

The LycoRed Herald

Your mirror to the emerging world of 'Wellness'



New Delhi

Volume 1

Issue # 04

Editorial

LycoRed catches web fancy!

The stupendous success of LycoRed has been widely captured on various websites related to health and finance.

We are indebted to the entire medical fraternity, which has given such unequivocal support to the product, making it a unique success in such a short period.

To share with you the essence of the web reporting:

PHARMABIZ.com
India's most comprehensive pharma portal

pharmabiz.com, the most comprehensive pharma portal, highlights that LycoRed has registered a business of over Rs.12.00 crores, in its first year of all-India operations.

Likewise, the website of Press Trust also endorses similar success of LycoRed, in addition to highlighting the achievement of Jagsonpal Pharmaceuticals Limited.

Press Trust

Press Trust further highlights the fact that the company has notched a huge 75% jump in sales, for the quarter ended March 2004, over the same quarter of the previous fiscal.

Another site, indiainfoline.com, rates LycoRed as the number one reason for the dramatically improved performance of the company.



The list goes on

- finsights.com
- nowindia.com
- stockmarketsindia.com
- bhilwada.com

For the convenience of all our esteemed netizens, we have now posted 'The LycoRed Herald' on the web and you can access both, current as well as earlier issues, on jagsonpal.com.

An exhaustive exercise of enlisting all doctors who manage infertility cases is underway and we are shortly arranging for on-line submission of the details.

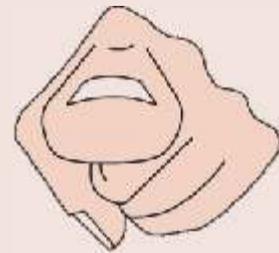
Warm regards,

Dr. Deepika Chhabra
(Chief Editor)

LycoRed Bulletin Board

Year 2003 - 04 was a momentous one !

Thanks to



and the medical fraternity

2,40,00,000

softgels of LycoRed were consumed in 365 days

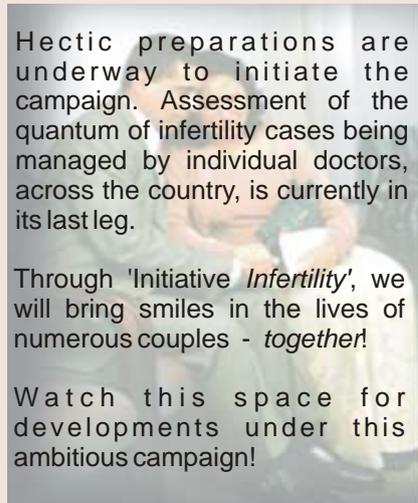
(that's a lot of good health all around!)

'Initiative Infertility'

Hectic preparations are underway to initiate the campaign. Assessment of the quantum of infertility cases being managed by individual doctors, across the country, is currently in its last leg.

Through 'Initiative Infertility', we will bring smiles in the lives of numerous couples - together!

Watch this space for developments under this ambitious campaign!



Nicotine - the good & bad of it !

Too much on the ill effects of smoking has been said, written and reviewed.

For a change, here is the good of it.

The remarkable protective effects of nicotine - the addictive chemical in tobacco on the brain are continuing to surprise scientists.

One recent study has found that one of nicotine's metabolites, cotinine, may improve memory and protect brain cells from diseases such as Alzheimer's and Parkinson's.



Another new study has suggested that nicotine may one day prove beneficial in the treatment of neurological disorders.

These findings add to the understanding of the mechanism by which nicotine repairs damaged brain function.

Scientists hope that this may, one day, help design new, safe therapeutic agents for hypothyroidism and other conditions that cause brain impairments.

Our comment: Any benefits from nicotine in cigarettes are far outweighed by the proven harm of using such products.

Help the body bounce back

The repair of various types of damage, as a result of years of smoking, starts virtually instantaneously after your last puff.

You can help the body bounce back to normalcy, appreciating its ability to heal itself.

