient: **European Mistletoe Leaf**

- Strong immuno-stimulant and cytoprotective - (protects DNA of healthy cells, while destroying non-healthy cells)
- As a vagal nerve tonic, European Mistletoe aids in:
 - Strengthening a weak pulse
 - Slows tachyarrhythmia or enlivens bradycardia
 - Helps angina
 - SOB/Dyspnea
 - Palpitations upon exertion
 - Nerve hyperactivity
- Beneficial in hypertension, CHF, arrhythmia, cardiac weakness, atherosclerosis and vascular inflammation, as well as promotes carbohydrate metabolism as in diabetes
- Vasorelaxant action and vasodilation action due to its promotion of NO
- Contains flavonoids that normalize electrical conduction of heart via *purkinje fibres



* *purkinje fibres* - One of the specialized cardiac muscle fibers, part of the impulse-conducting network of the heart that rapidly transmit impulses from the atrioventricular node to the ventricles.

Strauss Heartdrops® Ingredient: **Motherwort**

- Improves heart function by relaxing CNS, reduces stress hormones and tension
- Contains phytochemicals, having a relaxing effect on smooth muscles, like arterial walls, thereby reducing BP & heart rate
- Cardiotonic
- Prevents heart palpitations
- Prevents blood clots and reduces platelet aggregation
- Mild blood thinning properties



Strauss Heartdrops® Ingredient: **Cayenne Fruit**



- Increases heat units in body and increases permeability in digestive tract, thereby increasing effectiveness of other ingredients it's combined with
- Increases peripheral circulation, especially to capillaries – can be used in Raynaud's Disease and in Diabetes
- Influences venous structure – vasodilates, which reduces blood pressure
- Stimulates peristaltic motion of the intestines and rebuilds stomach tissue
- Powerful cardio-stimulant

Strauss Heartdrops® Ingredient: **Bilberry Leaf**

- Manages blood sugar levels and prevents oxidation of bad cholesterol
- Super food (great source of vit. C), for ocular health because it strengthens capillaries and increases circulation to the eyes
- Strengthens vascular walls, which aids in varicose veins, spider veins and hemorrhoids
- Purifies blood and aids in circulatory disorders such as in venous insufficiency
- Anti-oxidant properties that prevent buildup of plaque in arteries, as in cases of varicose veins and atherosclerosis
- Prevents blood clotting
- Overall, Bilberry has the ability to balance BP



Strauss Heartdrops® Ingredient: **White Willow Bark**



- Anti-inflammatory effects = COX-2 Inhibitor (down regulates inflammatory mediators)
- Contains flavonoids that protect against oxidative stress = anti-oxidant
- Anticoagulant = Blood thinning properties
- Contains trace amount of white willow in this Heartdrops® formula



FAQ: Who Would Benefit From Using Strauss Heartdrops®?

Circulation Related Conditions

Arteries – arteriosclerosis

Bones - osteoporosis, arthritis

Brain - Alzheimer's, stroke

Ears - hearing loss, tinnitus

Eyes - vision loss, retinopathy

Lips and Skin – Blue/Gray color

Genitals - infertility, erectile dysfunction

Heart - atherosclerosis, heart attack

Kidneys - purifies blood, diabetes

Liver - hepatitis, detoxification

Lungs - asthma, COPD, pneumonia

Pancreas - diabetes, cystic fibrosis

Prostate - fertility, BPH, prostatitis

Skeletal Muscles – fibromyalgia

Spinal Cord - back pain, paralysis

Spleen - infection defense, detox

Veins & Vessels - varicose, thrombosis

Factors in Vascular Health

• blood pressure

• chronic stress

• arrhythmia

• arterial plaque

• triglycerides

• diabetes

• oxidized LDL

• high cholesterol

• cold hands/feet

• unexplained fatigue

• rapid/irregular pulse

• high anxiety

• chest pain/pressure

• male impotence

• high blood pressure

• gum disease

• irregular heartbeat

• lightheaded/dizziness

• weak grip strength

• Frank's sign (earlobe creases)

* Some individuals have silent coronary heart disease (CHD) with no prior signs or symptoms.



FAQ: **Who Should Not Take Strauss Heartdrops®?**

- Pregnant, breastfeeding mothers
- Children under age twelve should not take Strauss Heartdrops®

FAQ: **Are there any side effects or contradictions when using Strauss Heartdrops®?**

There are no notable contraindications with medications.

However, we do recommend that you leave 2 hours between taking medications. In some cases, your prescription may require a dose adjustment.

Please work with your health care practitioner with regards to your specific situation.

Please read the product label for complete directions of use.

Strauss Cardio Support Drops™



A blend of 7 herbs

NPN 80129358

Medicinal Ingredients (per ml):

European mistletoe leaf (*Viscum album*) 31.8 mg

Hawthorn fruit (*Crateagus laevigata*) 317.7 mg

Hawthorn leaf & flower (*Crateagus laevigata*) 31.8 mg

Skullcap aerial (*Scutellaria lateriflora*) 43.1 mg

Cayenne fruit (*Capsicum annuum*) 2.0 mg

Indian sarsaparilla root (*Hemidesmus indicus*) 38.6mg

Peppermint leaf (*Mentha x piperita*) 35.2 mg

Non-medicinal ingredients:

water, ethanol, glycerine, spearmint flavouring

- Can be combined with Strauss Heartdrops – highly recommended.

Indications:

Used to help cardiovascular health and balance irregular heart rates, strengthens heart muscle contraction while calms nerves associated with heart.

Dosage:

Adults take 1-3 mL (20-60 drops), 3 times daily

For best results use for 2-3 months consecutively and in combination with Heartdrops.

Cardio Support Drops™ Ingredient: **Hawthorn Fruit, Leaf & Flower**

- Hawthorn fruit, flower and leaf – traditionally used to strengthen and invigorate heart and circulatory function
- It is mildly sedative, analgesic, antispasmodic, antiarrhythmic, diuretic, hypotensive, vasodilatory, and cardiotonic actions
- Also reduces resting diastolic BP and anxiety
- Indicated for use in beginning stages of cardiac insufficiency and in cases of heart attack prevention
- Dissolves arterial plaques, increase force of pump and lengthens refractory period, which helps improve exercise tolerance in patients with CHF stage B



Cardio Support Drops™ Ingredient: **Skullcap Aerial**



- Mild sedative properties = calms CNS (central nervous system) and ANS
- Increases mitochondrial energy = ATP within cells
- Strengthens, supports and calms CNS
- Contains flavone baicalein which has shown to have cardioprotective effects
- Shown to improve intermittent pulse attributed to nervous system

Cardio Support Drops™ Ingredient: **Indian Sarsaparilla Root**

- Blood thinner -- due to its coumarin compounds
- Eliminates excess salts, fats, toxins and water out of the body, thereby purifies blood which in turn, lessens kidney workload = reducing strain on kidneys and liver
- Anti-inflammatory
- Cardiotonic, diuretic and anti-bacterial properties
- Soothes nerves
- Synergistic = thought that the saponins contained in sarsaparilla increase bioavailability and absorption of other herbs in the formula



Cardio Support Drops™ Ingredient: **Peppermint Leaf**

- Anti-inflammatory -- contains Rosmarinic acid, which has been shown to block inflammation
- When a small amount of menthol is taken, as in peppermint leaf, it relaxes tension and has been shown to lower BP slightly
- Soothes muscle and nerve pain
- Diuretic properties
- Antibacterial



Cardio Support Drops™ Ingredient: **European Mistletoe Leaf**

- Strong immunostimulant and cytoprotective - (protects DNA of healthy cells, while destroying non-healthy cells)
- As a vagal nerve tonic, European Mistletoe aids in:
 - Strengthening a weak pulse
 - Slows tachyarrhythmia or enlivens bradycardia
 - Helps angina
 - SOB/Dyspnea
 - Palpitations upon exertion
 - Nerve hyperactivity
- Beneficial in hypertension, CHF, arrhythmia, cardiac weakness, atherosclerosis and vascular inflammation, as well as promotes carbohydrate metabolism as in diabetes
- Vasorelaxant action and vasodilation action due to its promotion of NO
- Contains flavonoids that normalize electrical conduction of heart via purkinje fibres



Cardio Support Drops™ Ingredient: **Cayenne Fruit**

- Increases heat units in body and increases permeability in digestive tract, thereby increasing effectiveness of other ingredients it's combined with
- Increases peripheral circulation, especially to capillaries – can be used in Raynaud's Disease and in Diabetes
- Influences venous structure -- vasodilates, which reduces blood pressure
- Stimulates peristaltic motion of the intestines and rebuilds stomach tissue
- Powerful cardio-stimulant



Strauss Kidney Support Drops™



A blend of 12 herbs

NPN 80056588

Medicinal Ingredients (per ml):

Juniper Fruit (*Juniperus communis*) 189.0 mg
Uva ursi leaf (*Arctostaphylos uva-ursi*) 59.1 mg
Goldenrod herb top (*Solidago virguarea*) 59.1 mg
Marshmallow root (*Althaea officinalis*) 44.6 mg
Ginger root (*Zingiber officinale*) 34.1 mg
Parsley Leaf (*Petroselinum crispum*) Extract 26.25 mg
Gravel root (*Eupatorium purpureum*) 22.8 mg
Horsetail herb top (*Equisetum arvense*) 22.3 mg
Nettle Leaf (*Urtica dioic*) 19.2 mg
Goldenseal root (*Hydrastis canadensis*) 17.1 mg
Lobelia leaf (*Lobelia inflata*) 3.9 mg
Cayenne fruit (*Capsicum annum*) 2.6 mg

Non-medicinal ingredients:

water, ethanol, glycerine, spearmint flavoring, *Juniperis communis* Fruit Oil

Indications:

High blood pressure, congested kidneys, infected kidneys, prevention of nephrolithiasis (kidney stones)

Dosage:

Recommended 1 mL, 2-3 times daily

Kidney & Blood Pressure **Connection**

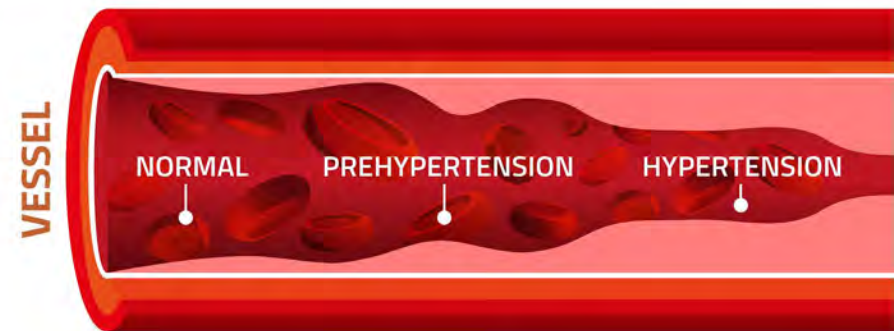
The kidneys have numerous essential functions in the body, including:

- Filtering blood, water balance, controlling metabolism, producing bone marrow, ruling libido and are linked to the overall wellbeing of organs such as the brain, heart, nervous system, eyes and ears
- Help to maintain pH of the blood and therefore the body, essentially
- The adrenals are part of the kidney system, providing high energy when needed. In TCM, the kidneys provide Qi = Life Energy to all other organs
- Kidneys produce hormones responsible for regulating the production of RBCs and maintaining normal BP. Therefore, not drinking enough water puts added stress on kidneys
- Kidneys also regulate circulating blood volume, which affects BP

Hypertension Complications:

- Blood vessel damage
- Stroke
- Heart attack
- Kidney Damage

SYSTOLIC PRESSURE → Is measured between when the heart contracts



DIASTOLIC PRESSURE → Is measured between beats when the heart relaxes

Blood Pressure VECTOR INFOGRAPHIC

Blood Pressure is the pressure exerted by circulating blood upon the walls of blood vessels.

