



Journey into Africa...

And Discover Nature's Most Powerful Antioxidant

Ancient scriptures speak of a Nile River tributary known for the medical plant growing along its banks. That tributary is the River Jubi, and the plant is *Sorghum bicolor*, a native grass cultivated for its highly medical properties. For millennia, the indigenous people of Western African have relied on this botanical to support whole health and a balanced inflammation cycle.*

We call our Sorghum ingredient "Jobelyn" after the Jubi River where it originally grew wild. Now a domesticated plant, it is grown on our organic plantation.

A simple bunchgrass, *Sorghum bicolor's* superior antioxidant capacity is revealed only through a traditional talk preparation of its leaf sheath. Modern science has been working hard in the past 15 years to isolate the plant's antioxidant components in an effort to create a synthetic version. The results? It doesn't work. The impressive ORAC rating, higher than grapeseed extract and well-known antioxidant berries and fruits, is seen only within the traditionally prepared African remedy using the sorghum leaf in its complete natural state.

The Science Behind the Traditional Remedy

3-Deoxyanthocyanidins are rare flavonoids found in only a few plant species. These unique flavonoids are the major pigments in the flowers of *Sinningia cardinalis*, and they are found in silk tissues of certain types of corn. Sorghum is the only dietary source of 3-deoxyanthocyanidins.

Many plants use secondary metabolites, such as flavonoids, to protect themselves against pathogen attack. In sorghum, this defense is an active response resulting in the accumulation of high levels of 3-deoxyanthocyanidin phytoalexins in infected tissue. This defensive mechanism is the power that Jobelyn uses to strengthen the body and promote whole health.

Herbal Source:

Sorghum bicolor

Brand Name:

Jobelyn™

Current Jobelyn Product Line:

- Immune Support Formula
- Heart Health Formula
- Blood Builder Formula
- Joint Health Formula

Contacting Health Forever



Jobelyn®

Dietary Supplement



CERTIFIED BY BRUNSWICK LABS (USA)
 AS THE MOST POWERFUL NATURAL ANTIOXIDANT IN THE
 WORLD, WITH TOTAL RATING OF 37,622 ORAC ($\mu\text{mol TE/g}$)
 A most recent Laboratory report from Brunswick Labs in
 the USA has certified Jobelyn as the most powerful
 natural antioxidant in the whole world.



What are antioxidants? How can they be so helpful for so many health conditions? Are they just a trendy health fad? Let's answer those questions while looking at one antioxidant source in particular that could provide you and your family with incredible health-changing benefits.

An antioxidant is a molecule capable of inhibiting the oxidation of other molecules. Oxidation is a

chemical reaction that transfers electrons from a substance to an oxidizing agent. Oxidation reactions can produce free radicals. In turn, these radicals can start chain reactions. When the chain reaction occurs in a cell, it can cause damage or death to the cell. When the chain reaction occurs in a purified monomer, it produces a polymer resin, such as a plastic, a synthetic fiber, or an oil paint film. Antioxidants terminate these chain reactions by removing free radical intermediates, and inhibit other oxidation reactions. They do this by being oxidized themselves, so antioxidants are often reducing agents such as thiols, ascorbic acid or polyphenols.

In summary free radicals have been implicated in over 90% of diseases in the human body and so far, extensive research has concluded that anti-oxidants are capable of arresting or even stopping these diseased conditions.

Nowadays we hear of super antioxidants, artificially manufactured pills with ORAC values in the thousands. (ORAC is defined as the Oxygen Radical Absorbance Capacity (ORAC) which is a method of measuring antioxidant capacities in biological samples in vitro. The higher the ORAC, the higher the antioxidant rating). But these are not natural and some of these claims cannot be verified. Natural antioxidants are found in fruits and vegetables such as grapes, oranges, berries and spinach, but often at low levels.

Though the focus on antioxidants only gained ground in the past decade, for centuries past, a singular grass plant has been used in some parts of Africa as remedy against a wide range of human diseases. African tribal culture has long touted the extract for its value in helping people who struggle with anemia, heart disease, joint pain, and poor immune system response. That grass plant is Sorghum bicolor. Sorghum Bicolor is a grain long known for its high nutritional value. But only a special traditional extract of the leaf sheath draws out the plant's incredible health benefits.

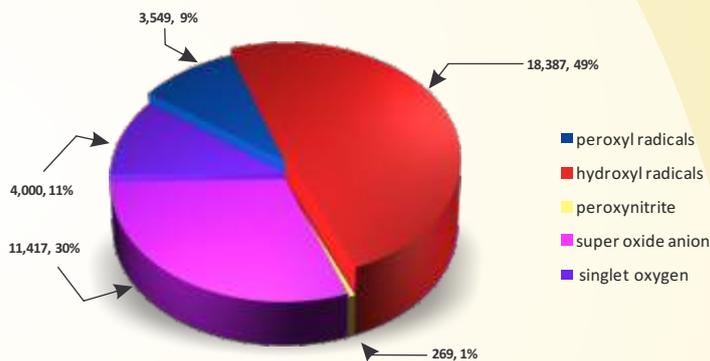
There exists in nature, hundreds of species of Sorghum Bicolor, but only a single particular specie possesses enough antioxidant value to successfully battle a wide range of diseases and even arrest the aging

process of the human cell. This specie of Sorghum Bicolor has been proprietarily processed into the product known as JOBELYN which has been scientifically proven to possess the highest ORAC value of any known natural antioxidant plant or fruit.

