

***Medicus Research is the
Premier CRO for
Natural Health Products***

THE MEDICUS ADVANTAGE: PATHWAY TO GROWTH THROUGH SCIENCE



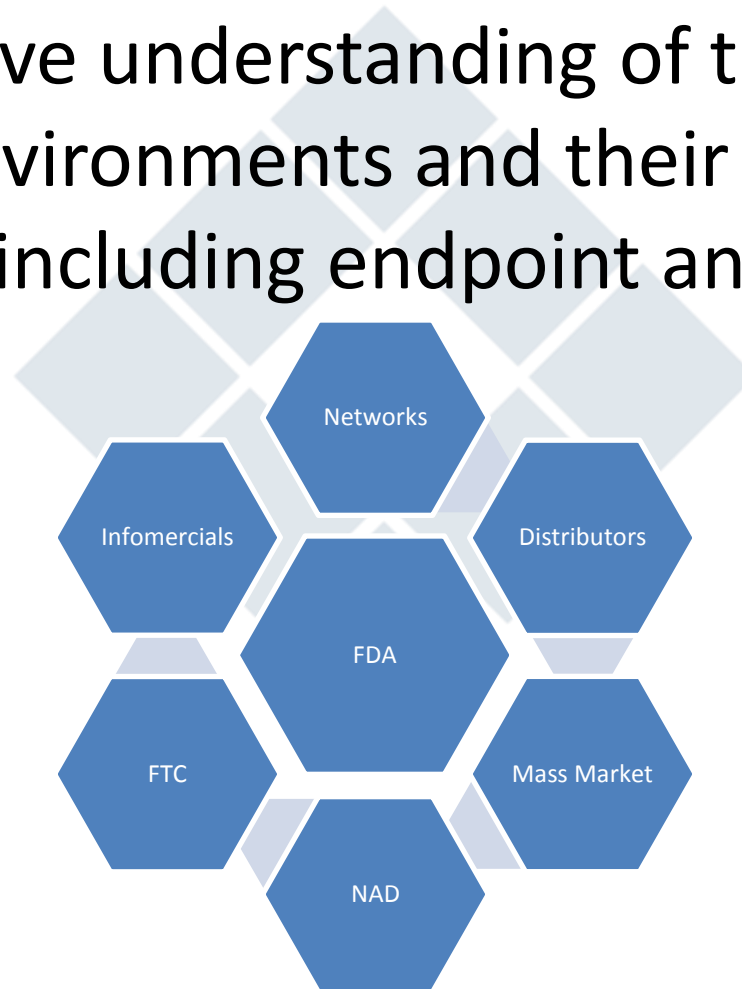
Our Experience

We are a full-service CRO and recognized as Key Opinion Leaders in Natural Health Products.

- 125 studies in the last 11 years
- Dozens of peer-reviewed publications
- Several textbook chapters
- Award-winning scientific poster presentations
- Invited speaking engagements

Specific Strategic Expertise

Comprehensive understanding of the different regulatory environments and their impact on study design including endpoint and population selection.



Specific Strategic Expertise

Proprietary workflow and technology systems which enable us to perform these studies in the timeline and budgets required under these regulatory environments.

The Udani Theory of Natural Health Product Clinical Trial Design

- Identify a healthy or at-risk population
- Apply a standardized stressor to overwhelm their normal physiological mechanisms
- Measure objective endpoints which are functionally relevant to the scientist, regulator, and the consumer

Client Investment Goal Orientation

- Regulatory Benefits
 - Substantiate claims
 - Regulatory reviews—FDA, FTC, EFSA, SFDA, TFA
 - NAD reviews
 - Legal defense
- Strategic Benefits
 - Introduction to distributors
 - Publicity
 - Award winning presentations
 - Peer-reviewed Medline indexed manuscripts
 - Convert study patients to customers
 - Call center experience

Client Investment Goal Orientation

- Financial Benefits
 - Distinguish yourself from commodity ingredients
 - Justify higher pricing
 - Increase the valuation of your company
 - Increase in distribution opportunities
 - Mass market specialty retail
 - Practitioner channel
 - Direct to consumer
 - Network marketing
 - Online
 - Tax credits
 - Increase sales

Our Focus

Medicus Research has conducted over 125 clinical trials from Phase I through IV in the following therapeutic areas.