Kidney Support Drops™ Ingredient: **Juniper Fruit**

- Diuretic and improves urinary flow
- Anti-bacterial and anti-fungal, specifically within the kidneys -- often used in UTI's
- Contains powerful antioxidants such as SOD (Superoxide Dismutase), Catalase and Glutathione peroxidase
- These antioxidants specifically protect against damage from peroxides in the body which can lead to heart disease
- Juniper fruit help build up acetylcholine in the CNS, which in turn can:
 - slow heart action
 - lower BP
 - increase blood flow
 - induce heart contractions



Kidney Support Drops™ Ingredient: **Uva Ursi Leaf**



- Diuretic -- contains ursolic acid which reduces water retention and increases urine flow
- Contains hydroquinone derivative, arbutin, which is often used to treat nephritis, urethritis, kidney stones, and chronic cystitis
- Antiseptic and antimicrobial properties -- used in UTIs
- Astringent -- contains allantoin which soothes, strengthens and tightens irritated and inflamed tissues such as those in bladder and kidneys
- Neutralizes acidity in urine -- reduces accumulation of uric acid in urine
- Relaxes muscles

Kidney Support Drops™ Ingredient: **Goldenrod Herb Top**

- Contains saponins, flavonoids, quercetin, and other compounds that are responsible for its antioxidant properties and its ability to be antifungal, anti-inflammatory, analgesic, antimicrobial, antitumor, diuretic
- It has hypotensive effects on cardiovascular and sedative effects on nervous system
- Antitumor = cytotoxic effects have been reported in melanoma, breast and human prostate tumor cells, to name a few
- Relaxes smooth muscular contraction activity -- inhibits acetylcholine-induced bladder contractions
- Often used to treat UTI's, candida (yeast) overgrowth, and to prevent kidney stones



Kidney Support Drops™ Ingredient: **Marshmallow Root**



- Herbal actions include; demulcent (relieving inflammation or irritation), emollient, diuretic, anti-inflammatory, expectorant, antilithic (prevent kidney stones)
- Contains high levels of glucuronoxylan, a potent anti-oxidant that protects cells from free-radical damage, promoting health in urinary tract and throughout entire body
- Mucilaginous (having a viscous or gelatinous consistency) -- helpful in soothing epithelial tissues and mucous membranes
- Encourages increased urine flow
- Aids in cystitis, urethritis (inflammation, swelling and irritation of the urethra) and urinary calculi (stones)
- Fights infection

Kidney Support Drops™ Ingredient: **Ginger Root**

- Prevents kidney stone formation by dissolving small stones, soothing irritated tissues and decreases inflammation caused by stones
- Blood purifier -- helps kidneys to filter the blood
- Naturally lowers bad cholesterol and triglycerides
- Contains gingerone, an anti-inflammatory compound found in ginger -- reduces pain and tenderness due to kidney stones colliding with urethra or bladder wall
- Blood thinner -- prevents blood clots systemically, as well as within kidneys, caused by stones (which can lead to blockage of blood flow = serious emergency condition).



Kidney Support Drops™ Ingredient: **Parsley Leaf**



- Powerful natural diuretic and can help reduce bloating and blood pressure
- Parsley Leaves Benefits in Diuresis - which is the increased production of urine. This can aid in the removal of toxins and excess water from the body.
- Parsley is loaded with vitamin K, which has been linked to bone health and supports bone growth and bone mineral density
- Parsley is rich in vitamin C and other antioxidants, which help reduce the risk of serious health conditions like diabetes, stroke, heart disease and cancer.
- The impressive health benefits of this herb come via its active ingredients, which studies show include:
 - phenolic compounds • antioxidant flavonoids • carotenoids
 - ascorbic acid • essential oils like myristicin and apiol
 - various nutrients like vitamins K, C and A

Kidney Support Drops™ Ingredient: **Gravel Root**

- Soothes urinary tract ailments and bladder infections
- Softens and dissolves gallstones as well as kidney stones, encouraging their safe passage out of body
- Discourages new stones formation
- Diuretic, anti-inflammatory and astringent on mucosal lining
- Dissolves build up of uric acid -- helpful in cases of kidney stones, systemic gout and rheumatism
- Alleviates painful urination and inflammation associated with stones



Kidney Support Drops™ Ingredient: **Horsetail Herb Top**



- Diuretic due to it's high content of potassium
- Anti-oxidant -- eliminates toxins from the entire body
- Rids body of excess uric acid, as in cases of gout, arthritis and rheumatism
- Increases urine flow -- good for prostate health
- Gallic and pectic acids helps to rebuild and repair connective tissue -- heals wounds

Kidney Support Drops™ Ingredient: **Nettle leaf**

- Diuretic and depurative (purifying and detoxifying effects):
 - purifies blood
 - removes creatinine and uric acid
 - dissolves gallstones
 - improves urination
 - controls infection and inflammation of the kidneys
- Rich in iron, it prevents anemia. Iron is needed for hemoglobin and RBC production
- Contains hox alpha, which curbs the production of prostaglandins and cytokines, which otherwise cause inflammation in the body. Therefore, Nettle intercepts pain signals and alters the way the body recognizes pain
- Contains vit. K -- improves blood-clotting factors
- Removes impurities such as calcium crystal deposits, grit and kidney stones
- Used in UTI's and for overall prostate health (slows growth of specific prostate cells)



Kidney Support Drops™ Ingredient: **Lobelia Leaf**



- Antispasmodic effects on tissues
- Anti-inflammatory -- decreases pro-inflammatory cytokines, which can lead to heart disease
- Emetic, purgative and diuretic effects
- Alpha-lobeline has a relaxing effect on CNS and the neuromuscular system, as well as peripheral circulation, activating the carotid and aortic body chemoreceptors
- Contains vit. C, calcium, magnesium, and potassium

Kidney Support Drops™ Ingredient: **Goldenseal Root**

- Known as a “cure all”, Goldenseal is one of the most useful herbs
- Contains Berberine -- which is not only antifungal and antibacterial, but it also can prevent bacteria (E.coli) from binding to urinary tract walls
- Berberine also has properties to lower BP and improve irregular heartbeats
- Removes toxins and poisons from entire body, diuretic, antiperiodic (prevent regular recurrence of symptoms), tonic, antiseptic, aperient, antifungal, antibacterial = effective for use in UTI's
- Soothes inflammation of the urethral mucous membranes as in cases of UTI's



Kidney Support Drops™ Ingredient: **Cayenne Fruit**



- Contains vitamins C, B6, E, potassium, manganese, and flavonoids-which provide its powerful antioxidant properties
- Studies indicate that cayenne pepper can help clear away fatty deposits and dilate blood vessels to clear away clots
- Increases absorption of the other herbs in the formula
- Stimulates circulation, including that within the kidneys, and thereby aiding kidney filtering
- Aids in digestion, slows intestinal gas, cramps, and stomach upset
- Improves poor circulation by encouraging fibrinolytic activity to prevent blood clots
- Lowers bad cholesterol and prevents heart disease

Strauss Prostate Support Drops™



A blend of 10 herbs

NPN 80101752

Medicinal Ingredients (per ml): **Saw Palmetto** Fruit (*Serenoa repens*) 333.3 mg, **Bilberry** leaf (*Vaccinium myrtillus*) 212.6 mg, **Nettle** Leaf (*Urtica dioic*) 165.4 mg, **Juniper** Fruit (*Juniperus communis*) 96.9 mg, **Birch** leaf (*Betula pendula*) 48.3 mg, **Corn silk** stigma & style (*Zea mays*) 48.3 mg, **Linden** leaf & flower (*Tilia x europaea*) 48.3 mg, **White willow** bark (*Salix alba*) 48.3 mg, **Goldenseal** root (*Hydrastis canadensis*) 34.6 mg, **Uva ursi** leaf (*Arctostaphylos uva-ursi*) 24 mg

Non-medicinal ingredients: water, ethanol, glycerine, spearmint flavoring

Indication: Used in Herbal Medicine to help relieve the urologic symptoms associated with mild to moderate benign prostatic hyperplasia (BPH)

• **Weak urine flow** • **Incomplete voiding** • **Frequent daytime/night time urination**

Dosage: Adult Males: take 1ml 3 times per day. Take with food to minimize gastric disturbance. Do not take with highly acidic foods (e.g. citrus fruits/juice) or medications which may acidify urine. Take a few hours before or after any medication or natural health product.

Important Notice:

Strauss Naturals Prostate Drops™ contain high quantities of Saw Palmetto Fruit, which provides effective relief of symptoms of Benign Prostatic Hyperplasia. Saw Palmetto Fruit contains high levels of beneficial fatty acids, which over time can solidify in the bottom of the bottle. Normally, shaking before use will effectively mix the Prostate Drops™; however, if the solids will not mix with shaking, we recommend immersing the bottom of the bottle in hot tap water for approximately 10 minutes and then shake to help remix the fatty acids.

Prostate Support Drops™ Ingredient: **Saw Palmetto Fruit**

Indications include;

- Overall genitourinary health in males
- Benign prostatic hyperplasia (BHP)
- Chronic non-bacterial prostatitis
- Prevent hair loss
- Incontinence and difficulty urinating
- In both sexes; chronic pelvic pain, bladder disorders & decreased sex-drive
- Can also be indicated in women for PCOS with Hirsutism, to balance hormones
- Contains fatty acids, collectively called liposterols -- shown to inhibit the enzyme responsible for converting testosterone to DHT
- Lowers androgens, such as testosterone & DHT to a balanced level



Prostate Support Drops™ Ingredient: **Nettle Leaf**

- Traditionally used for systemic inflammation, such as in allergic reactions
- Source of vitamins A, C, and K, potassium, phosphorus and calcium
- Antiviral
- Improves total antioxidant capacity and SOD levels and has shown to reduce C-reactive protein
- Anti-inflammatory effects on lower urinary tract and prostate



Prostate Support Drops™ Ingredient: **Bilberry Leaf**

- Diuretic, antioxidant, anti-inflammatory, wound healing, sugar balancing, joint disease
- Promotes the biosynthesis of collagen, eye health, adds vascular strength to walls, platelet aggregation inhibition
- Decrease capillary fragility, due to it's strong antioxidant properties
- Aids in venous strength and function
- Anti-inflammatory flavonoids responsible for inhibiting the release and synthesis of pro-inflammatory compounds -- histamines, leukotrienes, and prostaglandins
- Contains Anti-oxidant actions, such as protecting LDL cholesterol from oxidative stress properties
- Useful in glaucoma, helps with night vision, day vision, cataracts, diabetic neuropathy
- Useful in gout - bilberry leaf may decrease uric acid in body



Prostate Support Drops™ Ingredient: **Corn Silk Stigma & Style**



- Traditionally used to treat urinary tract infections and kidney stones in adults
- A soothing diuretic, useful for irritation of urinary tract
- Used for inflamed bladders and painful urination
- Rich in vit. K (historically, used in childbirth to control excess bleeding)
- Has shown benefits in atherosclerosis, edema, prostate inflammation, and helps with high blood pressure

Prostate Support Drops™ Ingredient: **Juniper Fruit**

- Diuretic and improves urinary flow
- Anti-bacterial and anti-fungal, anti-viral -- specifically within the kidneys -- often used in UTI's
- Contains powerful antioxidants such as SOD, Catalase and Glutathione peroxidase.
- These antioxidants specifically protect against damage from peroxides throughout the body
- Used for:
 - digestion problems
 - flatulence and bloating
 - GI infections
 - UTI's
 - kidney & bladder stones



Prostate Support Drops™ Ingredient: **Goldenseal Root**



- Catarrh and anti-inflammatory, especially on mucous membranes
- A strong antimicrobial, acts against drug resistant Staph. aureus bacteria, H. pylori, and streptococcus, to name a few pathogens
- Contains Berberine which inhibits oxidative stress and inflammation on the kidneys, liver, pancreas and digestive tract
- Controls gastrointestinal dysbiosis = helps to maintain gut flora balance

Prostate Support Drops™ Ingredient: **Birch Leaf**

- Diuretic - contains ursolic acid which reduces water retention and increases urine flow
- Contains hydroquinone derivative, arbutin, which is often used to treat nephritis, urethritis, kidney stones, and chronic cystitis
- Antiseptic and antimicrobial properties - used in UTIs
- Astringent - contains allantoin, which soothes, strengthens and tightens irritated and inflamed tissues such as those in bladder and kidneys
- Neutralizes acidity in urine and reduces accumulation of uric acid in urine
- Relaxes muscles
- Boosts immune system = antibacterial & antioxidant
- Speeds up recovery time due to its rich in vit C and flavonoids and can reverse damage done by free radicals
- Anti-inflammatory due to its high content of betulinic acid (betulin)*
- Blood purifier = helps the kidneys filter the blood
- Diuretic properties = flushes out excess fluids, increasing the volume and frequency of urination, which is useful to flush out uric acid, toxins and excess edematous fluids
- Promotes overall urinary tract health



Betulinic Acid/Betulan

*Betulinic Acid is a pentacyclic lupane-type triterpene derivative of betulin (isolated from the bark of *Betula alba*, the common white birch) with anti-inflammatory, anti-HIV and antineoplastic activities.