The CDC and American Cancer Society confirm some of these repair abilities:

- ◆ **After 20 minutes**
Blood pressure, pulse rate and carbon monoxide levels drop to normal
- ◆ **After 48 hours**
Ability to smell and taste is enhanced. Nerve endings start regrowing
- ◆ **After 2 - 12 weeks**
Circulation improves, walking becomes easier and lung function increases by upto 30%
- ◆ **After 1 - 9 months**
Coughing, sinus congestion, fatigue and shortness of breath decrease. Energy levels go up
- ◆ **After 1 year**
Risk of heart disease is half of that of a smoker
- ◆ **After 5 years**
Risk of lung disease is half of that of a smoker
- ◆ **After 15 years**
Mortality rate equals to that of a non-smoker after a decade and a half, with parity of risk.

Tips to help the body

Once the smoker decides to quit, keeping off is the most difficult.

Volumes have been written on tips to keep off the urge - these tips are, however, intended to help the body bounce back.

- ◆ Keep plenty of healthy snacks around (*this replaces the hand-to-mouth ritual of smoking*)
- ◆ Eat small meals throughout the day to keep blood sugar levels on an even keel
- ◆ Refrain from going on an eating binge - *very common amongst smokers who give up and find respite in eating*
- ◆ Down at least 8 - 10 glasses of water a day to detoxify the body of years of abuse
- ◆ Supplement the antioxidant ability of the body by ensuring a daily intake of:

Vitamin C	3000mg
Vitamin E	800 IU

3-5 times the RDA of other vitamins and minerals



Our comment: Ensure the addition of LycoRed 1 bd to give maximum antioxidant supplementation after quitting.

Reading someone else's copy?

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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**

Men - O - Pause

Men who habitually snore are twice as likely to suffer from chronic daily headaches, compared to men who breathe normally while sleeping.



This observation was recorded after a study by the US National Institute on Ageing.

Four weeks of singing lessons reduced snoring considerably, perhaps by toning the muscles of the soft palate.

Smoke tough on men

Automobile exhaust and other traffic pollution increase a man's risk of becoming infertile.



In an Italian study, researchers found that men who were exposed to car fumes for several hours a day had much lower quality sperms than men who had not inhaled as much exhaust.

Soy lowers cancer risk

A study featuring in the British Medical Journal has reported that Chinese women, who eat soy regularly, have a 40% lower risk of endometrial cancer.

The risk reduction is highest in those women who are overweight (because overweight women have a higher risk of uterine cancer to begin with).



Soy foods may be protective because they are rich in isoflavones, which act like estrogen in the body. Besides, soy also contains high amounts of dietary fiber.

Women who have high levels of estrogen-like isoflavones may be protected from endometrial cancer. For menopausal women, adding soy to the diet has been found to lessen the intensity and frequency of hot flashes by upto 40%.

Our Comment: Include some form of soy in your daily diet and also target losing excess weight, if any, to ward off risk of cancers.

Soy is available as milk, tofu, roasted beans and nuggets, in the Indian market.

Mulberry fruit as a medicine

Mulberry contains plentiful nutritious elements, such as minerals and vitamins.

It is known to cure chronic diseases of the digestive tract, by promoting gastric juice secretion, improving the appetite and eliminating abdominal distention and constipation.



Mulberry is also suitable for chronic gastritis and chronic hepatitis.

Five-A-Day Recipe!

'Sample the Spectrum' of colorful fruits and vegetables. By putting something of every color on your plate or in your lunch box, you are more likely to eat at least 5 servings of fruits and vegetables every day.

Sample this:

- ½ cup of **Red** tomatoes
- 1 cup of dark, leafy **Greens**
- ½ cup of **Yellow** peppers
- ½ cup of **Blue** berries
- 250 ml **Orange** juice

And you have 'Five-A-Day'!



Are you a Netizen?

Log on to www.jagsonpal.com for viewing the current as well as all back issues of

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How high do you tip the scales?



This is the second in the series of living healthy. In the previous issue, we had attempted to address the growing problem of obesity. This was followed by a review of the devastating consequences of uncontrolled obesity.

We now go on to understand the reasons for obesity.

How do we become obese?

Why is overweight so prevalent? The answer is simple: Many of us are taking in more fuel than our bodies need.



Evolution perfected the fat storage mechanisms of the human body. For millennia, periodic food shortages - as a result of drought, or catastrophe - were a way of life for our ancestors.

Those people most likely to survive were those who during good times could convert extra food into body fat that served as insurance against the famine. At approximately 3,500 calories per pound, fat is an extremely efficient repository of stored energy.

But life has changed, as have our diets and activity levels!