- Allergy
- Antioxidant Function
- Bioavailability
- Blood Sugar
- Cardiovascular
- Cold and Flu
- Cognitive Function
- Dermatology
- Fibromyalgia
- Gut Health
- Immune Health
- Inflammation
- Joint Health
- Neurology
- Obesity
- Pharmacokinetics
- Sleep Studies
- Sports Nutrition
- Urology
- Women's Health

Clinical Trials

Medicus Research can provide any and all clinical trials services from protocol design through the final report.

- Strategic Planning
- Protocol Design
- Document Management
- Regulatory Submissions
- Site Selection & Training
- Contracts and Budgets
- Centralized Recruiting
- GCP compliant SOPs
- Project Management
- Study Product Packaging and Labeling
- Clinical Monitoring
- Internal QA
- Clinical Data Management
- Statistical Analysis
- Medical Writing

Consulting

Medicus Research provides consulting services including the following:

- Strategic Introductions (All Distribution Channels)
- Product Development
- Strategic Planning
- Literature Review
- Medical Writing
- Clinical Research Plan
- Protocol Design
- Placebo Development
- Statistical Analysis
- Regulatory Review
- Food Hedonic Testing
- Call Center

Our Clinics

Medicus Research has 2 wholly owned research clinics
(StayWell Research)

Locations

- Northridge, CA
- Manila, Philippines

Advantages

- Multi-specialty
- Open 7 days a week
- Utilizing the Systemedicus™ Technology Suite
- Multi-national studies

