



The LycoRed Herald



Your mirror to the emerging world of 'Wellness'

New Delhi

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Editorial

The current mantra for good living is 'wellness'. If we eat healthy, maintain our body weight, remain stress free, workout regularly, we are likely to live to a ripe old age.

Right? Think again!

You have to understand your body functioning before we go further. Every time we breathe, small factories in our body cells produce energy; using the food we have eaten.

A by-product of this process is the generation of highly reactive particles called free radicals, which cause damage to the cell structure and function. We must not forget that free radicals cannot be wished away. Certain situations like exposure to pollution, alcohol or tobacco usage and stress drastically increase the production of free radicals.

When the extent of this damage exceeds the capacity of the natural defense mechanism available within the human body, disease manifestation sets in.

It is essentially believed that when the balance between the free radicals and the defense mechanism of the body is tilted in favor of the

former, we can help the body restore the lost balance through external supplementation of products, known to be rich in antioxidant properties.

More and more scientific data is now accumulating in favor of helping the body to counter the growing number of free radicals, with the external supplementation of a substance called lycopene, over the earlier known and assessed carotenoids.

Jagsonpal Pharmaceuticals Limited has entered into an exclusive marketing tie-up with an Israel-based company, for marketing of its product range in the entire South-East Asian circuit.

This company holds a patent for a special process of extracting lycopene, in its natural bio-environment, from specially cultivated tomatoes.

We, at Jagsonpal, know and appreciate the fact that you hold the organization in high esteem.

Your acknowledgement of this fact, by virtue of your ever-increasing prescriptions, eggs us on to rededicate ourselves to the service of the medical fraternity.

The LycoRed Herald, your mirror to the emerging world of 'Wellness' is a humble effort in this direction.

Through this platform, we plan to bring to you, the latest and very best, in the fast emerging field of

nutraceuticals, from across the world.

With the focus now shifting to prevention, rather than diagnosis and treatment, it is of vital importance that we all join hands and become a part of this revolution, by spreading the good word and popularizing the concept of 'Wellness'.

The beneficiaries of this revolution need not be only your patients - in fact, we would very much want that the concept of 'Wellness' is initiated from yourself and your loved ones.

You will appreciate that this platform will realize its full potential, only if it remains vibrant through being interactive.

With this thought in mind, we have dedicated exclusive space for you to voice your opinion on the initiative taken by you, in spreading the concept of 'Wellness'.

We seek your best wishes in making this endeavor a resounding success!

Dr. Deepika Chhabra
(Chief Editor)

Let us get introduced to the world of nutraceuticals!

Nutraceuticals are food ingredients, additives, formulated products, or stand-alone supplements which combine a product's nutritional value with a therapeutic benefit, beyond that obtained through a traditional diet. The term nutraceuticals was coined in the eighties, by Dr. Stephen DeFelice, Chairman, Foundation for Innovation in Medicine. These foods have been found to provide the following therapeutic benefits:

- Quench free radicals which have been linked with cancer and aging
- Lower serum cholesterol levels
- Reduce the risk of cardiovascular disease
- Manage hypertension
- Reduce the tendency to develop osteoporosis

Nutraceutical products encompass a myriad of compounds or substances including carotenoids, vitamins and minerals, garlic, ginseng, phytochemicals, amino acids and antioxidants. Evidence strongly points towards using nutraceutical ingredients, which are extracted through natural processes, without using chemicals.

Rising consumer awareness, positive media coverage and healthy eating trends drive the emerging nutraceutical market. World over, these products reach a large enough segment of the population.

This 35,000 million US \$ world market is currently serviced by relatively small companies, but major food and pharmaceutical companies are developing global strategies to enter the business.

Amongst the earlier known antioxidants, Vitamin E, Vitamin C, Zinc and Beta-carotene stole the limelight. But in the rapidly changing scenario, the list of antioxidants has increased dramatically, with the focus now being on carotenoids.

In the body, antioxidants exist both intracellularly and extracellularly. This group of compounds includes Carotenoids, Glutathione and Flavonoids besides mineral co-factors like Selenium, Copper, Zinc, Manganese and Vitamins A, C and E.