Betulinic acid induces apoptosis through induction of changes in mitochondrial membrane potential, production of reactive oxygen species, and opening of mitochondrial permeability transition pores, resulting in the release of mitochondrial apogenic factors, activation of caspases, and DNA fragmentation.

Prostate Support Drops™ Ingredient: **Linden Leaf & Flower**

- Traditionally used for bladder and kidney issues, and to induce sweating for feverish infections, reduce nasal congestion, and relieve throat irritation and cough
- Linden has sedative effects and has been used to treat nervous heart palpitations and high blood pressure
- Helps with sleep and anxiety
- Diuretic, diaphoretic (inducing perspiration) effects, cholagogue, antispasmodic, and is a nervine
- Promotes relaxation, relieving stress & anxiety -- mimics the activity of GABA
- Anti-inflammatory due to high level of several flavonoid antioxidants



Prostate Support Drops™ Ingredient: **White Willow Bark**



- Anti-inflammatory effects = COX-2 inhibitor (down-regulates inflammatory mediators, including tumor necrosis factor-alpha and nuclear factor-kappa beta)
- Contains flavonoids that protect against oxidative stress = anti-oxidant
- Also seems to prevent prostaglandin and cytokine release, reducing pain and inflammation
- Prevents platelet aggregation and thus prevents blood clotting
- Increases antioxidant activity, including glutathione

Prostate Support Drops™ Ingredient: **Uva Ursi Leaf**

- Diuretic - contains ursolic acid which reduces water retention and increases urine flow
- Diuretic properties = flushes out excess fluids, increasing the volume and frequency of urination, which is useful to flush out uric acid, toxins, and excess edematous fluids
- Speeds up recovery time due to its rich in vitamin C and flavonoids and can reverse damage done by free radicals
- Contains hydroquinone derivative, arbutin, which is often used to treat nephritis, urethritis, kidney stones, and chronic cystitis
- Astringent - contains allantoin, which soothes, strengthening and tightens irritated and inflamed tissues such as those in bladder and kidneys
- Antiseptic and antimicrobial properties - used in UTIs
- Neutralizes acidity in urine - reduces accumulation of uric acid in urine
- Relaxes muscle
- Boosts immune system=antibacterial & antioxidant
- Anti-inflammatory due to its high content of betulinic acid (betulin)
- Blood purifier = helps the kidneys filter the blood
- Promotes overall urinary tract health



Strauss Bladder Support Drops™



A blend of 10 herbs

NPN 80104830

Medicinal Ingredients (per ml): **Birch** leaf (Betula pendula) 268.7 mg, **Bilberry** leaf (Vaccinium myrtillus) 201 mg, **Uva ursi leaf** (Arctostaphylos uva - ursi) 132.8 mg, **Juniper** fruit (Juniperus communis) 91.3 mg, **Saw Palmetto** fruit (Serenoa repens) 91.3 mg, **White willow** bark (Salix alba) 45.6 mg, **Linden** flower (Tilia x europaea) 45.6 mg, **Nettle** Leaf (Urtica dioica) 45.6 mg, **Corn silk** stigma (Zea mays) 45.6 mg, **Goldenseal** root (Hydrastis canadensis) 32.6 mg

Non-medicinal ingredients: Water, ethanol, glycerine, spearmint flavoring
Indications:

- Diuretic - increases urine flow
- Anti-inflammatory, Anti-septic, Anti-bacterial formula
- Soothe, strengthen and tonify the urinary passages
- Urinary incontinence
- Mild or uncomplicated benign infections of the lower urinary tract

Dosage:

- Adults take 1mL orally, 3 times daily
- Do not take with highly acidic foods (e.g. citrus fruits and juice) or medications which may acidify urine
- Take a few hours before or after any medication or natural health product

Indication:

- Diuretic - increases urine flow
- Anti-inflammatory, Anti-septic, Anti-bacterial formula
- Soothe, strengthen and tonify the urinary passages
- Urinary incontinence
- Mild or uncomplicated benign infections of the lower urinary

Bladder Support Drops™ Ingredient: **Birch Leaf**

- This herb has been indicated as a diuretic for irrigation of the urinary tract, especially in case of inflammation and renal gravel and in the treatment of bacterial infections and spasmodic disorders of the urinary tract.
- It's additional anti-inflammatory, antiseptic and tonic actions have made the herb particularly useful for cystitis (bladder inflammation), catarrh of the bladder, kidney stones and urinary gravel, infections and irritability of the urinary system in general as well as in gout, rheumatism and edema.
- Diuretic properties - contains ursolic acid which reduces water retention and increases urine flow. Flushes out excess fluids, increasing the volume and frequency of urination, which is useful to flush out uric acid, toxins, and excess edematous fluids (swelling)
- Contains hydroquinone derivative, arbutin (betulinic acid/botulin), which is often used to treat nephritis, urethritis, kidney stones, and chronic cystitis
- Astringent - contains allantoin, which soothes, strengthening and tightens irritated and inflamed tissues such as those in bladder and kidneys
- Speeds up recovery time due to it being rich in vit C and flavonoids and can reverse damage done by free radicals
- Neutralizes acidity in urine - reduces accumulation of uric acid in urine
- Boosts immune system = antibacterial & antioxidant
- Antiseptic and antimicrobial properties-used in UTIs
- Blood purifier = helps the kidneys filter the blood
- Promotes overall urinary tract health



Bladder Support Drops™ Ingredient: **Bilberry Leaf**

- Bilberry leaf preparations have a long history of traditional use for kidney and urinary tract disorders including: gout, poor circulation, metabolic stimulation and blood purification, mild UTI disinfectant for alkaline pH infections, circulatory enhancer, venous insufficiency and capillary fragility, atherosclerosis and hypertension, vasoprotective and anti-edema properties.
- Its constituents are reported to prevent the release and synthesis of pro-inflammatory compounds such as histamine, prostaglandins, and leukotrienes in support of anti-inflammatory activity attributed to the herb. The main constituents of bilberry leaf include polyphenols (9%), tannins (7-7.8%) and flavonoids (2-3%). Bilberry leaf contains relatively high concentrations of manganese and chromium (9 ppm).
- Diuretic, antioxidant, anti-inflammatory, wound healing, sugar balancing, joint disease- promotes the biosynthesis of collagen, eye health, adds vascular strength to walls, platelet aggregation inhibition
- Anti-inflammatory flavonoids responsible for inhibiting the release and synthesis of pro-inflammatory compounds -- histamines, leukotrienes and prostaglandins
- Contains anti-oxidant actions, such as protecting LDL cholesterol from oxidative stress properties
- Useful in Glaucoma, helps with night vision, day vision, cataracts, diabetic neuropathy
- Decrease capillary fragility, due to its strong antioxidant properties
- Aids in venous strength and function
- Useful in cases where uric acid / gout is an issue



Bladder Support Drops™ Ingredient: **Uva Ursi**

- The leaf of Uva ursi is specifically indicated for diseases of the bladder and kidneys, helping to soothe, strengthen and tonify the urinary passages and reduce inflammation of the urinary tract
- Used as a diuretic to treat renal or urinary calculi (kidney stones), congested kidneys, urinary aid and tonic for bladder and kidneys. Contains ursolic acid which reduces water retention and increases urine flow
- Widely recognized worldwide as effective treatment for mild or uncomplicated infections of the lower urinary tract, such as cystitis, urethritis; when antibiotic therapy is not considered essential
- Astringent - contains allantoin, which soothes, strengthening and tightens irritated and inflamed tissues such as those in bladder and kidneys
- Contains hydroquinone derivative, arbutin, which is often used to treat nephritis, urethritis, kidney stones, and chronic cystitis
- Relieves chronic irritation of the bladder
- Beneficial use for urinary incontinence, aching kidneys and bladder
- Congested and ulceration of the bladder and prostate gland
- Anti-septic and anti-microbial properties-used in urinary tract infections (UTIs)
- Neutralizes acidity in urine - reduces accumulation of uric acid in urine



Bladder Drops™ Ingredient: **Juniper**

- Juniper fruit preparations have a long history of use as diuretic and soothing kidney remedies, and as urinary antiseptics to help relieve benign urinary tract infections.
- They are considered to be specific for cystitis when renal inflammation is absent.
- They are Traditionally useful in all cases of renal congestion, aching through the back and loins, bladder catarrh, etc., and have a distinct tonic effect on tissues of the genitourinary tract.
- Juniper is principally used as an adjunct in combination with other diuretics.
- The Juniper Berry is rich in volatile oils, in particular terpinen-4-ol, which is reported to increase the rate of kidney filtration, which in turn increases urine flow whilst helping to flush out bacteria from the kidneys and bladder.
- Natural antiseptic with antifungal and antibacterial properties



Bladder Support Drops™ Ingredient: **Saw Palmetto Fruit**

- Used in herbal medicine to help relieve urological symptoms.
- Contains fatty acids, collectively called liposterols -- shown to inhibit the enzyme responsible for converting testosterone to DHT
- Weak urine flow, incomplete voiding, frequent daytime and nighttime urination
- Inflammation and catarrh of the genitourinary track
- Cystitis
- Benign prostatic hyperplasia (BHP), chronic non-bacterial prostatitis
- Prevent hair loss
- Incontinence
- In both sexes; chronic pelvic pain, bladder disorders & decreased sex-drive
- Lowers androgens, such as testosterone & DHT, to a balanced level
- Can also be indicated in women for PCO syndrome with Hirsutism, to balance hormones



Bladder Drops™ Ingredient: **White Willow Bark**

- Anti-inflammatory effects = COX-2 Inhibitor (down regulates inflammatory mediators)
- Contains flavonoids that protect against oxidative stress = anti-oxidant
- Anticoagulant = Blood thinning properties
- Contains trace amount of white willow in this Heartdrops® formula



Bladder Support Drops™ Ingredient: **Corn Silk Stigma & Style**

- It is diuretic, urinary demulcent (relieves irritation), anti-inflammatory, antilithic (acting against formation of kidney stones) and antiseptic with tonic actions
- Has shown benefits in atherosclerosis, edema, prostate inflammation, and helps with high blood pressure
- Traditionally used for inflammatory conditions and infections of the urinary system.
- Useful to treat urinary tract infections and kidney stones in adults
- Used for inflamed bladders and painful urination



Bladder Support Drops™ Ingredient: **Linden Flower**



- Considered to be a diuretic and therefore a common supportive/complimentary component of urological formulations such as Bladder Drops.
- Described as being stimulant, tonic, nervine, antispasmodic, anti-inflammatory and astringent in its actions
- Relaxant nervine properties to help relieve a nervous bladder

Bladder Support Drops™ Ingredient: **Nettle Leaf**

- Traditional use as diuretic
- Helps to decrease inflammation and assist eliminative function
- Approved for internal use as irrigation therapy for inflammatory diseases of the lower urinary tract and prevention and treatment of kidney gravel
- Highly nutritive, providing central restorative and tonic effects
- Source of vitamins A, C, and K, potassium, phosphorus and calcium
- Improves total antioxidant capacity and SOD levels and has shown to reduce C-reactive protein



