

GSN NEWS

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Hair Loss Myths:

- ⇒ Hair loss only affects men
- ⇒ Hair loss is caused by wearing hats or helmets
- ⇒ Hair loss is due to presence of pollution or poisons in the air
- ⇒ Shaving your head or keeping your hair short will allow you to have thicker fuller hair.
- ⇒ There is nothing you can do about hair loss or thinning hair.

Another GSN Exclusive: Patented Hair Growth Formula

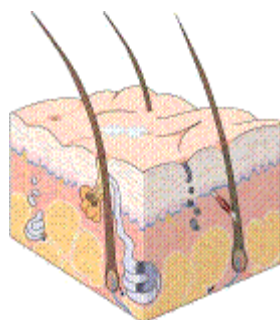
What is Pattern Hair Loss?

In most cases, hair loss is due to hormonal and genetic factors. Certain people are genetically predisposed to hair loss when exposed to a by-product of testosterone called dihydrotestosterone (DHT). Both men and women make DHT in the body and research has shown that this hormone is responsible for the progressive miniaturization of the hair follicle.

Under the suppressive effects of DHT the hair follicles become thinner and finer until the hair is permanently lost. DHT contributes to a shortening of the growth phase and thinning of the hair. This condition begins to occur in the twenties and becomes even more common with age.

The Mechanism Of Hair Loss.

Healthy hair looks like this in the presence of 'normal' levels of the hormone DHT:



For those that are genetically disposed to hair loss, heightened levels of DHT make the hair look like this:



The excess DHT "switches off" the hair follicles causing hair loss.

Hair Growth Cycle.

Individual hairs on the scalp grow continuously for 2 to 4 years, they stop growing for 2 to 4 months, and then they fall out. In their places new healthy hair begins to grow, and the cycle is repeated. The hairs on the head are always in different stages of this cycle; so it's normal to lose scalp hair every day. In fact, an average of up to 100 hairs is lost per day.

When men or women have pattern hair loss, however, the normal hair growth cycle is disrupted by DHT and the miniaturization of hair follicles. As a result, the scalp sheds more than the average number of hairs per day. The balding process has begun.

GSN's Combination Treatment.

Our powerful two-part treatment consists of a patented herbal supplement—scientifically formulated and backed by scientific and medical literature to help block DHT— used in conjunction with a topical, FDA approved Minoxidil hair growth component.



Before



After

The treatment cuts across gender lines to fill a universal need in combating pattern hair loss. Most importantly, as demonstrated by the before and after photographs, it really works!

Give us a call for more information or to discuss our current licensing opportunities.

Why Should GSN Make Your Custom Probiotic Product?

- We produce the leading probiotic products for the pharmaceutical industry
- We have the climate-controlled facilities and argon-flush packaging technology necessary to make stable products
- We offer multiple probiotic dosage forms: capsules, tablets, sachets and yogurt flavored drink mixes.

GSN—Putting the PRO in Probiotics

- ⇒ Enhance the immune response
- ⇒ Competitively inhibit disease-causing bacteria
- ⇒ Treat and prevent diarrhea
- ⇒ Alleviate symptoms of irritable bowel syndrome
- ⇒ Prevent vaginal yeast and urinary tract infections
- ⇒ Improve lactose digestion in people who are lactose intolerant
- ⇒ Aid digestion
- ⇒ Mitigate the risks of certain allergies
- ⇒ Lower cholesterol
- ⇒ Decrease side effects of antibiotic therapy

Believe it or not, every single one of these diverse benefits can be attributed to *probiotics*, the friendly bacteria that are most famous for being the “Live And Active Cultures” advertised on yogurt labels.

While not newcomers in the supplement industry—probiotics have been perennial favorites on health food store shelves for ages—they have become one of the fastest growing mass market segments, too. In fact, a recent cover story in USA Today reported that the probiotic industry has grown to about \$170 million per year!

Recent high-profile functional food launches and PR campaigns from large yogurt companies like Dannon have helped to fuel this growth and turn words like *Lactobacillus acidophi-*

lus and *Bifidobacterium longum*, into household terms.

About the only downside to manufacturing probiotic supplements is that, since they are live organisms, they require special expertise and equipment to avoid stability issues. The joke about paying good money for a bottle of “dead bugs” is all too true in many cases!

GSN has the expertise and advanced technology to ensure that your product will provide all the benefits your customers are counting on. From unique, hearty strains with longer shelf lives, to argon-flushed foil blister packs that provide an oxygen-free environment for more delicate strains, we are able to offer viable probiotic products in a variety of dosage forms.