Several studies from across the world have shown that lycopene has significantly higher anti-oxidant activity than all others tested clinically, hitherto.

As free radicals are generated both in lipid and aqueous phases, it is important to have both fat-soluble and water-soluble antioxidants.

Today, scientists have listed a wide variety of diseases and disorders in which free radicals are being implicated.

Since the root cause in all such diseases and disorders is one, logically, the control is also unified - through effective management of free radical scavenging.

Science Notes

Medication or supplements?

The debate will continue for years to come. In developed countries, drug advertising was permitted for the first time in 1997.

Viewers in these countries now find it impossible to view the program without the inevitable happy, sunny scenes, which promote some medicine but are followed by rapid, 'small print' warning of serious side effects.

Medications are designed to treat only the symptoms of disease. Natural supplements, on the other hand, are designed by nature to promote health and prevent disease in the first place.

Which of the two would you opt for?

Going by the age-old adage: '*Prevention is better than cure*', logic goes in favor of preventing the onset of lifestyle related disease manifestation.

Small changes in lifestyle help fight diabetes

People at high risk of diabetes can reduce their chances of developing the disease by 58%, if they lose as little as 10 pounds, exercise and eat a nutritious diet.

Adding a dietary supplement always helps. The right supplements not only add years to your life, but also life to the years.



Reading someone else's copy?

The LycoRed Herald

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Ask for your own copy of 'The LycoRed Herald', from:

Jagsonpal Pharmaceuticals Limited, T-210J, Shahpur Jat, New Delhi - 110 049

After all, some
good things in
life are still
FREE

Science Notes

Protect yourself from sun damage

Over the last 20 years, skin cancer has become a wide spread problem. Approximately 1,000,000 new cases of skin cancer will be detected in the United States this year.

In fact, 40 to 50% of Americans, who live to the age 65, will have skin cancer at least once.

The good news is there is a way to help to reduce the risk of getting skin cancer from the inside out.

Studies show that consuming antioxidant-rich foods like tomatoes, oranges, apricots, broccoli and garlic can help protect your skin against cancer-causing environmental hazards.

One of the newest of these antioxidants to come on the scene is lycopene. Foods rich in lycopene and other phytonutrients include tomatoes, tomato sauce, catsup and tomato juice.

“The human body does not produce lycopene on its own, so it is vital that people be conscious of eating a lycopene-rich diet, or taking an all natural extract supplement” says Dr. Michael Aviram, Head of the Lipid Research Laboratory, Rambam Medical Center, Haifa, Israel.

Sunscreen preparations also help.

Fish consumption and ischemic stroke risk

A study of 43,671 men (aged 40 - 75) who completed a detailed food frequency questionnaire were followed for a 12-year period (1986-1998).

These men were disease-free at the start of the study.

JAMA reports that during the 12-year period, 608 men who had strokes had their diets evaluated and compared to the fellow participants.

The risk of stroke was significantly lower in those who ate as much as 5 fish a week, as compared to those who consumed fish less than once a month.

Researchers also concluded that eating fish even once a month could reduce the risk of ischemic stroke in men.



Nothing fishy about it, is there?

Some fat is good for the heart

A new study conducted at Penn State has found that although low-fat diets are recommended for a healthy heart, a moderate-fat weight loss diet reduced dieters' cardiovascular risk better than a low-fat diet.

The moderate-fat diet, in which half

the fat was monounsaturated fat from peanuts and peanut oil, produced a 14 percent reduction in cardiovascular disease risk.

The low fat group experienced a nine per cent improvement.



Both the moderate and low fat diets were controlled so that all participants lost about the same amount of weight approximately 2.4 to 2.7 pound a week on average.





Carotenoids prove to be beneficial in heart health

Finnish researchers conducted the Kuopio Ischemic Heart Disease Risk Factor Study, involving 725 men (aged 46 to 64 years) who were free of CHD and stroke.

At the end of the trial, researchers discovered that low serum levels of lycopene were associated with an increased risk of atherosclerotic vascular events (*Br J Nutr, 85, 6:749-54, 2001*).



Did you know that fast food is the fastest way to bad health ...