Bladder Support Drops™ Ingredient: **Goldenseal Root**



- Provides a minor, complimentary role in the Bladder Drops formulation
- Anti-inflammatory effects = COX-2 inhibitor (down-regulates inflammatory mediators, including tumor necrosis factor-alpha and nuclear factor-kappa beta)
- Antiseptic, antimicrobial, anti-catarrhal, astringent and diuretic
- Anti-inflammatory and tonic for inflammation of mucus membranes
- Infectious and inflammatory conditions of the gastrointestinal tract, upper respiratory tract and genitourinary system
- Contains Berberine which inhibits oxidative stress and inflammation on the kidneys, liver, pancreas and digestive tract
- Controls gastrointestinal Dysbiosis = Helps to maintain gut flora balance

Strauss Menopause Drops™

Helps relieve symptoms associated with menopause and post menopause

NPN 80133811

Medicinal Ingredients (per ml):

Red Clover Isoflavone Extract	13.3 mg AIE
Black Cohosh (root)	50.7 mg
Blue Cohosh (root)	30.4 mg
Ginger (root)	22.2 mg
Squaw vine (herb top)	20.4 mg
Raspberry (leaf)	17.0 mg
Crampbark (bark)	11.1 mg
Valerian (root)	11.1 mg
Eleuthero (root)	10.0 mg
Uva ursi (leaf)	10.0 mg
Blessed thistle (herb top)	8.2 mg
Lady's mantle (herb top)	6.7 mg
Lobelia (herb top)	6.0 mg
Dong quai (root)	5.9 mg
Bayberry (bark)	5.6 mg
Damiana (leaf)	4.8 mg
Chinese licorice (root)	4.8 mg
Indian-sarsaparilla (root)	4.8 mg
False Unicorn (root)	4.1 mg
Safflower (root)	3.4 mg



A blend of 20 herbs
 3.4 oz and 7.6 oz

Non-medicinal ingredients: Water, ethanol, glycerine, spearmint flavoring

Menopause Drops™ OVERVIEW

Indications:

- Menopause Drops™ are used traditionally in Herbal Medicine to relieve symptoms associated with menopause and post menopause; such as hot flashes and night sweats.
- Helps to reduce mineral bone density loss when used with adequate amounts of Calcium and Vitamin D.

Directions of Use:

- Menopausal and postmenopausal women take 1 mL, 3-5 times per day (5 mL=1 tsp).
- Take a few hours before or after any medication or natural health product.
- Do not take with highly acidic foods (e.g. citrus fruits and juice) or medications, which may acidify urine. Avoid prolonged exposure to sunlight, ultraviolet light (UV) or UV therapy.
- For hot flashes/night sweats, use for several weeks to see beneficial effects. Consult a health care practitioner for use beyond 6 months.

Appearance:

Our Menopause Drops contain a high quantity of red clover isoflavones and display a more cloudy or milky appearance than you may be used to with other tinctures from Strauss Naturals. This is completely normal and is not a cause for concern. If you notice any settling of the red clover near the bottom of the bottle, a quick shake should disperse the red clover throughout the tincture.





Menopause Drops™ OVERVIEW CONTINUED

Menopause Overview

Demographics:

Women, particularly those experiencing menopause and post-menopause symptoms

Psychographics & Behavior:

- Health-conscious individuals interested in natural remedies and for those who prefer herbal supplements over pharmaceuticals
- Women seeking relief from menopause symptoms like hot flashes, night sweats, mood swings, and sleep disturbances

Concerns and Aspirations

- Hot flashes and night sweats
- Mood swings and irritability
- Sleep disturbances and sleep quality
- Aging gracefully

Benefits-Focused Messages:

- **Fast-acting** liquid formula for rapid absorption.
- **Alleviate Hot Flashes:** Experience fewer and less intense hot flashes, improving your overall comfort.
- **Improve Sleep Quality:** Address night sweats and sleep disturbances for a more restful night's sleep.
- **Balance Moods:** Reduce mood swings and irritability associated with hormonal changes.
- **Support Vaginal Health:** Relieve vaginal dryness and discomfort for a more comfortable lifestyle.
- **Naturally Derived:** Our menopause drops are formulated with natural ingredients for a gentle and effective approach.



Menopause Drops™ OVERVIEW CONTINUED

Menopause Overview

The Strauss branded **Menopause Drops**™ formulation was designed to provide a safe, balanced product for self-use by menopausal and pre- and post-menopausal women for management/ treatment of their symptoms. It is a liquid combination product containing extracts of 20 different medicinal herbs that all have use as female tonics and as other remedies in support of the female reproductive system and symptoms associated with menopause and/or pre- and post-menopause. The safety and efficacy of the ingredients and use of the Menopause Drops product are supported by a combination of published monographs and authoritative (Traditional) Herbal Medicine references

Menopause is characterized by the start of menstrual cycle variability. The World Health Organization has defined “natural menopause” as the permanent cessation of menstruation resulting from the loss of ovarian follicular activity but it is only diagnosed retrospectively, after 12 consecutive months of amenorrhoea. While menopause may be a discrete measurable event in terms of how it is defined, being marked by the final menstrual period (FMP) operationally or practically, it is descriptive of a physiological process that does not occur suddenly, or literally as a single, discrete event. In fact, “Symptoms often begin in the perimenopausal years”, “that period of time before the FMP when variability in the menstrual cycle is increased” Accordingly, increased variability in the menstrual cycle is considered by many researchers as the hallmark of the early menopausal transition, or the start of menopause. Perimenopause, or the “menopausal transition”, occurs over one or a number of years, and is associated with a number of physiological and hormonal changes, changes that themselves can be associated with a number of undesirable effects, including, but not limited to, irregular menstruation, as well as dysmenorrhoea, amenorrhoea and, especially, menorrhagia and metrorrhagia. Given the wide range of symptoms associated with menopause, support of reproductive, nervous, endocrine and cardiovascular systems is needed for broad, effective treatment.

Herbal treatment, thus, necessarily involves use of uterine tonic, nervine relaxant, antidepressant, hormonal normalizing, and/or bitter tonic and stimulant herbs that help to reduce the frequency and intensity of undesirable effects or symptoms, and that help the body to adapt to new hormone levels, to ultimately alleviate any negative impact that they may have on what is a normal physiological/life change in a woman as she matures.

A holistic approach involves the use of a combination of different herbs with additive, supportive and complimentary activities, to provide a more comprehensive, effective and gentle menopause treatment.

Menopause Drops™ Ingredient: **Red Clover Isoflavone Extract**

Among the main active ingredients of the Menopause Drops™ formulation, the isoflavone extract from the flower of red clover has been clinically shown to:

- reduce severe and frequent menopausal symptoms such as hot flashes/flushes and night sweats, and
- to help attenuate/reduce the loss of bone mineral density (BMD) in post-menopausal women when used with adequate amounts of calcium and vitamin D.
- Isoflavones have shown potential in the treatment of several conditions associated with menopause, such as hot flashes, cardiovascular health, and osteoporosis.



Menopause Drops™ Ingredient: **Black Cohosh (root)**

In addition to helping to relieve premenstrual symptoms and symptoms associated with menopause generally, the root and/or rhizome of Black Cohosh when used in Herbal Medicine, also helps to relieve:

- the pain associated with menstruation,
- the muscle and joint pain associated with rheumatic conditions (such as rheumatoid arthritis, osteoarthritis and/or fibrosis),
- the pain associated with neuralgia (such as sciatica), and to ease nervous tension (calmative)



Menopause Drops™ Ingredient: **Blue Cohosh (root)**

- Blue cohosh has a long history of use for gynecological conditions. Native Americans used it for inducing labor or abortion, as a contraceptive, and to treat genitourinary conditions, as well as for rheumatism, dropsy, colic, cramp, and inflammation of the uterus
- While blue and black cohosh are unrelated herbs, they are often Traditionally used for the same indications, and are frequently combined to provide a more balanced treatment for nerves, and to enhance the herbs' antispasmodic, anti-inflammatory and uterine tonic effects
- Evidence suggests that Blue Cohosh may have estrogenic effects, by enhancing estradiol binding to estrogen receptors, and increasing estradiol-induced transcription activity in estrogen responsive cells. In animal models, blue cohosh has also been shown to reduce luteinizing hormone (LH) levels and increase serum ceruloplasmin oxidase activity, a measure of estrogenic activity in the liver.
- The herb has complementary/supportive action in the Menopause Drops formulation



Menopause Drops™ Ingredient: **Ginger (root)**

- Ginger is commonly added to female tonics for its anti-emetic, carminative, antispasmodic, anti-inflammatory, and analgesic properties
- It is remarkably effective at relieving menstrual cramps (especially when combined with blessed thistle and cramp bark, also ingredients in Menopause Drops) and arresting excessive menstrual flow (*i.e.* menorrhagia)
- It is widely Traditionally indicated in dysmenorrhea (painful menstruation), and in PMS, to help relieve nausea, cramping, and stomach upset. Clinical evidence supports the Traditional use of ginger for dysmenorrhea
- As a tea, ginger is popular and efficient “in relieving the pangs of disordered menstruation”.
- The herb is considered to be emmenagogic, and therefore helpful in improving menstrual function and flow in general
- Its analgesic effects are attributed to the ability of the herb and/or its constituents to decrease prostaglandin production
- Ginger is also cholagogic, promoting gastric secretions and increasing the tone and peristaltic function of the lower intestines
- *Ginger root is a mild remedy with minimal chronic toxicity, and can therefore be used daily and for long periods of time at recommended dosages without (risk of) side effects or negative reactions. Risks associated with the use of ginger as an ingredient of Menopause Drops, when this combination product is taken according to recommended conditions of use, are mitigated and fully accommodated by the relatively low dose of the herb, and by appropriate risk and use information appearing on the combination product label*



Menopause Drops™ Ingredient: **Squawvine (herb top)**

Squawvine, also known as partridgeberry herb, is extensively used in Traditional and Native American/Indigenous Medicine.

- Like the remaining herbs in the Menopause formulation, it is complementary and supportive in its action.
- It is tonic to the uterus and ovaries, and is Traditionally taken to normalize menstruation, and to help relieve menorrhagia and dysmenorrhea.
- It is an effective female regulator, and is soothing and strengthening to the uterus, in hysteria, leucorrhea (vaginal discharge), prolapsus, in rheumatic or neuralgic pain, and in chronic painful menstruation.
- It is recommended for all manner of uterine complaints, especially painful and irritant conditions of the female reproductive tract
- As a cool, dry remedy, it is recommended to balance its effects by combining it with suitable warming herbs such as ginger root, as contained in the Menopause Drops formulation.