eSource



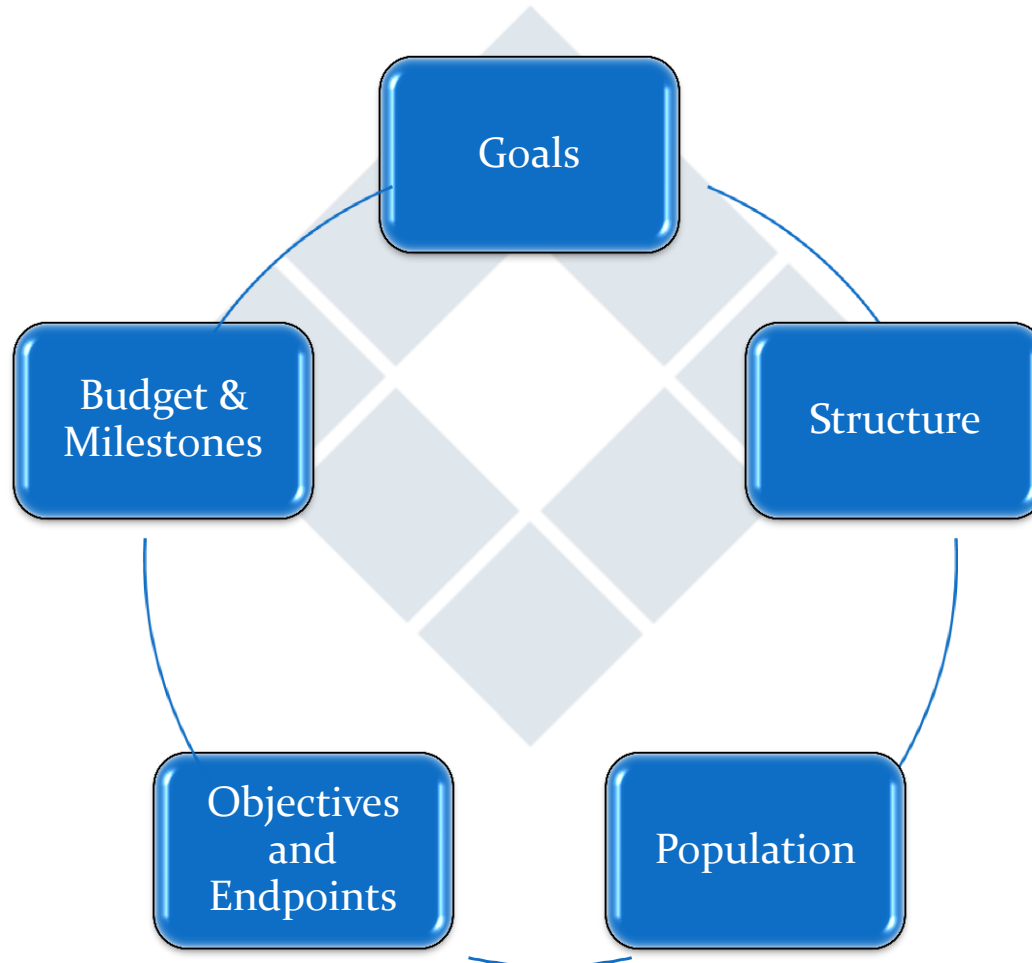
EduConsent™



eCompliance



Study Design & performance



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Case Study #1

Immune Health

1. Mechanism of Action – Innate / Adaptive

The effect of XXX on circulating immune parameters of immune health.

2. Standardized Antigenic Challenge

Udani et.al. Proprietary Arabinogalactan extract increases antibody response to the pneumonia vaccine. Nutrition Journal 2010

3. Community Based Studies

Primary Transmission – Incidence / Prevalence

Secondary Transmission – Transmission within household

Case Study #2

Metabolic Health

LIPIDS / BLOOD SUGAR REGULATION

Udani, et.al. A Combination Therapy Including Psyllium and Plant Sterols Lowers LDL Cholesterol by Modifying Lipoprotein Metabolism in Hypercholesterolemic Individuals. Journal of Nutrition 2006

Udani et.al. Sambazon Acai for the improvement of metabolic, inflammatory, and antioxidant parameters in a healthy overweight population. Nutrition Journal 2011.

An open-label dose-finding pilot study of various formulations of glucose-lowering products in otherwise healthy individuals with impaired glucose tolerance.

A multi-component therapy including XXX, XXX, and XXX for the improvement of the cardiovascular risk profile in a moderately at-risk population.

ENDPOINTS

- Blood Glucose (capillary, venous), Insulin, C-Peptide
- OGTT

Case Study #3

Gut Health

PREBIOTICS / PROBIOTICS

XXX for the Improvement of Beneficial Gut Flora in a Healthy Community Based Population: A randomized, double-blind, placebo-controlled, crossover study.

Improvement of Gut Health Parameters in Subjects with Occasional Constipation: Multiple parallel randomized, double-blind, placebo-controlled trials to determine the efficacy of multiple formulation of XXX.

XXX for Gut Health: A randomized, single-blind, placebo-controlled, pilot study.

ENDPOINTS

- Subjective (Bloating, Urgency, Flatulence, Discomfort)
- Objective – BM frequency, BM quality (BSS)
- Laboratory – Digestion / Absorption
- Stool - PCR

Case Study #4

Joint Health & Sports Nutrition

Delayed Onset Muscle Soreness (DOMS)

Udani, et.al. Bounceback Capsules for the reduction of DOMS after eccentric exercise. International Society of Sports Nutrition, 2009.

JOINT HEALTH

XXX for Joint Health: a placebo-controlled dose finding study.

XXX for Joint Health: A 3-arm, randomized, double-blind, placebo-controlled, adaptive-design study.

Standardized Physical Stressors

- Stair climbing, walking, running, bending, pressure, TUAG

Endpoints

- Discomfort, Function, Time, Distance, Activity, QOL, ROM

Case Study #5

Weight Loss and Satiety

The XXX program for weight loss: A randomized, controlled, parallel group, adaptive-design study.

A Proprietary XXX for the Reduction of Oxidative Stress in an Obese Population: A Randomized, Double-Blind, Placebo Controlled Study.

Parallel Studies to Evaluate the Effect of XXX on Body Weight and Satiety in Overweight Women following the XXX Diet compared to a Traditional Calorie Restricted Diet in Two Populations: Non-Diabetic and Diabetic.

XXX for the Reduction of inflammation in an Obese population: A randomized, double-blind, placebo-controlled, dose-finding study.

Short term effect of XXX on satiety and appetite suppression in healthy obese subjects: A 3-way randomized, double-blind, placebo controlled, dose-finding, crossover study

Blocking Carbohydrate Absorption and Weight Loss: A Clinical Trial using XXX.

