

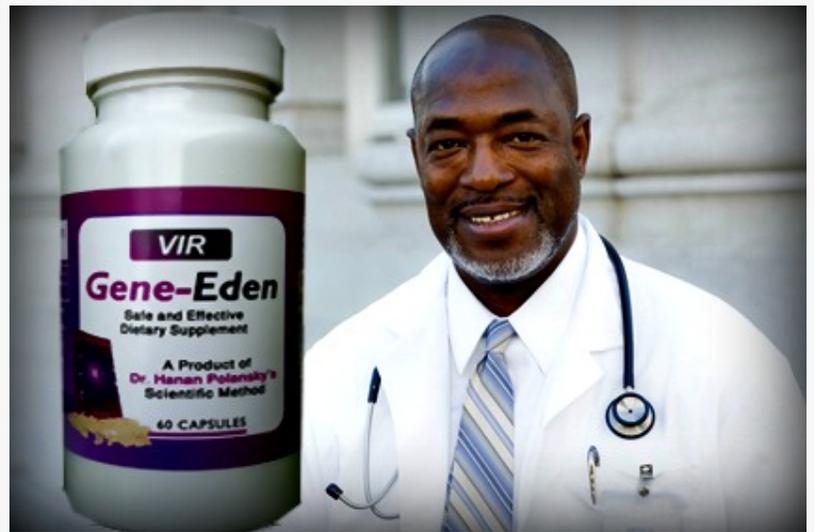
Lilac Corp. Sets Example with Gene-Eden-VIR Clinical Study for CAM Industry

A study commissioned by Lilac Corp. sets a new standard for natural products.

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A study found that many people have a positive opinion concerning natural products and therapies. Mandreker Bahall and Mark Edwards wrote that those who use natural treatments and remedies tend to believe that these products “improve therapeutic outcomes, provide holistic care, decrease or prevent complications from conventional medicine, and improve quality of life.” (1) However, these same individuals say that they are not scientists and therefore cannot distinguish between good and bad products, those that improve their health and those that waste their money. Therefore, these people want the government to help them choose products by conducting scientific studies on them, and then recommending the best products for them to use. Users of natural products “may (also) be ill-informed about the basic concepts or actions of CAM. They urged policymakers to create an environment that assists the public and health care providers in promoting safe and effective CAM practice.” (1) The study was published in the medical journal BMC Complimentary and Alternative Medicine.

The Center for the Biology of Chronic Disease (CBCD) agrees that there is much, which is positive when it comes to alternative, natural products. However, the participants in the Bahall and Edwards study mentioned above may not realize that there is no government body that conducts scientific studies on natural products. Moreover, there is no agency that approves natural products for public use in the same manner that the FDA approves drugs. As a result, the Center believes that the best option is to motivate manufacturers of natural products to conduct clinical studies.



an example for the alternative and complimentary therapy and products industry. The company commissioned the CBCD to conduct two separate clinical studies on the formula of Gene-Eden-VIR and its sister product, Novirin.

Unlike similar products, the formula of these natural antiviral supplements were clinically tested. Results of these clinical studies were published in papers in the medical journal Pharmacology and Pharmacy. (2)

The formula of Gene-Eden-VIR was tested by Hanan Polansky and Edan Itzkovitz from the CBCD. The studies showed that the Gene-Eden-VIR formula is effective against the herpes simplex virus, the human papillomavirus, and other viruses. Study authors wrote that, "individuals infected with the HSV ... reported a safe decrease in their symptoms following treatment with Gene-Eden-VIR." (2) The study authors also wrote that, "we observed a statistically significant decrease in the severity, duration, and frequency of symptoms." (2)

Gene-Eden-VIR can be ordered on its product website, here:

<http://www.gene-eden-vir.com>

Gene-Eden-VIR is a natural antiviral dietary supplement. Its formula contains five natural ingredients: Selenium, Camellia Sinesis Extract, Quercetin, Cinnamomum Extract, and Licorice Extract. The first ingredient is a trace element, and the other four are plant extracts. Each ingredient and its dose was chosen through a scientific approach. Scientists at polyDNA, the company that invented and patented the formula, scanned thousands of scientific and medical papers published in various medical and scientific journals, and identified the safest and most effective natural ingredients against latent viruses.

To date, Gene-Eden-VIR and its sister product Novirin are the only natural antiviral products on the market with published clinical studies that support their claims.

"Nature based medicine has been practiced for literally thousands of years. Unfortunately, most nature based products still have little more evidence to back claims of their efficacy than folklore. Gene-Eden-VIR is different." – Greg Bennett, CBCD

Find us on Facebook here: <https://www.facebook.com/GeneEdenVIR>

Follow us on Twitter here: @HananPolansky

All orders of Gene-Eden-VIR and Novirin are completely confidential, and no information is shared or sold to any third party. Privacy is assured.

References:

(1) Bahall, Mandreker, and Mark Edwards. "Perceptions of Complementary and Alternative Medicine among Cardiac Patients in South Trinidad: A Qualitative Study." BMC Complimentary and Alternative Medicine (2015). Pubmed. Web. 13 Mar. 2016.

(2) Polansky, Hanan, and Edan Itzkovitz. "Gene-Eden-VIR Is Antiviral: Results of a Post Marketing Clinical Study." Pharmacology & Pharmacy Advances in Antiviral Drugs (2013). Web. 13 Mar. 2016. <http://www.scirp.org/journal/PaperInformation.aspx?PaperID=36101>

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