Definitions

Menorrhagia - menstrual bleeding that is heavy or lasts for more than a few days

Dysmenorrhea - painful menstrual periods

- *Squawvine should not be used during the first 6 months of pregnancy (Holmes 1998). Otherwise, the herb is considered to be entirely safe when used appropriately. Risk(s) associated with use of squawvine as an ingredient of Menopause Drops are mitigated by its relatively low dosage when the combination product is taken as recommended, and by contraindication of the product in pregnancy.*

Menopause Drops™ Ingredient: **Raspberry (leaf)**

- Raspberry leaf is astringent, tonic and parturient, having a long tradition of use, especially in pregnancy, to strengthen and tone tissues of the womb, assist contractions, check hemorrhage and other complications during labor and post-partem, and facilitate delivery.
- The herb is reputedly a stimulant, tonic and regulator of the uterus.
- Outside of pregnancy the herb is also used Traditionally in Herbal Medicine as a general gynecological aid for a wide range of female concerns, including menstrual and painful (dysmenorrhea) and profuse menstruation (menorrhagia)
- Acts as an emmenagogue, helpful in improving menstrual function and flow
- Traditional use of raspberry leaf for the short-term herbal treatment of PMS, dysmenorrhea and other gynecological conditions in which a uterine spasmolytic is beneficial.
- *Raspberry leaf has been described as a mild remedy with minimal chronic toxicity (Holmes 1998), which can therefore be used daily and for long periods of time at recommended dosages without side effects or negative reactions*



Menopause Drops™ Ingredient: **Crampbark (bark)**

- Crampbark is considered in Traditional Herbal Medicine to be one of the very best herbs for menstrual cramps
- It is suggested to be one of the best female regulators and relaxants of the ovaries and uterus, quickly relieving the uneasiness and pain associated with uterine and abdominal cramping, being useful in dysmenorrhea, as well as menorrhagia, ovarian irritations, and all manner of cramps and spasms
- Specifically known for relieving irregular spasmodic pains of the womb and ovaries, being antispasmodic in its action upon the entire pelvic viscera, influencing spasmodic contractions of the bladder as well.
- Known to be excellent for excessive menstrual bleeding, and when combined with ginger, dong quai and chamomile (the first two also being ingredients of the Menopause Drops formulation), also useful for PMS. This may be attributed not only to cramp bark's antispasmodic and astringent actions, but also to its sedative and nervine
- Considered to be more relaxant than restorative, and therefore particularly suited for use in spasmodic and congestive dysmenorrhea with severe cramping. The beneficial use of crampbark for ovarian and uterine muscle problems, including dysmenorrhea, and in treatment of excessive menstrual blood loss (menorrhagia), has a long history in Herbal Medicine
- Its action is complementary to the other herbs in the Menopause Drops formulation when the combination is taken as recommended
- *Cramp bark is considered to be a safe herb when taken appropriately. No contraindications are known for the herb and, based on evidence available to-date, no cautions or warnings are considered necessary*



Menopause Drops™ Ingredient: **Valerian (root)**

- The dried root of valerian has long been recognized for use (Traditionally) in Herbal Medicine for its anxiolytic, antispasmodic, and relaxant effects
- Its sedative action is more like a nervous system depressant than a muscle relaxant
- It has been shown to clinically reduce subjective sensations of anxiety, without measurable sedation
- In addition to its (Traditional) use in Herbal Medicine as a calmative, it is (Traditionally used in Herbal Medicine as) a sleep aid/to promote sleep
- As an ingredient of Menopause Drops it is provided in a complementary/supportive action when the combination product is taken as recommended.



Menopause Drops™ Ingredient: **Eleuthero (root) / Eleutherococcus senticosus**

- Eleuthero is an adaptogen, i.e. an herb that is nontoxic with few side effects that is nonspecific in its action and normalizing regardless of whether the pathological state is hypo- or hyper-functional. The NNHPD monograph for Eleuthero (Health Canada 2018c) recognizes use of the herb in Herbal Medicine as a tonic to help relieve general weakness/fatigue and/or to aid during recovery, and to help improve mental and/or physical performance after periods of mental and/or physical exertion
- Both its tonic and adaptogenic effects contribute to its usefulness in menopause by helping to modulate hormonal changes and associated effects that characterize the “syndrome”, thereby helping to return the individual to a “healthy” state. Specifically, the herb helps to relieve general debility and fatigue, relieve insomnia, treat chronic inflammatory conditions, edema, muscle spasms, joint pain, and difficult that may occur at any time during menopause
- Provides complementary/supportive action to the formulation.



Menopause Drops™ Ingredient: **Uva Ursi (leaf)**

- Uva ursi has a long history of use in Herbal Medicine as a diuretic and urinary antiseptic with specific healing, strengthening and tonic effects on the entire genitourinary system
- In Traditional/folk Herbal Medicine it is considered to be beneficial in cases of uterine hemorrhage and profuse menstruation and to stimulate uterine contractions
- The NNHPD Monograph for Bearberry – Arctostaphylos Uva-Ursi recognizes the safe use of non-standardized uva ursi preparations in Herbal Medicine (as a mild diuretic) to help relieve symptoms associated with minor urinary tract infections, such as burning sensation and/or frequent urination
- Since bladder complaints/symptoms, e.g. urinary frequency, urgency and incontinence, are commonly associated with menopause and fluid retention (bloating) with PMS, diuretics are especially indicated.
- The thinning and shrinking of reproductive and bladder tissues that may occur during and post-menopause can also contribute to recurrent bladder infections, as can the reduction of vaginal acidity, sometimes leading to tiny ulcerations in the wall of the bladder, i.e. interstitial cystitis
- Uva ursi can be helpful in the relief of these menopausal symptoms, being specific for cystitis and infections of the lower urinary tract
- helps to provide complementary/supportive action to the formulation



Menopause Drops™ Ingredient: **Blessed Thistle (herb top)**

- Blessed thistle is a bitter, and as such, stimulates metabolism and acts as an emmenagogue to stimulate smooth muscle activity. The herb is recognized as being carminative and antidiarrheal, useful for stimulation of appetite and digestion, specifically in atonic or flatulent dyspepsia.
- Blessed thistle is a Traditional female tonic and emmenagogue that helps to stimulate menstrual flow and activity and to thereby help buildup the female reproductive system and regulate menstruation in general
- Due to its astringency, it is Traditionally described as being antihemorrhagic, making it useful in menorrhagia (heavy, excessive bleeding).
- As a bitter, cholagogic activity has been attributed to; thus its use in folk medicine as a biliary remedy. Support of liver function is particularly important in women's health, since the liver is the site of breakdown of the female hormones, and a sluggish liver may contribute to hormone imbalance
- The herb "is said to have great power in the purification and circulation of the blood" and to be "one of the most useful diaphoretics". Thus, it is useful for intermittent fevers and in "the forming stage" of febrile and inflammatory affections, including in PMS and other female problems.
- Blessed thistle is rich in mineral content, particularly potassium, magnesium and calcium, thereby providing nutritive support and contributing to the overall tonic action of the herb.



Menopause Drops™ Ingredient: **Lady's Mantle (herb top)**

- The tannin and flavonoid contents of Lady's-mantle (*Alchemilla xanthochlora*) herb preparations support their Traditional use in Herbal Medicine as an astringent, antihemorrhagic and anti-inflammatory agent for mild diarrhea, passive hemorrhage, menorrhagia and metrorrhagia (abnormal bleeding between regular menstrual periods)
- Among other uses, Traditional use of the herb for all manner of gynecological inflammation, to tonify reproductive "qi", and to harmonize menstruation and menopause
- The German Commission E approved use of the herb for diarrhea, although its Folk/Traditional use in Herbal Medicine for menopausal complaints and dysmenorrhea is also recognized
- The herb is therefore a supportive/complementary ingredient of the Menopause Drops formulation when the product is taken as recommended.



Menopause Drops™ Ingredient: **Lobelia (herb top)**

- Lobelia is a powerful nervine and antispasmodic that helps to reduce pain and alleviate tension that may accompany problems of menstruation.
- Nervine tonics, sedatives and antispasmodics are important components of combinations/formulations used to treat dysmenorrhea and other female problems
- Lobelia was once frequently used by midwives as a sedative, for its muscle relaxing effects, in preparation for childbirth. The herb relieves pain due to spasm of any character
- It is one of the most useful systemic relaxants available, useful in many conditions in combination with other herbs to enhance their effectiveness when relaxation is needed
- Indeed, "its relaxing power expedites the diffusion and intensity of any agent with which it may be associated"
- Among its various actions, it is described as emmenagogic and, therefore, helpful in improving menstrual function and flow, and specifically indicates its Traditional use for dysmenorrhea and to promote menstruation.



Menopause Drops™ Ingredient: **Dong Quai (root)**

- In TCM, dong quai regulates "qi" and "blood", to return to or maintain a normal state of well-being
- Its action is, therefore, similar to the action of alteratives – 'blood purifiers' – commonly used in Traditional Herbal Medicine
- Dong quai became popular in Europe in the late 1800s as a female tonic. Despite its many other Traditional uses, the herb continues to be used in Herbal Medicine for treatment of female/gynecological problems, and particularly for use as a uterine tonic, emmenagogue, spasmolytic, sedative, analgesic, and alterative
- Dong quai has normally been used in combination with other herbs, *i.e.* it has rarely been used as a mono preparation. Mixed with other herbs, dong quai helps to tonify and strengthen the uterus, and to be of particular use for menstrual irregularity, abnormal menstruation, PMS, delayed or suppressed menstrual flow and weakness, amenorrhea (*i.e.* lack of a period), uterine bleeding (menorrhagia), and dysmenorrhea (*i.e.* painful or difficult menstruation)
- Dong quai is specifically indicated where amenorrhea follows menorrhagia or is associated with anemia
- *The herb is a mild remedy with no chronic toxicity. However, as a uterine stimulant, dong quai is contraindicated in pregnancy. The risk of other side effects from consumption of dong quai as a component of Menopause Drops when this combination product is taken at recommended dosages is considered to be minimal, if not nil, and otherwise fully encompassed and mitigated by risk and use information put onto the combination product label.*



Menopause Drops™ Ingredient: **Bayberry (bark)**

- The dried bark of bayberry is considered to be astringent, circulatory stimulant, and mildly diaphoretic (sweat inducing) and choleric (increase bile secretion), and therefore useful in Traditional Herbal Medicine for diarrhea, fever, and colds
- It is specific for mucous colitis, and useful topically for menstrual problems, e.g. leucorrhea (vaginal discharge)
- Traditional oral use for internal hemorrhage/bleeding, as well as for uterine prolapse.
- It is used as a supportive/complementary ingredient of the Menopause Drops formulation, when the combination product is taken as recommended.



Menopause Drops™ Ingredient: **Damiana (leaf)**

- Damiana leaf preparations are widely used in Traditional Herbal Medicine, with a long history of use for depression, anxiety, sexual inadequacy, debilitation, bedwetting/bladder leakage, amenorrhea, gastric ulcers, and atonic constipation
- A stimulant restorative that is particularly useful in patients presenting with chronic loss of sexual power/libido, bladder problems, constipation, and appetite loss
- Its active constituents, including terpenes, tannins, flavonoids, and various glycosides, together contribute to its aphrodisiac, nervine, stimulant/antidepressant, tonic, diuretic, antitussive, and mild laxative effects
- It is tonic to the entire genitourinary system, helping to strengthen the reproductive organs, regulate menstruation, and to relieve spasmodic dysmenorrhea and urinary incontinence, symptoms associated with PMS
- It has a regulating effect in PMS, late periods and dysmenorrhea and is therefore useful in helping to relieve many of the symptoms associated with menopause
- In the Menopause Drops formulation, it is used as a supportive/complementary ingredient, when the combination product is taken as recommended.



Menopause Drops™ Ingredient: **Chinese Licorice (root)**

- In Traditional Chinese medicine, licorice root is a component of virtually all herbal formulae in small amounts, to help harmonize and direct the effects of the various other ingredients of the formulation
- The herb has anti-inflammatory, expectorant, antitussive, antispasmodic, emmenagogue, demulcent, cholagogue, mild laxative, and adrenal tonic effects.
- Licorice root is used Traditionally in Herbal Medicine for treatment of cough, consumption, chest complaints (especially bronchitis), rheumatic conditions, allergies, and gastrointestinal problems (especially gastritis)
- Licorice root is useful in menopause and PMS as a hormone normalizer/adaptogen, adrenal tonic, anti-inflammatory and antispasmodic, and is considered to provide support for the whole body against stress
- It also helps to support liver function, important in women's health since the liver is the site of breakdown of the female hormones
- Licorice (*Glycyrrhiza uralensis*) root is used as an ingredient of Menopause Drops at a safe, supportive, dosage when the combination product is taken as recommended.