Regulatory Notebook

Canadian Natural Products Get New Regulations

New regulations, announced by Canadian Health Minister Anne McLellan, will ease the process of licensing and promoting natural health products, including: herbal remedies, homeopathic medicines, vitamins/minerals, traditional medicines (Ayurvedic, Chinese, etc.) probiotics, essential fatty acids and more.

The results of over four years of consultations between government, industry and the public, these new regulations dictate that: ⇒ Natural products in Canada will no longer be regulated as either “foods” or “drugs,” but rather as Natural Health Products

⇒ The Natural Health Products Directorate will be headed by Dr. Phillip Waddington, naturopath, and staffed by trained personnel (naturopaths, herbalists, homeopaths, etc.)

⇒ Industry-appropriate GMPs will be enforced

⇒ Companies that supply these products for Canadian sale will have to be inspected to insure that they follow these GMPs (Garden State Nutritionals currently complies)

⇒ An application for a license to sell is required for every product (a NPN number will be assigned within 60 days)

⇒ All products MUST make health claims, which may

take the form of structure/function, risk reduction, treatment, or cure, depending on the strength of the evidence submitted

⇒ Ingredients that are presently prohibited for sale in Canada are expected to be allowed under these new regulations (amino acids, picolines, vitamin K, boron, etc.)

While the regs are already law, they won't be actively enforced until January 1, 2004 and will likely take up to six years for full implementation.

The Canadian industry is very supportive of these changes and feel that they will help to fuel further growth in these categories.

Thanks to Lionel Pasen of Natural Health Regulatory Consulting for contributing this article. Lionel was intimately involved in drafting the new Canadian regs and is an invaluable source of information on all related topics. For more information: 416-785-4990 or lpasen@sympatico.ca

About Garden State Nutritionals

All the Non-News That's (Somehow) Deemed Fit To Print...

We've prided ourselves on trying to bring you some interesting tidbits about the nutrition industry—maybe we've even gotten lucky and given a few people an insightful idea or two. But the GSN News has never been about investigative journalism. Until now.

There's a vile conspiracy afoot and we mean to bring this to whoever's attention we can possibly reach.

What are we talking about? We ask you to take a

few moments and review exhibits A through D:

- A. "Ice cream shops serving coronaries in cones" - CSPI
- B. "Ice creams can contain staggering amounts of fat" - The Guardian
- C. "Cold, hard facts: Ice cream's fat, calories melt away good humor" - USA TODAY
- D. "Summer Treat: Ice Cream Isn't Health Food" - Reuters

We are confident that after considering the evidence before you, you will join us in directing your scorn and indignation at the ruthless publicity machine known as the Sorbet Industry. Who else could be behind this smear campaign?

Not seeing the big picture yet? The word *sorbet* is *French!* If you were a true American you'd already be on your way to Baskin Robbins to gobble down a half-gallon of Freedom Cream.

The World's Leading Custom Supplement Manufacturer

Garden State Nutritionals has built a reputation over three decades as a trusted leader in the formulation, development and manufacture of custom dietary supplements.

We pride ourselves on our ability to innovate, creating more than 2000 new products every year. Our customers have come to rely upon us to give their products the flair, effectiveness and differentiation they need to find success in the marketplace.

Our clients can also count on us to help them beyond formula development and manufacturing, as

we can offer valuable assistance in the areas of strategic marketing, product positioning, regulatory compliance and implementation from package design through distribution.

GSN has been audited and quality approved by key industry certifying bodies, including a GMP "A Rating" from the National Nutritional Foods Association (NNFA).

Our reputation for quality extends around the world to clients in 36 countries. We are one of a select group of manufacturers to have received certification and approval from Australia's Therapeutic Goods Administration

(TGA). As dietary supplements for the Australian market must be manufactured to pharmaceutical standards, TGA approval is the ultimate confirmation of superior quality.

Whether you are in need of a custom formulation, or are looking for a quality GMP manufacturer to produce your existing formula, our philosophy is the same — Garden State Nutritionals is completely committed to the success of every customer.

We welcome the opportunity to lend our experience to your business.

Professional Affiliations and Recognitions:



NERAC
for serious information

TGA THERAPEUTIC GOODS ADMINISTRATION

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This information has not been evaluated by the Food and Drug Administration. It is for informational purposes only. The aforementioned products are not intended to diagnose, treat, cure or prevent any disease. While Garden State Nutritionals believes that the information provided herein is true and accurate, all information is provided as is, with faults, and Garden State Nutritionals makes no representations or warranties with respect to the compliance of this information with any governmental regulations.