Case Study #5

Weight Loss and Satiety

Products

- Dietary Supplements, Functional Foods, Meal Replacements

Control Arm Challenges

- Regulatory, Practical, Efficacy (Retention)

Endpoints

- Diaries (satiety, food intake, gut health)
- Single Meal Caloric Intake (Satiety)
- Anthropometric measures
- Photographs

Case Study #6

Endothelial Function / Antioxidant

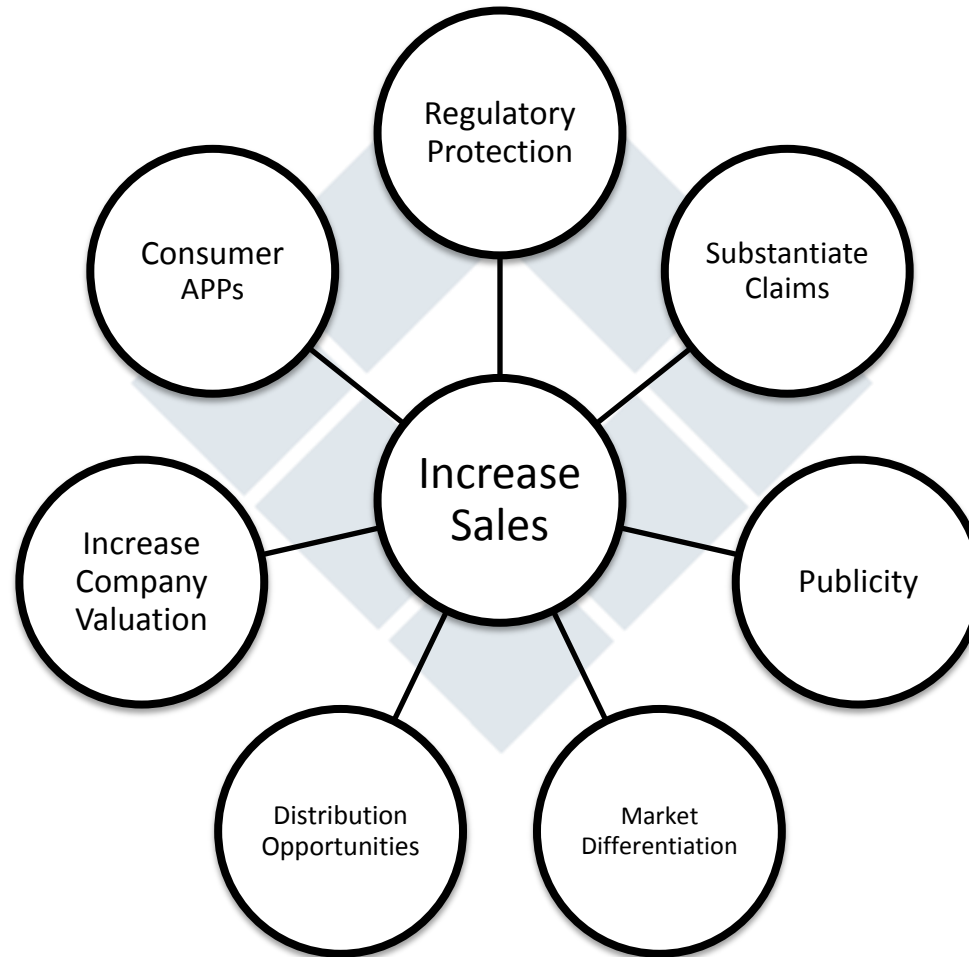
High Fat Meal (50g fat) induction of endothelial dysfunction

The effects of XXX on attenuating the acute effects of a high-fat meal: A randomized, double-blind, placebo-controlled, crossover pilot study

ENDPOINTS

- Endothelial Function by EndoPAT analysis
- Computerized Cognitive Function Testing
- Markers of Inflammation – CRP, cytokines
- Markers of Antioxidant function – F2 Isoprostane, LDL Ox

How can Medicus Research add value?



Medicus Research is Your Partner

Our goal is to increase your sales
through science.

www.MedicusResearch.com

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