Menopause Drops™ Ingredient: **Indian Sarsaparilla (root)**

- Indian sarsaparilla has long been used in Ayurvedic Medicine as a tonic, alterative, demulcent, diaphoretic, diuretic, blood purifier, antibacterial, antidiarrheal, anti-inflammatory, antipyretic, aphrodisiac, and immunosuppressant. The herb has a large number of Traditional indications that depend on these actions, including dyspepsia, fever, kidney and urinary diseases, chronic rheumatism, and leucorrhoea
- Indian sarsaparilla contains phytosterols and pregnane steroid, the pharmacological action of which supports the demonstrated anti-inflammatory and actions of the herb, and further supports the herb's depurative (purifying) and alterative (restore health) tonic effects.
- The antipyretic (reduce fever) /diaphoretic properties of Indian sarsaparilla root preparations further help in alleviating hot flashes that may accompany menopause.
- As an ingredient of Menopause Drops, Indian Sarsaparilla is consistent with its supportive role in the formulation, when the combination product is taken as recommended,



Menopause Drops™ Ingredient: **False Unicorn (root)**

- False Unicorn is considered to be one of the best and most positive stimulant tonics for the uterus and ovaries
- Based on its uterine tonic, emmenagogic and diuretic actions, false unicorn was Traditionally used by Native Americans for many woman's complaints
- It has a normalizing or adaptogenic effect on the female reproductive system, promoting regular menstruation
- It is Traditionally indicated in amenorrhea, dysmenorrhea, menorrhagia, leucorrhea, pelvic congestion and other menstrual disturbances
- Its support of estrogen function in the body further contributes to its usefulness as a female tonic.
- As well, the herb's bitter tonic action makes it useful in helping to alleviate various digestive complaints, some of which may accompany PMS and other menstrual difficulties



Menopause Drops™ Ingredient: **Safflower (flower)**

- False Unicorn is considered to be one of the best and most positive stimulant tonics for the uterus and ovaries
- Based on its uterine tonic, emmenagogic and diuretic actions, false unicorn was Traditionally used by Native Americans for many woman's complaints
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- As well, the herb's bitter tonic action makes it useful in helping to alleviate various digestive complaints, some of which may accompany PMS and other menstrual difficulties



Strauss Woman's Wonder Drops™



A blend of 11 herbs

NPN 80123301

Medicinal Ingredients (per ml):

- Cnicus benedictus (**Blessed Thistle**) (Herb tops) 109 mg
- Mitchella repens (**Squawvine**) (Herb tops) 109 mg
- Rubus idaeus (**Raspberry**) (Leaf) 91 mg
- Viburnum opulus (**Crampbark**) (Bark) 58 mg
- Arctostaphylos uva-ursi (**Uva Ursi**) (Leaf) 44 mg
- Angelica sinensis (**Dong Quai**) (Root) 33 mg
- Zingiber officinale (**Ginger**) (Root) 24 mg
- Lobelia inflata (**Lobelia**) (Herb tops) 12 mg
- Althaea officinalis (**Marshmallow**) (Root) 12 mg
- Hydrastis canadensis (**Goldenseal**) (Root) 11 mg
- Chamaelirium luteum (**False Unicorn**) (Root) 9 mg

Non-medicinal ingredients: Water, ethanol, glycerine, spearmint flavoring

Indications:

- relieve cramping (dysmenorrhea) associated with menstruation
- relieve pain associated with menstruation as a uterine tonic and astringent
- alleviate excessive/heavy bleeding associated with menstruation (menorrhagia)
- balance menopause symptoms

Dosage (Menstruation Support):

- Women (18 years and over): 3 mL, 3 times per day
- Take beginning 1 day before menstruation, and for a maximum of 3 days each month.
- Or take at onset of symptoms. Repeat for 3 consecutive cycles or as needed.
- 1 bottle = 3 month supply

Dosage (Menopause Support):

- Women (18 years and over): take 3 ml orally 1 time daily, as needed.
- 1 bottle = 1 month supply

Woman's Wonder Drops™ OVERVIEW

Strauss Woman's Wonder is a liquid multi-herb combination product containing extracts of 11 different medicinal ingredient herbs, that have all been used Traditionally in Herbal Medicine as female tonics and as other remedies for the female reproductive system, and in support of women's health in general. Specifically, menstruation and menopause.

- The **Woman's Wonder Drops** formulation was designed to provide a safe, balanced product for self-use.
- As a NHP designed and formulated to support woman's health, and specifically the health and function of the female reproductive system, it must necessarily contain one or more ingredients with a combination of different supportive /complementary activities or actions. The main ingredients of such a formulation are tonic in action; but others may also be uterine stimulant, astringent, and demulcent; adaptogenic and/or alterative; relaxing nervine, and antispasmodic; diuretic, and aperient.
- The **Woman's Wonder** formulation is safe and effective when taken as recommended for its intended uses/purposes.
- *As most of the ingredients of this product have a history of use in Herbal Medicine as female tonics and remedies for the female reproductive system, their combination is contraindicated in pregnancy or in those planning a pregnancy.*
- *The product is intended/recommended only for use over a short period of 3 days, mitigating low level chronic toxicity associated with some of the ingredient herbs. The potential for interaction with other medicinal agents is also mitigated by a recommendation/use instruction to "Allow at least 1-hour between taking this product and other medications or health products."*



Woman's Wonder Drops™ OVERVIEW CONTINUED

Menopause Overview

As much as Menopause and **Woman's Wonder Drops**™ contain some of the same ingredients, the ingredients of Woman's Wonder are fewer (less than half than are in Menopause) and their relative quantities are more in line with Traditional use of Woman's Wonder for its licensed indication, i.e. to help reduce pain and excessive bleeding/blood flow associated with menstruation.

However, it must be pointed out that the start of menopause is characterized by the start of menstrual cycle variability, and this can be effectively and gently modulated by the Woman's Wonder formulation.

"Natural menopause" is the permanent cessation of menstruation resulting from the loss of ovarian follicular activity, but is only diagnosed retrospectively, after 12 consecutive months of amenorrhoea (absence of menstrual periods). And the entire process can take many years. Products that modulate the discomfort and other symptoms associated with menstruation, including irregularity, excessive blood flow and pain, can also help those in menopause, by also tempering those symptoms and making the transition from menstruation to amenorrhea more gradual/gentle. **Use of Woman's Wonder in menopause just makes sense.**

However, when used for menstruation, it is only "safely" recommended for a maximum of 3 days at its 9 mL per day recommended dosage.

So what duration of use and dosage can be safely recommended for menopause? As noted in the ESSR (Evidence and Safety Summary Report) for Woman's Wonder, use of the product for only a short period of 3 days mitigates low level chronic "toxicity" associated with some of the ingredient herbs, e.g. most notably lobelia and goldenseal. These are already well below maximum safe dosages when the maximum dosage of Woman's Wonder is taken. So there is no real safety issue here. Which makes a 3rd of the maximum recommended dosage for menstruation, e.g. 3 mL/day, more than reasonable and completely safe for use for menopause.

Having said all this, Strauss Wonder Drops™ will also help, and has an approved label claim (in Canada) attesting to this.



Woman's Wonder Drops™ Ingredient: **Blessed Thistle (herb tops)**

- Blessed thistle is a bitter, and as such, stimulates metabolism and acts as an emmenagogue to stimulate smooth muscle activity. The herb is recognized as being carminative and antidiarrheal, useful for stimulation of appetite and digestion, specifically in atonic or flatulent dyspepsia. Blessed thistle is a Traditional female tonic and emmenagogue that helps to stimulate menstrual flow and activity and to thereby help buildup the female reproductive system and regulate menstruation in general
- Due to its astringency, it is Traditionally described as being antihemorrhagic, making it useful in menorrhagia (heavy, excessive bleeding). As a bitter, cholagogic activity has been attributed to; thus its use in folk medicine as a biliary remedy. Support of liver function is particularly important in women's health, since the liver is the site of breakdown of the female hormones, and a sluggish liver may contribute to hormone imbalance
- The herb “is said to have great power in the purification and circulation of the blood” and to be “one of the most useful diaphoretics”. Thus, it is useful for intermittent fevers and in “the forming stage” of febrile and inflammatory affections, including in PMS and other female problems.
- Blessed thistle is rich in mineral content, particularly potassium, magnesium and calcium, thereby providing nutritive support and contributing to the overall tonic action of the herb.
- Its antimicrobial, antibacterial or antiseptic action is helpful in cases in which infection may be the underlying cause of or exacerbate menstrual problems. Supportive or complimentary action of blessed thistle is also provided to the Woman's Wonder formulation by its anti-inflammatory, antihemorrhagic, cholagogic and diaphoretic actions.
- Thus, while not specific, its Traditionally recognized actions contribute generally and significantly to the action of the Woman's Wonder combination, i.e. to help promote healthy menstruation, control excessive/heavy bleeding, and alleviate menstrual cramping.
- *When used according to recommended conditions of use, blessed thistle is a safe herb that is only contraindicated in pregnancy, due to its emmenagogue (increasing menstrual flow) effects.*



Woman's Wonder Drops™ Ingredient: **Squawvine (herb tops)**

- Squawvine, also known as partridgeberry herb, is extensively used by Native American/ indigenous women to aid labor and childbirth.
- The herb is considered mainly to have a tonic influence on the uterus and ovaries, and is most commonly taken Traditionally to normalize menstruation, and to relieve heavy bleeding (menorrhagia) and menstrual pain (dysmenorrhea)
- It has been considered most effective as a female regulator and described squawvine as being mildly stimulating and slightly relaxing, exerting its influence rather slowly but persistently, with the greater proportion of its power exerted on the uterus where its action is tonic and moderately antispasmodic.
- It is soothing and strengthening on the uterus, in hysteria, leucorrhea, prolapsus, in rheumatic or neuralgic pain, and in chronic painful menstruation
- It is recommended for all manner of uterine complaints or painful and irritant conditions of the female reproductive tract; including amenorrhea, menorrhagia, chronic congestion of the uterus, enfeebled uterine nervous system, and dysmenorrhea.
- It contributes directly to the claimed uses of the combination product Traditionally in Herbal Medicine to help relieve cramping (dysmenorrhea) and excessive/heavy bleeding (menorrhagia) associated with menstruation.
- *Squawvine should not be used during the first 6 months of pregnancy (Holmes 1998). Otherwise, the herb is considered to be entirely safe when used appropriately. Risk(s) associated with use of squawvine as an ingredient of Woman's Wonder are mitigated by its relatively low dosage when the combination product is taken as recommended, and by contraindication of the product in pregnancy. a*



Woman's Wonder Drops™ Ingredient: **Raspberry (leaf)**

- Raspberry leaf is astringent, tonic and parturient, having a long tradition of use, especially in pregnancy, to strengthen and tone tissues of the womb, assist contractions, check hemorrhage and other complications during labor and post-partem, and facilitate delivery.
- The herb is reputedly a stimulant, tonic and regulator of the uterus.
- Outside of pregnancy the herb is also used Traditionally in Herbal Medicine as a general gynecological aid for a wide range of female concerns, including menstrual and painful (dysmenorrhea) and profuse menstruation (menorrhagia)
- Acts as an emmenagogue, helpful in improving menstrual function and flow
- Traditional use of raspberry leaf for the short-term herbal treatment of PMS, dysmenorrhea and other gynecological conditions in which a uterine spasmolytic is beneficial.
- *Raspberry leaf has been described as a mild remedy with minimal chronic toxicity (Holmes 1998), which can therefore be used daily and for long periods of time at recommended dosages without side effects or negative reactions*



Woman's Wonder Drops™ Ingredient: **Crampbark (bark)**

- Crampbark is considered in Traditional Herbal Medicine to be one of the very best herbs for menstrual cramps
- It is suggested to be one of the best female regulators and relaxants of the ovaries and uterus, quickly relieving the uneasiness and pain associated with uterine and abdominal cramping, being useful in dysmenorrhea, as well as menorrhagia, ovarian irritations, and all manner of cramps and spasms
- Specifically known for relieving irregular spasmodic pains of the womb and ovaries, being antispasmodic in its action upon the entire pelvic viscera, influencing spasmodic contractions of the bladder as well.
- Known to be excellent for excessive menstrual bleeding, and when combined with ginger, dong quai and chamomile (the first two also being ingredients of the Woman's Wonder formulation), also useful for PMS. This may be attributed not only to cramp bark's antispasmodic and astringent actions, but also to its sedative and nerveine
- Considered to be more relaxant than restorative, and therefore particularly suited for use in spasmodic and congestive dysmenorrhea with severe cramping. The beneficial use of crampbark for ovarian and uterine muscle problems, including dysmenorrhea, and in treatment of excessive menstrual blood loss (menorrhagia), has a long history in Herbal Medicine
- *Cramp bark is considered to be a safe herb when taken appropriately. No contraindications are known for the herb and, based on evidence available to-date, no cautions or warnings are considered necessary*