Today, Jobelyn is being sold and marketed by Health Forever Product in North America, Europe and all over Africa. The recent ORAC test conducted by Brunswick Labs of USA (the company that pioneered ORAC testing) confirmed Jobelyn as having an Oxygen Radical Absorbance Capacity (ORAC) of 37,622 $\mu\text{mole TE/g}$, the highest antioxidant value ever found in any known natural plant. Complementing that antioxidant rating is Jobelyn's powerful anti-inflammatory effect making it quite effective in the management and treatment of a myriad of diseases ranging from Cancer, sickle-cell, diabetes, to arthritis, infertility and many other diseases.

Yet, one must ask, "How can a single herbal ingredient help with such a broad range of conditions?" Jobelyn has demonstrated selective COX-2 inhibition, providing effective reduction in inflammation without the side effects of common prescription medications. Further connection can be drawn from the fact that all the diseased conditions that Jobelyn addresses look unrelated, but they actually have two major factors in common. They are all tied closely to underlying states of cyclical inflammation and oxidative damage.

Let's take a closer look at oxidative and inflammatory processes in the body. Then it will be easier to understand how Jobelyn supports such a wide variety of systems and functions.



Antioxidants:

Working to protect the body on a cellular level Oxidation. We know it's a bad thing for the body, and doctors tell us to eat lots of fruits and vegetables to enable our body utilize their antioxidant properties. But how does oxidation happen?

We need oxygen for life. Our lungs take it in, and a complex network of capillaries and blood vessels enable red blood cells to extract the oxygen and deliver it throughout the body. But, as oxygen is used in various processes, tiny electrons can break off. These unpaired electrons are called free radicals. Think of them as the waste product of cellular processes.

There are some processes where free radicals are actually a good thing – for instance, to kill bad bacteria in certain immune system functions. But, generally free radicals are not helpful. They bounce around hitting cells and causing damage, sometimes even breaking off portions of DNA. The grand sum of this cellular damage is at the root of many health conditions including cardiovascular challenges, poor immune response, and even the appearance of wrinkles on the skin. This is the cumulative wear and tear that results from simply living life. Oxidation is also aggravated by stress, environmental factors, and poor diet.

The effects can be tempered though, through a diet and supplement program rich in antioxidants. Just like it sounds, an antioxidant is a substance that naturally combats oxidation. As earlier stated, antioxidants are substances that bind up harmful stray electrons and render them harmless. When compared to other recommended

antioxidant foods, Jobelyn has been scientifically proven to be one of the highest food-source ORAC ratings known. That makes it the number one choice for antioxidant supplementation

Inflammation:

When the body's crisis switch gets stuck in the "on" position

The other core benefit of Jobelyn is its anti-inflammatory effect. It's important to have a basic understanding of the inflammation process. Typically, when inflammation first occurs, it's a good thing. Inflammation is the body's standard response to injury or infection. When there's a crisis in the body—whether that's a sprained ankle, a torn ligament, or a case of the flu—the body gears up, sending extra white blood cells and other immune system components to the place or places where there is a problem. That's why an injury site swells up or your glands get big when you're sick. Inflammation hurts, and the pain is the body's way of demanding that you rest the injured part or get extra sleep.

Inflammation is an intelligent system that, when working properly, initiates the first healing stages in response to an injury or illness. However, sometimes the inflammation cycle won't calm down. One of the most common examples is that of a joint injury that continues to cause pain long after the original injury has healed. An ongoing state of inflammation can take the shape of degenerative diseases like arthritis. A hair trigger inflammation response is also at the core of allergic reactions and many asthma cases. So, not all inflammation is bad. But when inflammation won't stop, or it happens in an unproductive manner (ie. allergies, asthma and rheumatoid arthritis), it can drastically harm the body and threaten one's quality of life.

Scientists have found a group of enzymes involved in inflammation and other processes in the body. These enzymes are referred to as COX (Cyclooxygenase) enzymes. One in particular, COX-2, is a major player in the bio-chemical cascade that results in inflammation and the resulting pain.

Common non-steroidal anti-inflammatory drugs (NSAIDs) inhibit all COX enzymes. This is called non-selective COX-inhibition. Ongoing use typically results in unwanted side effects such as peptic ulcers—an inflammatory condition in itself. That's a sad situation; having decreased inflammatory pain in one part of the body, you wind up inadvertently causing inflammation elsewhere!

This is where Jobelyn comes in. Thankfully, some natural herbal sources have been found to exhibit selective inhibition for COX-2 only—the COX enzyme that is most active in the inflammation process. Jobelyn is one of these herbal sources. Acting as a proven selective COX-2 inhibitor, Jobelyn soothes the inflammation cycle and brings it to a centered state. Rather than acting as a pain-killer only, masking the symptoms, it works at the level of the inflammation process itself hindering COX-2 activity. This selective COX-2 inhibition results in a steady reduction of inflammation and pain, without the unwanted side effects common with NSAIDs.