Today, famine is unheard of in the industrialized world, yet our diets tend to be richer than ever. Indeed, we now consume a much higher percentage of calories in the form of dietary fat, the food most easily converted to body fat.



Do you know that for every 100 unused calories taken in as fat, 97 are stored as fat.

Other factors that have contributed to the epidemic of overweight include:

Highly processed foods

While there are exceptions to the rule, the healthiest foods tend to be subject to the least processing by food manufacturers.



Many of us, unfortunately, have developed the habit of eating convenience foods, which are laced with excessive amounts of fat, sugar and sodium.

Lack of exercise

While our caloric intake has increased, our caloric expenditures have declined. We are leading far more sedentary lives than our parents and grandparents did.



We have countless labor saving devices at home and at work and our leisure time is more likely to be spent in front of a computer or a television than on a bike, or even just walking.

Stress

Men and women - especially those between the ages of 25 and 44 - typically lead tremendously demanding lives, juggling the multiple, often conflicting challenges of job, marriage and family. Lack of time can lead people to grab less nutritious food and stress often prompts us to overeat or routinely snack on junk food.

Drinking

Alcohol accounts for 5 to 7 percent of overall caloric intake in the lives of city folk. While some health claims have been made for the benefits of moderate consumption of alcohol, it still represents empty calories . . . and it can loosen one's self-restraint in the presence of high-fat snacks like peanuts and potato chips.

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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

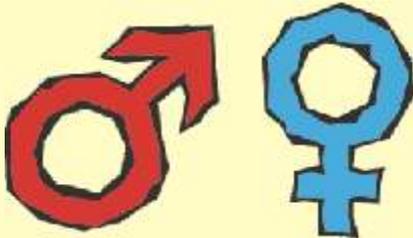
Sex Matters

It's sad but true: Women gain weight more easily than men do and women have to work harder to get it off. It's all a matter of biochemistry.



Women tend to have more lipogenic enzymes for fat storage; and the more you can store, the bigger the fat cell. Men have more lipolytic enzymes for fat release and therefore, smaller fat cells.

Testosterone, the male sex hormone, activates the lipolytic enzymes for speedy release of fat.



Estrogen, the female sex hormone, activates and multiplies the lipogenic enzymes. Estrogen not only stimulates the storage of fat, but also directs where most of it will be stored, concentrating it in the hips, buttocks and thighs.

Overweight or Over-Fat?

Do not trust only your scale or your mirror; they tell just half the story. It is body fat, rather than weight, that may be the best indicator of whether or not you need to trim down.

Fat comprises about 15 to 18 percent of the total body weight of a healthy, physically fit man. For a woman, the ratio is slightly higher: 20 to 25 percent.

Remember: You can be overweight without being over-fat and over-fat without being overweight.



For example, a 6-foot-tall, 275-pound athlete may be overweight according to formal height-weight tables. But, as a professional, his body-fat content may be as low as 10 percent, making him fit, not fat.

Conversely, a man whose weight falls within the 'normal' range, but who gets little exercise and whose body fat measures 18 percent, could be classified as over-fat.

Most techniques for calculating body fat are based on pinching and measuring subcutaneous fat. However, the most accurate method involves being weighed in a water tank.

Fat, like cream floats; lean muscle mass and bone, which are heavier than fat or water, sink. The fatter you are, the lesser you will weigh submerged in water.

This is one of the reasons why a tape measure can be a better tool than a scale for measuring the success of a weight loss program.

Since muscle weighs more than fat, your weight may seem to stabilize or even increase as you build muscle mass. Don't be discouraged.



If you're wearing smaller-sized clothes or you've lost inches from your hips, waist, or neck, you are actually leaner and healthier than when you started.

We will continue the series to understand the common pitfalls of weight loss plans, scientific options to proceed and setting your own goals!

Cut & Preserve



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Continuing our series on living healthier
 Take our word and retain part I & II of this article
 You may be saving or revolutionizing a few lives for all you know!

"Tried LycoRed in 50 cases of infertility, due to oligospermia and decreased sperm motility, 1 bd for 3 months.

Excellent results in both indications"

Dr. Neeta Arora
MS
Meerut (UP)



"Am prescribing LycoRed to patients of sub-mucosal fibrosis and leukoplakia for the past 3 months.

