



News Release: *For Immediate Release*

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Ironman® Competitor Eric Harr Reveals His Performance Secret *World Class Triathlete Depends on SIBERGIN® for Physical, Mental Energy*

As a professional triathlete and journalist, I experience stress on a daily basis – from endurance training to the mental exhaustion associated with my media work,” states Harr. “SIBERGIN® has been a key part of my nutritional regime for many years. It has helped me adapt physically and mentally to the stress in my life.” As an adaptogen, that is exactly what Siberian ginseng (or technically, eleuthero) – the star herb in SIBERGIN® – is renowned for.

Adaptogens are a class of herbs that help the body adapt to all kinds of stress. In order to qualify as an adaptogen, an herb has to meet three key qualifications. First, the herb must produce a non-specific stress response in an organism. That means that instead of acting on a specific pathway, adaptogens simply increase a person’s overall resistance to stress. Second, the herb must have a normalizing influence on physiology, in whatever direction is needed to maintain normal health. And third, the herb must be incapable of influencing normal body functions more than required to gain non-specific resistance. In other words, it has a safe balancing activity.¹ Very few herbs qualify as true adaptogens. But eleuthero is one of them.

One of the world’s most researched herbs, eleuthero is the subject of dozens of studies, most of which were performed in the Soviet Union, where the herb naturally grows. The herb is of great interest to athletes like Harr, because it has been shown to enhance human performance under stressful conditions. A Japanese study, for example, tested the effects of eleuthero on participants’ total work output while riding a stationary bike. The researchers found that subjects who took eleuthero increased total work output by 23.3 percent, compared to a rise of only 7.5 percent for placebo.²

¹ Brekhman II, Dardymov IV. New substances of plant origin which increase nonspecific resistance. *Annu Rev Pharmacol.* 1969;9:419-30.

² Asano K, Takahashi T, Miyashita M, et al. Effect of *Eleutherococcus senticosus* extract on human physical working capacity. *Planta Medica.* 1986;(3):175-177.



Another study, involving over 2,000 healthy subjects, concluded that eleuthero had the ability to: 1. promote human performance in times of adverse physical conditions, 2. increase work output and mental alertness, and 3. improve the quality of this work output on both a mental and physical level – all without caffeine or ephedrine stimulants.

Benefits of SIBERGIN®, based on 50 years of scientific research on eleuthero:

1. *Boosts energy and combats fatigue*
2. *Enhances performance, coordination and endurance*
3. *Balances stress on a physical, emotional & biochemical level*
4. *Brightens mood*
5. *Improves concentration and memory*

Eric Harr takes the SIBERGIN® brand because it is the world's leading high-potency Siberian eleuthero supplement. Each capsule of SIBERGIN®'s standardized formulation provides 500 mg of a pure extract of eleuthero, delivering a full spectrum of the herb's active components. In 2004 and 2005, SIBERGIN® was ranked the number one selling Siberian eleuthero product, according to SPINS, the leading provider of information on the natural products industry. SIBERGIN®'s unique patented paste extract and pharmaceutical-quality European capsule delivery system ensure maximum absorption and assimilation.

For more information on SIBERGIN®, or other HealthAid America products, visit www.healthaidamerica.com or call 1-800-320-5699. HealthAid America is located at 1285 Reamwood Ave, Sunnyvale California 94089. Or contact Julie Nash at Christie Communications at (805) 962-1347 or by email at jnash@christiecomm.com.

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* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.