-  Each 300 ml bottle of soft drink means **250 kcals**
-  Every single burger means **580 kcals**
-  Every 100 g of noodles mean **397 kcals**
-  Every 100 g of pizza means **536 kcals**



If you have a sedentary lifestyle, you need no more than 1800 – 2000 kcals a day

Tomato nutrient may fight prostate cancer

Philadelphia: A study has found the first direct evidence that the nutrient that makes tomatoes red, may protect against prostate cancer by shrinking tumors and slowing their spread.

The nutrient, lycopene, has emerged as one of the trendiest of all nutritional supplements in recent years.

Large population surveys have suggested that people taking plenty of tomatoes - the primary natural source of lycopene - in their diet are less likely to get prostate cancer and other malignancies.

Researchers at the Karmanos Cancer Institute in Detroit gave lycopene capsules to men who were about to undergo surgery to remove their cancerous prostate glands.



After surgery, the doctors found that cancer tissue in these men was less likely to extend clear to the edges of the prostate glands.

Also, the pre-cancerous cells in their prostates were less abnormal - looking.

"This suggests that lycopene results in a decrease of the tumor size and makes the cancer less aggressive" said Dr. Omer Kucuk, Asst. Prof. of Medicine and Oncology, Wayne State University and Barbara Ann de Karmanos Cancer Research Institute.

Levels of PSA also fell by 20% in test patients, between the beginning of the treatment and surgery. PSA levels remained unchanged in the comparison group.

"I expect to see a decrease in the relapse rate and increased survival in patients taking lycopene" Dr. Kucuk said.

Body & Soul: Antioxidants are pro-healthy

The San Diego Union Tribune quotes Dr. James Balch, a Santa Fe based urologist - turned - medical author:

"No immune supplement should be without the tomato extract lycopene, which has been celebrated for reducing cancer risk, particularly of the prostate".

"Synthetically-produced lycopene does not show the same effects".

Our comment: Trust the original natural lycopene, available as LycoRed and do not risk 'zero-benefit' with synthetic lycopene preparations.

Know your tomatoes

Botanically known as *Lycopersicon esculentum*, this innocuous source of lycopene was originally cultivated by the Aztec and Incas tribals, native to the Americas, as early as 700 AD.



Can you believe that the Britishers considered the fruit to be beautiful but poisonous?

By the middle of the 19th century, tomatoes gained acceptance across America.

Today, the tomato is considered to be the favorite vegetable of the American public.

It belongs to the same family as the potato, pepper, eggplant and petunia.

There are thousands of different varieties of tomatoes. Besides being the best source of natural lycopene, tomatoes are a good source of Vitamins A & C.

The French refer to the tomato as the 'apple of love'.

Florida is today considered as the number one producer of fresh market tomatoes.

Hurry !

100

prizes for the most interesting replies



You may love it or dislike it, but you just can't ignore it !

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We value your opinion!

Rush your comments on the inaugural issue

Stop Press!

APICON 2004, Hyderabad

In the just concluded APICON meet, the findings of Dr. S. K. Agarwal and his team were presented on January 20, 2004.

This presentation won the 1st prize!



Dr. S. K. Agarwal
Prof. & HOD, Medicine, Maulana Azad Medical College, New Delhi

Congratulations, Dr. Agarwal! We are proud of you and your team!

The team reported statistically significant improvement in Losartan-treated normotensive Type 2 Diabetes Mellitus patients, when therapy was supplemented with Lycopene.

The team concluded that oxidative stress is the established cause of endothelial dysfunction, which is a key determinant in micro and macro vascular complications.

Summary: "...addition of Lycopene gives added benefit in Type 2 DM patients with microalbuminuria, especially with respect to its nitric oxide generating capacity in Indian population".

Excerpts of the paper presented are available on request.

International Journal of Gynecology & Obstetrics

This prestigious specialty publication deemed the work of Dr. J. B. Sharma & his team worthy enough of being included in the October 2003 issue.



Dr. J. B. Sharma
Asst. Prof., Obs. & Gyn., AIIMS, New Delhi

His team at MAMC, New Delhi, in the paper titled 'Effect of Lycopene on pre-eclampsia and IUGR in primigravidas', concluded that Lycopene reduces the development of pre-eclampsia and IUGR in primigravidas women by a statistically significant 51% and 49%, respectively.