The development of various chronic and degenerative diseases, such as cancer, heart disease, and neuronal degeneration such as Alzheimer's and Parkinson's disease may be attributed, in part, to oxidative stress. Oxidative stress has also been implicated in the process of aging. Although the human body has developed a number of systems to eliminate free radicals such as reactive oxygen species from the body, it is not 100% efficient. Diets rich in fruits and vegetables are considered to be an excellent source of antioxidants. Some minerals and vitamins have a role as dietary antioxidants. These include vitamin C (ascorbic acid), vitamin E and its isomers (tocopherols and tocotrienols), and selenium. Data for these nutrients are included in the USDA National Nutrient Database for Standard Reference (SR). USDA has also published a number of Special Interest Databases on classes of components, some of which may also act as antioxidants. These include: Carotenoids (now merged with SR); isoflavones, flavonoids, and proanthocyanidins.

"A dietary antioxidant is a substance in foods that significantly decreases the adverse effects of reactive species, such as reactive oxygen and

nitrogen species, on normal physiological function in humans". Primary antioxidants delay or inhibit the initiation step of oxidation, while the secondary antioxidants slow down the oxidation by removing the substrate or by quenching free oxygen radicals. Although the definition was initially applied to the oxidation of lipids, it is now extended to the oxidation of proteins, DNA, and carbohydrates and includes all the repair systems which do not necessarily involve antioxidant activity.

Source:

USDA Database for the Oxygen Radical Absorbance Capacity (ORAC) of Selected Foods, Release 2

Total ORAC FN, short for Total Oxygen Radical Absorbance Capacity for Food and Nutrition, is a laboratory analysis that measures the total antioxidant power of foods and nutritional products.

During April 2009, Brunswick Laboratories, a global leader in antioxidant R&D and testing, introduced its Total ORAC for Food and Nutrition (Total ORAC FN) test. Now patented, Total ORAC FN measures antioxidant activity against five of the most important free radicals found in humans: hydroxyl, peroxy, peroxyxynitrite, singlet oxygen and super oxide anion. Total ORAC FN, considered a breakthrough technology, combines all five measurements into a single, easy to use test result. The original ORAC essay measured only one of the five major radicals, the peroxy radical, giving an incomplete picture of the antioxidant strength of a product.

The five major free radicals work individually and in combination with each other to cause damage to many systems in the human body and can affect total health. At times, environmental factors such as pollution, radiation, cigarette smoke, UV light, and herbicides can overwhelm the body's natural ability to fight the free radicals and the damage they cause.

Total ORAC FN allows premium food and nutrition products to be differentiated in the marketplace by providing a single Total ORAC FN "score." Jobelyn scores 37,622

Free radicals have been shown to harm the cardiovascular system, contribute to macular degeneration and cataracts, cause tissue damage, and even cause mutations in DNA. This damage also accumulates over time, causing more problems as you age.

In order to fight this damage, our bodies need additional sources of antioxidants, especially from fruits and vegetables. The Total ORAC FN combines all five measurements into a single "score." The Total ORAC FN score indicates a scientific measure of antioxidants delivered by Jobelyn to aid the body in scavenging free radicals.

What does certification mean? Certification means you can be assured of receiving all the beneficial ingredients to improve health. In a market filled with cheap substandard products you can have confidence in Jobelyn with the Brunswick Laboratory Certification.



Olajuwon Okubena FCA
PRESIDENT & CEO
Health Forever Product Ltd



Health Forever

Sourcing, Testing and Distributing Unique Tropical Herbs



Health Forever is both a nutraceutical company and an integrated contract manufacturer, believing in the importance of using our own core active ingredient grown in our fields. Jobelyn is extracted from Sorghum grown on the Health Forever plantation, using sustainable practices and fair trade CSR policies. By overseeing Jobelyn from planting to packaging, we are able to better ensure quality, potency and efficacy.

Not only do we cultivate, package and develop our own line of dietary supplements to support a variety of health goals, we also act as a supplier of wholesale medical herbal ingredients. With all our finished products and raw

ingredients, we are dedicated to using herbs in their most complete and natural form. The body can then utilize the full, undiminished synergistic blend that nature created - with the added benefits of quality control and efficacy achieved through our careful manufacturing process.

At Health Forever, our in-depth cultural knowledge of tropical plants and their traditional uses is paired with modern scientific testing. We are constantly identifying useful plants, developing new supplement formulas and researching those concepts to determine efficacy. All of our natural remedies have been found to be well tolerated and efficacious.**

From Planting to Packaging: Health Forever Core Competencies

- Identifying and sourcing potent plants and herbs from various geographical locations
- Research herbs and their active ingredients
- Conducting pre-clinical and clinical studies on the effects of herbal preparations
- Planting, cultivating, developing and packaging preparations for use and distribution



Request Samples or Place Your First Order

Contact Health Forever Today!

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**Always check with your primary health care provider before adding these or any dietary supplements to your personal health regimen.