Woman's Wonder Drops™ Ingredient: **Uva Ursi (leaf)**

- Uva ursi has a long history of use in Herbal Medicine as a diuretic and urinary antiseptic with specific healing, strengthening and tonic effects on the entire genitourinary system
- Diuretics are indicated when fluid retention is associated with PMS, and in dysmenorrhea (*i.e.* painful menstruation) that is of a congestive nature
- Due to its astringent properties, attributed to its high polyphenolic tannin content (6-20%); its use is also Traditionally beneficial in cases of uterine hemorrhage and profuse menstruation or menorrhagia
- Its unquestionable tonifying influence on the uterus, and its particular service in passive menorrhagia and in the treatment of leucorrhea, especially when associated with flaccid conditions of the womb and vagina, and with prolapsus.
- *Risks and contraindications associated with uva ursi (e.g. kidney disorders, irritated conditions of the gastrointestinal tract), are largely theoretical, attributable to its relatively high tannin content.*
- *Risks associated with uva ursi as an ingredient of Woman's Wonder are fully accommodated and mitigated by the relatively low dosage of the herb, and by specific risk and use information that is included on the product label.*



Woman's Wonder Drops™ Ingredient: **Dong Quai (root)**

- In TCM, dong quai regulates "qi" and "blood", to return to or maintain a normal state of well-being
- Its action is, therefore, similar to the action of alteratives – 'blood purifiers' – commonly used in Traditional Herbal Medicine
- Dong quai became popular in Europe in the late 1800s as a female tonic, in the form of an extract known as Eumenol. Despite its many other Traditional uses, the herb continues to be used in Herbal Medicine for treatment of female/gynecological problems, and particularly for use as a uterine tonic, emmenagogue, spasmolytic, sedative, analgesic, and alterative
- Dong quai has normally been used in combination with other herbs, *i.e.* it has rarely been used as a mono preparation. Mixed with other herbs, dong quai helps to tonify and strengthen the uterus, and to be of particular use for menstrual irregularity, abnormal menstruation, PMS, delayed or suppressed menstrual flow and weakness, amenorrhea (*i.e.* lack of a period), uterine bleeding (menorrhagia), and dysmenorrhea (*i.e.* painful or difficult menstruation)
- Dong quai is specifically indicated where amenorrhea follows menorrhagia or is associated with anemia
- *The herb is a mild remedy with no chronic toxicity. However, as a uterine stimulant, dong quai is contraindicated in pregnancy. The risk of other side effects from consumption of dong quai as a component of Woman's Wonder when this combination product is taken at recommended dosages is considered to be minimal, if not nil, and otherwise fully encompassed and mitigated by risk and use information put onto the combination product label.*



Woman's Wonder Drops™ Ingredient: **Ginger (root)**

- Ginger is commonly added to female tonics for its anti-emetic, carminative, antispasmodic, anti-inflammatory, and analgesic properties
- It is remarkably effective at relieving menstrual cramps (especially when combined with blessed thistle and cramp bark, also ingredients in Woman's Wonder) and arresting excessive menstrual flow (*i.e.* menorrhagia).
- It is widely Traditionally indicated in dysmenorrhea (*i.e.* painful menstruation), and in PMS, to help relieve nausea, cramping, and stomach upset. Clinical evidence supports the Traditional use of ginger for dysmenorrhea
- As a tea, ginger is popular and efficient “in relieving the pangs of disordered menstruation”.
- The herb is considered to be emmenagogic, and therefore helpful in improving menstrual function and flow in general.
- Its analgesic effects are attributed to the ability of the herb and/or its constituents to decrease prostaglandin production.
- Ginger is also cholagogic, promoting gastric secretions and increasing the tone and peristaltic function of the lower intestines
- *Ginger root is a mild remedy with minimal chronic toxicity, and can therefore be used daily and for long periods of time at recommended dosages without (risk of) side effects or negative reactions. Risks associated with the use of ginger as an ingredient of Woman's Wonder, when this combination product is taken according to recommended conditions of use, are mitigated and fully accommodated by the relatively low dose of the herb, and by appropriate risk and use information appearing on the combination product label.*



Woman's Wonder Drops™ Ingredient: **Lobelia (herb tops)**

- Lobelia is a powerful nervine and antispasmodic that helps to reduce pain and alleviate tension that may accompany problems of menstruation.
- Nervine tonics, sedatives and antispasmodics are important components of combinations/formulations used to treat dysmenorrhea and other female problems
- Lobelia was once frequently used by midwives as a sedative, for its muscle relaxing effects, in preparation for childbirth. The herb relieves pain due to spasm of any character
- It is one of the most useful systemic relaxants available, useful in many conditions in combination with other herbs to enhance their effectiveness when relaxation is needed
- Indeed, "its relaxing power expedites the diffusion and intensity of any agent with which it may be associated"
- Among its various actions, it is describes the herb as emmenagogic and, therefore, helpful in improving menstrual function and flow, and specifically indicates its Traditional use for dysmenorrhea and to promote menstruation.



Woman's Wonder Drops™ Ingredient: **Marshmallow (root)**

- Marshmallow root has demulcent, anti-inflammatory, and diuretic properties that make it useful as a supportive ingredient of Woman's Wonder.
- Recommended for vaginal irritation orally, as well as topically as a douche.
- While there is no way that mucopolysaccharide/mucilage constituents of demulcent herbs such as marshmallow root find their way to the uterus from the digestive tract, there is also no question that the herb helps to soothe inflamed tissues when it is orally consumed.
- So, while helpful as a demulcent in Traditionally relieving (upper respiratory and) gastrointestinal problems, including mucosal inflammations, (cough,) diarrhea and constipation, kidney and bladder inflammation, cystitis and fluid retention, all of which may be associated with PMS, marshmallow root is also indicated in vaginal irritation and catarrh, leucorrhea, and uterine inflammation
- *Marshmallow root is a very safe herb, with no adverse or side reactions, contraindications, warnings or precautions required based on available evidence. Any and all potential risks associated with marshmallow as an ingredient of Woman's Wonder are accommodated and mitigated by its relatively low dosage in combination, and by appropriate risk and usage information put on the combination product label.*



Woman's Wonder Drops™ Ingredient: **Goldenseal (root)**

- Goldenseal is a mucous membrane tonic useful for infections of the oviducts. The herb is Traditionally regarded as one of the most potent remedies for disorders affecting mucous membranes of the body, and is specifically indicated for catarrhal states of mucous membranes in general
- However, it is also useful in many other female disorders, including uterine subinvolution, menorrhagia, and metrorrhagia, dysmenorrhea, and hemorrhagic conditions of the uterus and pelvis. The herb is emmenagogic– probably resulting from its mucous membrane tonic action – and, therefore, useful in helping improve menstrual function and flow.
- Goldenseal is specific for uterine contractions and menstrual problems. Furthermore, it is highly regarded as a urinary antiseptic, helpful in reducing inflammation and infections of the bladder, including cystitis.
- As a bitter stomachic, the herb is useful in stimulating appetite, increasing digestive secretions, reducing inflammation and intestinal catarrh, and helping alleviate various other digestive complaints
- The herb is also choleric and, therefore, supports liver function, important in women's health since the liver is the site of breakdown of the female hormones, and a sluggish liver may contribute to hormone imbalance
- In support of these actions for the whole herb, goldenseal's main active constituents berberine and hydrastine are choleric, spasmolytic, sedative and antibacterial, while canadine is stimulant to uterine muscle
- *Goldenseal root is described as a medium-strength remedy with some chronic toxicity. Inasmuch, it is recommended for use only for relatively short periods of time, i.e. typically for only 1-3 weeks at a time, and at relatively low dosages. Its low-level cumulative toxicity can be mitigated when used in small amounts in compound formulas such as Woman's Wonder Drops.*



Woman's Wonder Drops™ Ingredient: **False Unicorn (root)**

- False Unicorn is considered to be one of the best and most positive stimulant tonics for the uterus and ovaries
- Based on its uterine tonic, emmenagogic and diuretic actions, false unicorn was Traditionally used by Native Americans for many woman's complaints
- It has a normalizing or adaptogenic effect on the female reproductive system, promoting regular menstruation
- It is Traditionally indicated in amenorrhea, dysmenorrhea, menorrhagia, leucorrhea, pelvic congestion and other menstrual disturbances
- Its support of estrogen function in the body further contributes to its usefulness as a female tonic.
- As well, the herb's bitter tonic action makes it useful in helping to alleviate various digestive complaints, some of which may accompany PMS and other menstrual difficulties
- *False unicorn is a safe herb, with no health hazards or side effects known in conjunction with the proper administration of recommended therapeutic dosages.*
- *It has been described as a mild remedy with minimal chronic toxicity, so can be used daily and for long periods of time at recommended dosages without (risk of) side effects or negative reactions. These risks are fully accommodated and mitigated for false unicorn as an ingredient of Woman's Wonder Drops when taken as recommended, by its relatively low ingredient dosage quantity) and by appropriate risk information and use instructions put onto the combination product label.*



Strauss Coldstorm® Drops



NPN 80079905

Medicinal Ingredients (per ml):

Garlic bulb fresh (*Allium sativum*) 660 mg

Non-medicinal ingredients:

Glycerine, ethanol, cherry juice, natural mint flavor

Indication:

To help relieve the symptoms associated with upper respiratory tract infections and catarrhal conditions.

Dosage:

- Adults, Nursing Moms and Adolescents 2-3mL, up to 3 times daily
- Children 2-9 years, 1mL up to 3 times daily

Coldstorm is formulated to be used by your whole family.

It can be taken directly using the dropper included in the bottle, or it can be diluted in juice, yogurt or honey - especially useful for younger children or adolescents who may have more sensitive palates.

Coldstorm® Drops

Easy to take and fast acting liquid drops

Formulated with fresh garlic bulb using a proprietary extraction method to ensure highest potency of active ingredients

Contains naturally occurring organosulfur compounds, as well as over 2000 additional biologically active substances; some of which possess antimicrobial, antibacterial, antiviral properties and anti-inflammatory effects

Coldstorm® Drops can be taken by the whole family, including:

- Nursing mothers*
- Children 2-9 years old
- Adolescents 10-18 years old
- Adults >19 years



Strauss Travel Bug® Drops – Garlic & Ginger Extract



NPN 80091218

Medicinal Ingredients (per ml):

Allium sativum (**garlic bulb fresh**) 270mg

Zingiber officinale (**fresh ginger root**) 270 mg

Zingiber officinale (**dried ginger root**) 10.45 mg

Non-medicinal ingredients:

Glycerine, ethanol, citric acid, spearmint flavor

- The ethanol alcohol is extremely pure and of the highest quality, derived from natural corn that is non-GMO, distilled and purified such that it is corn and gluten free and is 200 proof
- Glycerin. Non-GMO 100% vegetable derived. Kosher certified.
- Natural Spearmint Flavor. Water and alcohol based.

Travel Bug® Drops – Garlic & Ginger Extract

Indications:

- **Garlic and Ginger** are traditionally used in Herbal Medicine as an expectorant and anti-tussive to help relieve symptoms associated with upper respiratory tract infections and catarrhal conditions, including nasal congestion, coughs, colds, and bronchitis.
- **Ginger** is traditionally used in Herbal Medicine to help relieve digestive upset including lack of appetite, nausea, digestive spasms, indigestion, dyspepsia and flatulent colic. Helps prevent nausea and vomiting associated with motion sickness and/or seasickness.

Dosage:

Adults, adolescents and children (6 years and older): 2 mL, 1 - 4 times per day.

For anti-nausea use, take a single dose 30 minutes before travel and every 4 hours after that, as needed. Shake well before use.

Risk Information:

Consult a healthcare practitioner if symptoms persist or worsen.

Consult a healthcare practitioner prior to use if you are pregnant, have diabetes, taking blood thinners or protease inhibitors. Discontinue use if hypersensitivity occurs.



Travel Bug® Drops Ingredients: **Garlic & Ginger**

Strauss Garlic & Ginger Extract presents medicinal amounts of garlic and ginger in a pleasant tasting base consisting of glycerin, ethanol, citric acid, and spearmint flavor.