Very good results"

Dr. D Kumar
MS
Narsinghpur (MP)



"Found LycoRed useful in male infertility and also as an adjunct in skin and respiratory infections"

Dr. P S Arun Kumar
MBBS
Chennai (TN)



"LycoRed has become the mainstay in ophthalmic diseases like age-related macular degeneration and diabetic retinopathy"

Dr. Mukesh Sharma
MD
Jaipur (Raj)



"Using LycoRed in almost all my patients diagnosed with IUGR"

Dr. Raka Sharma
MS
Jaipur (Raj)



"My patients of incipient cataract are benefiting from the goodness of LycoRed"

Dr. Amrit Sethi
MS, DOMS
Bathinda (Pun)



Insist on buying whole-grain brown bread to reduce chances of diabetes and heart disease



"I am prescribing LycoRed for the past six months and have found it useful in preventing diabetic complications "

Dr. M Vidyadhar Shetty
MBBS, FCCP
Mangalore (Kar)



"In cases of primary sterility, pregnancy with PET and post-menopausal cases, LycoRed is very effective - gives wonderful results"

Dr. Ramesh Rani Thukral
MS
Bathinda (Pun)



"LycoRed is very effective in the treatment of leukoplakia, lichen planus and sub-mucosal fibrosis.

70% - 80% improvement with 1 od for 6 months, without any supportive medicine - excellent drug!"

Dr. N K Kumawat
BDS, FAGE
Jaipur (Raj)



"Co-prescribing LycoRed with anti-diabetic and anti-hypertensive drugs; gives very good results.

Tried in more than 50 patients"

Dr. Rajesh Yadav
MD
Lucknow (UP)



"Significant improvement in sperm count with LycoRed"

Dr. Suman Umeshchandara
MD
Gulbarga (Kar)



Extend the Protective power of LycoRed to



Young infertile couples

Males: 2 bd daily
Females: 1 bd daily

LycoRed softgels

"Extraordinary!

Outstanding results with LycoRed in male infertility, No words can express the gratitude as and when I receive bright radiant smiles of thanks from my successful patients"

Dr. Shashi Goyal
MBBS, DGO
New Delhi



"In mid-pregnancy, LycoRed is very useful to increase baby's weight by improving placental circulation"

Dr. P Parvadavardini
MD, DGO
Chennai (TN)



"Used LycoRed in cases of immature cataract, as well as in post-operative patients... found it very useful"

Dr. J P Kabra
MS, MAMS
Jaipur (Raj)



"Thanks for introducing LycoRed in female infertility. I am prescribing it in primary infertility for 2 months"

Dr. Y Seethamsu
MBBS
Vijayawada (AP)



"I have used LycoRed in about 30 cases of infertility and 20 cases of recurrent infections.

LycoRed is a wonder drug and has given excellent results!"

Dr. Shantha Krishnamurthi
MBBS, DGO
Chennai (TN)



Next time you have an ice cream, remember that it can trigger headache and migraine



"Used LycoRed 1 bd in cases of oligospermia. Fantastic results within 1 month!"

Also used LycoRed 1 bd in severe IUGR and pre-eclampsia. The average increase in fetal weight is 1 kg within 2 months.

LycoRed is also useful in cases of BOH"

Dr. M Bhandari
MBBS, DGO
Indore (MP)



"Tried LycoRed in more than 100 cases of ART and the results are very encouraging with regard to implantation"

Dr. Asha Anil Baxi
MS, MRCOG
Indore (MP)



"Using LycoRed in multiple problems such as male and female infertility, IUGR. Very good and positive response.

LycoRed is an excellent product"

Dr. Gunjan Sabherwal
MBBS, DGO, DNB
New Delhi



" Using LycoRed in male infertility in a dose of 1-2 bd and in cases of CA prostate in a dose of 1 bd Getting good results"

Dr. R G Yadav
MS
Jaipur (Raj)



"I am using LycoRed in pregnancy - induced hypertension; getting good results"

Dr. Archana Maheshwari
MBBS, MD
Ujjain (MP)



**Extend
the
Protective power
of
LycoRed
to**



**Elderly patients
1 od or 1 bd daily**

LycoRed softgels

The second revolution

Jagsonpal proudly launches
'Initiative *Infertility*'



All young infertile couples in your care need the *proven*

Protective Power of LycoRed

Dosage

Males: 2 bd daily
Females: 1 bd daily

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