Dr. J. B. Sharma, who has since joined All India Institute of Medical Sciences, New Delhi, as Asst. Prof. in Obs. & Gyn., was awarded the Gold Medal for the presentation of his paper 'Role of LycoRed in the prevention of pre-eclampsia and IUGR in primigravidas' at the ISOPARB meet held at AIIMS.

Congratulations, Dr. Sharma! This is surely a well-deserved honor!

Excerpts of the presented 'gold winning paper' are available on request.

Indian Journal of Urology

Yet another feather in the cap!

The findings of Dr. N. K. Mohanty and his team were published in this journal. The study was done on 50 patients of oligoasthenospermia.



Dr. N. K. Mohanty
Prof. & Head, Deptt. of Urology, Safdarjang Hospital, New Delhi

The objective of the study was to establish the role of LycoRed in the management of such males, where infertility was expected to be primarily because of free radicals.

These patients had no obvious cause for their infertility, with normal hormone profile and anti-sperm antibody titer.

LycoRed (8mg daily) was given till the improvement of sperm analysis to optimal level, or achievement of pregnancy. Regular follow-up of sperm analysis was done for one year.

Key improvements reported:

Pregnancy rate	36%
Sperm count	70%
Functional sperm count	60%
Sperm motility	54%
Sperm motility index	46%
Sperm morphology	38%



Would your patients eat a **synthetic** tomato?

LycoRed contains 'All Natural Tomato Lycopene' imported from Israel

Brought to you as LycoRed softgels by Jagsonpal - your partner in 'Initiative Wellness'

In this study also, semen analysis for concentration, motility and morphology confirmed improvement on all counts, in 70%, 54% and 38% subjects respectively.

Interestingly, there was a 36% pregnancy rate with the above improvements.

Summary: “... Lycopene supplementation has a definite role in management of idiopathic oligoasthenospermia”.

The awareness spreads!

Various daily use products are now awakening to the significance of Lycopene supplementation.

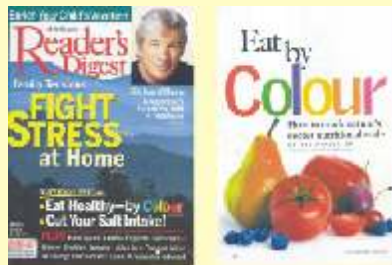
This is amply endorsed by the consumer biggie, Hindustan Lever Limited, on the package label of Kissan Tomato Ketchup. To quote:

“Kissan juicy fresh tomato ketchup is packed with Lycopene goodness. Lycopene is a natural substance that acts like an internal bodyguard and strengthens your body’s natural defenses. Worldwide research shows that tomato ketchup has more than twice the Lycopene goodness as compared to normal tomatoes”.

The international giant - Heinz is not to be left behind. They quote in a small booklet, given alongwith Heinz ketchup:

“The specially grown ‘Ketchup Tomatoes’ serve as a good source of Lycopene - a natural substance (found in tomatoes) that reduces the risk of certain diseases, including cancer”.

The Reader’s Digest, acclaimed as the world’s largest circulated and read publication, had recently published a very interesting article titled ‘Eat healthy - by Colour’, featuring Lycopene.



RED

Any tomato-based food – even sauces or ketchup – provides a hefty dose of lycopene, a cancer - fighting antioxidant.

The print media is also awakening to the revolutionary concept of quenching free radicals, through the use of antioxidants.

An article featuring in The Times of India, Bangalore Times, quotes Dr. Anil Abraham, Prof., Dermatology, St. John’s Medical College, Bangalore.

Dr. Abraham says he gets over 200 patients a week enquiring about methods or medication to reverse aging, right from treating wrinkles, frown lines, pigmentation or texture changes in skin.

The learned professor endorses Lycopene as a ‘new hot product’ in the quest for eternal youth.

So does the market!

Less than one decade ago, there were practically no proprietary preparations available commercially in India, truly fitting into the classification of nutraceutical supplements.