- The product was designed as prophylactic against mild upper respiratory tract and gastrointestinal infections before, during and after travel and/or associated with travel
- The product relies upon the traditionally recognized antimicrobial properties of both garlic and ginger and their effectiveness against upper respiratory tract infections and digestive disturbances, and further benefits from the clinically demonstrated anti-nausea effects of ginger
- Ginger root is an important medicinal herb used Worldwide for a variety of ailments ,including nausea, motion sickness, flatulence and various gastrointestinal conditions, due to its cholagogue, diuretic, antispasmodic, anti-inflammatory, analgesic, cardio tonic and analgesic, cardio tonic and hypotensive actions (Ellingwood1919; Bradley 1992; Langner)



- Among other therapeutic effects, the NNHPD’s Garlic monograph attests to the Traditional use of garlic bulb preparations in Herbal Medicine to help relieve the symptoms associated with upper respiratory tract infections and catarrhal conditions (such as nasal congestion/buildup of excess mucous) (Health Canada 2018).
- The demonstrated hypocholesterolemic, hypolipidemic, fibrinolytic, vasodilatory, and hypotensive actions of garlic are consistent with the herb’s Traditional indications and use as a “hot” remedy, i.e. for treating “cold” illnesses such as those arising from poor circulation, cold and congested constitutions (Mills 1991).
- Garlic extracts help to maintain and promote respiratory function in states of good and compromised health, both by providing cardiovascular support and by direct actions on the respiratory system.



Travel Bug® Drops: Key Selling Features

Travel Bug® Drops provides consumers with a safe, effective, all-natural preventive and treatment against upper respiratory infections, food and water-borne illness and motion sickness which people are particularly susceptible to before, during and after travel.

- Travel Bug® Drops can be taken by the whole family from ages 6 and up
- Infection defense and anti-nausea
- Easy to take and fast acting liquid drops
- Effective relief of nausea and vomiting, upset stomach, and cough and cold symptoms
- Convenient Travel Size – Airline Carry-on compliant
- Formulated with fresh garlic bulb and fresh ginger root using a proprietary extraction method to ensure highest potency of active ingredients
- Refreshing Ginger Mint flavor
- Multi-functional product designed for people on the go
- Satisfaction Guaranteed. 100% Hassle Free Money Back Guarantee



 **Manufactured under GMP**
Canadian NNHP Site Licence #300131

Strauss Immune Support™ Drops



NPN 80119358

Medicinal Ingredients (per ml):

Myrrh (Commiphora myrrha, gum) 527.7 mg (52.7 mg/mL)

Goldenseal (Hydrastis canadensis, root and rhizome) 263.9 mg (26.39 mg/mL)

Cayenne (Capsicum annuum, fruit) 4.4 mg (.44 mg/mL)

Vitamin C (ascorbic acid) 3mg

Non-medicinal ingredients:

Glycerine, ethanol, water, natural spearmint flavor

Indication:

Helps (to) maintain/support immune function.

Recommended Dosage:

Adults: 19 years and older: 1 mL, 3 times per day.

Recommended duration of use:

May take up to one week to produce beneficial results.

For prolonged use, consult a health care practitioner.

Immune Support™ Drops

- Strauss branded Immune Plus is a liquid combination product containing ascorbic acid and dried extracts of **myrrh gum, goldenseal root & rhizome** and **cayenne fruit** as medicinal ingredients.
- The historical/Traditional use of myrrh, goldenseal and cayenne, alone and in combination, is well established.
- When combined with ascorbic acid as a source of Vitamin C, the combination of medicinal ingredients not only helps to maintain/support immune function, but also, based on Traditional use in Herbal Medicine, aids digestion and helps to fight infections and inflammation of the gastrointestinal and upper respiratory tracts, including gastritis and dyspepsia, as well as coughs, colds, flu, asthma, and bronchial and nasal congestion and catarrh.
- The formulation was designed to provide a safe, balanced product for self-use.
- The safety and efficacy of the ingredients, and use of the product, are mainly supported by published monographs (Felter & Lloyd 1898; Upton 2001; Mills & Bone 2005; Natural Standard 2010; Soni *et al.* 2013; Health Canada 2018a,b, 2019a).
- The Immune Plus formulation is safe and effective when taken at recommended dosage conditions for its intended uses/purposes.
- Despite that, no health hazards or side effects are known in conjunction with the proper administration of designated therapeutic dosages of the individual ingredients (Gruenwald *et al.* 1998; Blumenthal *et al.* 2000; Health Canada 2018a).
- Relevant risk information encompassed in published monographs covering each herb/botanical extract is put onto the Immune Plus product label to fully mitigate risks associated with consumption of these medicinal ingredients by adults.

Immune Plus™ Drops - Ingredient: Vitamin C

Ascorbic acid is a recognized source of vitamin C that, when administered at an adult oral dose of 6 to 2,000 mg/day, helps maintain/support immune function, among other things (Health Canada 2018a).

Ascorbic acid is added to the Immune Plus formulation at a dosage amount of 3.0 mg/mL, providing 9 mg/day of vitamin C when taken as recommended.



Immune Support™ Drops - Myrrh

Myrrh is a sap-like substance (resin) that comes out of cuts in the bark of certain trees.

Myrrh is used for **indigestion, ulcers, colds, cough, asthma, lung congestion, arthritis pain, cancer, leprosy, spasms, and syphilis**. It is also used as a stimulant and to increase menstrual flow.

Contraindications:

Myrrh is contraindicated in pregnancy and in cases of excessive uterine bleeding, however, due to its muscle stimulant, emmenagogue and abortifacient effects (McGuffin *et al*

While there is insufficient evidence – no studies have been carried out – to suggest that there is a risk associated with taking myrrh during breastfeeding, as a precaution, use during lactation/nursing should also be avoided (Bone 1996; ESCOP 2003).

Immune Plus is contraindicated in pregnancy and breastfeeding, and in cases of excessive uterine bleeding.

Inasmuch as oral intake of myrrh extract or tincture as an ingredient of Immune Plus results in contact of the product with the lining of the gastrointestinal tract, the potential for allergic reaction and development of associated symptoms in sensitive individuals taking this product exists. For this reason, the Immune Plus label bears the risk statement “Allergy is known to occur, in which case discontinue use.”

At recommended therapeutic dosages, myrrh is safe. Any and all potential risks associated with its oral consumption as an ingredient of Immune Plus are accommodated by information included on the product label.



Immune Support™ Drops - Goldenseal

No specific interactions are known between goldenseal and drugs, herbs or other dietary supplements. However, due to the vasoconstrictive action of hydrastine, goldenseal may theoretically interfere with blood pressure control and/or antihypertensive medications

Goldenseal is contraindicated in pregnancy because of the known action of various alkaloid compounds on uterine smooth muscle (Farnsworth *et al.* 1975): their utero-stimulant or mildly oxytocic properties have been demonstrated *in vitro* (Newall *et al.* 1996). Like myrrh, the herb is also contraindicated in women experiencing excessive uterine bleeding due to its traditional use as an emmenagogue.

Goldenseal (*Hydrastis canadensis*) is an herb in the buttercup family. The dried root is very commonly used in supplements in the US. Goldenseal contains berberine, which might have effects against bacteria and fungi. Berberine also has properties that can **lower blood pressure and help irregular heartbeat.**



Goldenseal is considered an herbal antibiotic and has been traditionally used for infections of the mucous membranes.

- One of its active ingredients appears to slow H. pylori growth and help treat infections of [mucus](#) membranes. The sinuses, the throat, the mouth and the urinary tract are all subject to infection as well as the intestines and vaginal walls.
- Goldenseal can treat those infections because it has antimicrobial properties that are ideal for fighting and preventing these types of infections. It is also widely used as a wound healer and you can spread it on skin infections to prevent and get rid of any fungus that has formed.

Immune Support™ Drops - Cayenne

While included in the Immune Plus formulation in subtherapeutic dosage, *i.e.* <15 mg/day (Health Canada 2018b), the effect(s) of cayenne is additive to that of the myrrh and goldenseal ingredients when the product is taken as recommended for use as a digestive aid and/or to help alleviate mild infectious and inflammatory conditions of the digestive and upper respiratory tracts, such as gastritis and digestive upset such as dyspepsia, colds, flu, asthma, cough, and bronchial and nasal congestion and catarrh.

Cayenne (*Capsicum annuum*) fruit is recognized for its Traditional use in Herbal Medicine as a digestive aid (Health Canada 2018b).

It is also, among other uses, Traditionally indicated for flatulent dyspepsia, constipation, gastric ulcer, hemorrhoids, sore throat, laryngitis, colds and flu, fever, and catarrh of all types (Gruenwald *et al.* 1998; Caldecott, 2002; Wichtl 2004).

Cayenne is a sialagogue stomachic (promotes the secretion of saliva), carminative, stimulant, antispasmodic, analgesic, alterative, rubefacient (cause irritation and reddening of the skin due to increased blood flow), astringent, hemostatic, and antiseptic (Felter & Lloyd 1898; Hoffman 1990; Capsicum 1996; Chevallier 1996; Gruenwald *et al.* 1998; Caldecott 2002). It is commonly used with other herbs for all types of catarrhal afflictions, including colds, coughs, and asthma (Caldecott 2002).

In cases of dyspepsia, flatulence, and constipation, cayenne promotes digestive secretions and stimulates peristalsis (Wichtl 2004).

Capsaicin has also been shown to increase the permeability of epithelial cells of the gastrointestinal tract to ions and macromolecules (Jensen-Jarolim *et al.* 1998), thereby aiding digestion by facilitating the absorption of nutrients.

Capsicum powder and extracted capsaicin constituents have also demonstrated significant antimicrobial activity (Cichewicz & Thorpe 1996; Molina-Torres *et al.* 1999; Leuschner & Lelsch 2003).

Its bactericidal action against *Helicobacter pylori* may be responsible for the protective effect of cayenne against *H. pylori*-associated gastroduodenal disease (Jones *et al.* 1997).



Merchandising & Category Placements

Heart, Cardiovascular & Circulation Health

- **Heartdrops**
- **Cardio Calm**
 - place in both Stress/Anxiety & Cardiovascular Health
- **Kidney & Blood Pressure Drops** –
 - place in both Kidney Health and Cardiovascular Health



Urinary & Hormone Health

- **Prostate Drops** – Prostate Health
- **Kidney & Blood Pressure Drops**
 - Kidney Health + Heart Health
- **Bladder Drops** – Bladder Health
- **Woman's Wonder Drops & Menopause Drops**
 - Women's Health
 - Hormone Health
 - Menstrual Pain and Cramping



Immune, Respiratory & Digestive Health

- **Coldstorm Drops** – Immune, Cold, Flu, Respiratory Support
- **Immune Plus Drops** – Immune, Cold, Flu, Respiratory Support
- **Travel Bug Drops**
 - Immune Support
 - Digestive Care





Contact Us

Hours:

Monday to Friday, 8:30am - 5pm Pacific
Closed on statutory Canadian holidays

Strauss Naturals™ Ltd.

Toll Free Phone: 1.866.478.2873

Toll Free Fax: 1.866.991.3176

Local Phone: 250.376.5216

General Inquiries

info@straussnaturals.com

Order Desk

orderdesk@straussnaturals.com

Mailing Address

Strauss Naturals™ Ltd.
929B Laval Crescent, Unit 5
Kamloops BC CANADA V2C 5P4
www.straussnaturals.ca

Customer Service Team

Christa Gyger
christa@straussnaturals.com
Toll Free 1.866.478.2873 x700

Judi Molyneaux
judi@straussnaturals.com
Toll Free 1.866.478.2873 x708

Lindy Cyr
lindy@straussnaturals.com
Toll Free 1.866.478.2873 x707

Cory Elliott
cory@straussnaturals.com
(905) 658-7777

Shipping Dept.

Anne Bombardier
anne@straussnaturals.com
Toll Free 1.866.478.2873 x702

President

Wayne Elliott
wayne@straussnaturals.com
Direct: 905.708.5899

General Manager

Paola Ludwig
paola@straussnaturals.com
Toll Free 1.866.478.2873 x706

Accounting Department

Esanka Pathinige
esanka@straussnaturals.com
Toll Free 1.866.478.2873 x701

Education Department

To schedule a training or webinar
send your inquiry to:
paola@straussnaturals.com

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