With worldwide attention being drawn to the menace of free radicals and the resulting implication on disease manifestation, the Indian pharma industry responded very well.

As a result, today, you have a phenomenally huge number of antioxidant supplements commercially available in the country, with each brand claiming to be superior to the next!

Your dilemma in trying to sift through the myriad of choices available can be well understood. It is expected that with such material now being made available, the initiative of making an informed choice will finally be yours.

It is interesting to note that the ethical market for vitamin-mineral supplements, which are largely used as antioxidants, is currently ranked as the second-biggest therapeutic group in the Indian pharma industry, second only to antibiotics / antibacterials, having a sales volume of over Rs. 11000 million per annum.

Dear reader — the revolution of bringing in the concept of ‘Wellness’ has begun in all earnest and we hope that this small and humble beginning will snowball into a major health initiative!



**Wellness ...
Specially
cultivated**



**Wellness ...
Spread through the world**



**Wellness ...
Also brought to your
country**

"I have used LycoRed in nearly 50 patients, including 15 of infertility ... it is a good and effective drug"

Dr. Anupama Dave
MS, DNB, FICS
Asst. Prof., MGM Med Col., Indore (MP)



"I prescribe LycoRed in male infertility cases ... 5 conversions confirmed till date"

Dr. Reena Agarwal
MBBS, MS
Bulandshahr (UP)



"Congratulations for introducing LycoRed in Indian market ... after 3 months' course in infertility, conceivment rate is fairly high"

Dr. R. Johar
MBBS, DGO
Mhow (MP)



"Tried LycoRed in 20 patients of primary and secondary infertility; dosage prescribed was:

Males: 2 b.d. x3 months
Females: 1 b.d. x3 months

Excellent results... LycoRed is a wonderful product"

Dr. Nalini Lonial
MBBS, MAMS
Meerut (UP)



"Have been using LycoRed for the last one year in infertility, IUGR & PIH cases ... it is beneficial"

Dr. Sadhana Sharma
MS, FICOG, FICMCH
Infertility Research Center, Jaipur (Raj)



"Many many thanks for introducing LycoRed for male infertility ... all my patients are satisfied"

Dr. P C Maji
MBBS, DGO
Asansol (WB)



"Prescribed LycoRed in oral sub-mucosal fibrosis, leukoplakia of tongue and buccal mucosa - 1 t.d.s. for 2 months followed by 1 o.d. for another 2 months. 30 cases successfully treated so far"

Dr. Sadananda Rout
MBBS, MS (ENT)
Dhenkanal (Ori)



"I am using LycoRed in sub-mucosal fibrosis, leukoplakia, non-specific oropharyngitis and glossitis.

Have used LycoRed in more than 100 cases treated so far. Results are very good"

Dr. Ombir Singh
MBBS, MS (ENT)
Ghaziabad (UP)



"LycoRed 1 b.d. gave very good response, in increasing resistance of skin against photo-toxic reaction (photo-allergies)"

Dr. H.K. Narang
MBBS, MD (Skin & VD)
Asst. Prof. & Head, MGM Med College,
Indore (MP)



"LycoRed has started a new era in antioxidants - specially for non-communicable diseases, geriatric problems and recurrent infections.

Successfully prescribed in countless patients, all of whom report 'feeling well'"

Dr. Saify Rampurawalla
MD
Indore (MP)



"LycoRed has proved to be a great boon for infertility cases, more so for oligospermia"

Dr. P A Chowksey
MD (Gyn. & Obs.)
Jaipur (Raj)



" Been using LycoRed for last 3 months in Benign Prostate Hypertrophy. Excellent results "

Dr. Subodh Saha
MS (Gen. Surg)
Birbhum (WB)



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Encourages esteemed medical practitioners from all South-East Asian nations to share their success stories on spreading the message of *Initiative Wellness*, through the platform of 'The LycoRed Herald'. We shall be pleased to publish such initiatives. Please write to:

Jagsonpal Pharmaceuticals Limited, T-210J, Shahpur Jat, New Delhi – 110 049

A new revolution has begun

Jagsonpal invites you to be a part of
'Initiative Wellness'



All your adult patients need the goodness of

LycoRed

...so do you and your loved ones

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