



## **News Release:** *For Immediate Release*

### **Contact Information:**

Amy Mutza  
Christie Communications  
(805) 962-1347  
amutza@christiecomm.com

Nitesh Khakhar  
HealthAid America  
1-800-320-5699  
info@healthaidamerica.com

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## **Say Goodbye to Workplace Stress with Herbal SIBERGIN®** *Potent Adaptogen, Siberian Eleuthero, Boosts Energy and Reduces Stress*

(Foster City, CA) Severe fatigue, muscle weakness, reduced stamina, irritability, emotional instability--all of these are effects that many American men and women feel in response to being overworked and overstressed in the workplace. In the United States, job burnout experienced by 25% to 40% of workers is blamed on stress with \$300 billion being spent annually on stress-related compensation claims.<sup>1</sup> SIBERGIN®, the world's leading high potency Siberian Eleuthero, provides a solution for those feelings of burnout and stress by helping the body achieve a natural balance between vitality and tranquility, boosting energy and relieving stress.

With skipped meals, a hectic lifestyle, over-consumption of caffeine and stimulants, an unhealthy dependence on processed foods, and countless hours spent in the office, the modern lifestyle is not easy on the body. In fact, problems at work are more strongly associated with health complaints than are any other life stressor, even more so than financial problems or family problems.<sup>2</sup>

Increasingly, Americans are looking to health and nutrition as an answer to workplace stressors. The Alternative Healthcare and Healthy Lifestyles categories in the United States have grown to \$60.7 billion dollar industries and are on the rise.<sup>3</sup> Free from artificial colors, preservatives, yeast, sugar and flavorings, SIBERGIN® is a unique formula of Siberian Eleuthero that naturally provides caffeine-free energy as well as helping the body buffer the effect of workplace stressors.

"SIBERGIN® is really the outcome from thousands of years of research and development in Chinese medicine," explains Dr. J. MoraMarco, Co-Founder of HealthAid America. "Simple events in our lives, even driving in traffic or engaging in an argument, are considered stressors and can biologically alter the body's physical composition. SIBERGIN® aids the body in its ability to adapt to stressors and acts as a buffer for the nervous system to be able to reestablish itself in stressful conditions. It contains compounds that have the ability to bring the body back to balance, known as homeostasis."

<sup>1</sup> Center for Disease Control & National Institute for Occupational Safety and Health.

<sup>2</sup> National Institute for Occupational Safety and Health, [www.dcd.gov/niosh](http://www.dcd.gov/niosh).

<sup>3</sup> www.LOHAS.com



Working men and women of all ages appreciate SIBERGIN<sup>®</sup>, a product of England, for increased endurance, decreased stress, improved concentration, and enhanced well being. SIBERGIN<sup>®</sup> Siberian Eleuthero is a classic *adaptogen*, which helps the body achieve a natural balance between vitality and tranquility, boosting energy and buffering stress. SIBERGIN<sup>®</sup> combats fatigue, alleviates the effects of stress, restores physical and emotional imbalances, improves concentration and memory, and enhances performance, coordination, and endurance.<sup>4</sup>

“Studies from the former Soviet Union have demonstrated that factory workers who were given Eleuthero experienced less absences from work,” explains Dr. MoraMarco. “Through hundreds of experiments, Eleuthero has demonstrated an ability to assist the body in adapting to extreme conditions, even in arctic sub-zero climates where workers taking Eleuthero reduced lost days at work by 40%.”

SIBERGIN<sup>®</sup> contains pure extract of Siberian Eleuthero, the most researched herb in the world, and is the most potent and highest-quality Siberian Eleuthero product available. In 2004 and 2005, SIBERGIN<sup>®</sup> was ranked number one on SPINS, information and service provider for the Natural Products Industry, with the largest dollar share of the market for Siberian Eleuthero products.<sup>5</sup> SIBERGIN<sup>®</sup>'s unique patented paste extract and pharmaceutical-quality European capsule delivery system ensures the maximum absorption and assimilation. Unlike the other “ginsengs”, Korean ginseng and American ginseng, SIBERGIN<sup>®</sup> is the ideal delivery system, potency, and quality to effectively address workplace stress and overall wellbeing.

With offices in California since 1992 and its base in the United Kingdom since 1982, HealthAid America, the producers of SIBERGIN<sup>®</sup> and other high quality, innovative natural supplements, strives to provide a range of products that are carefully researched and nutritionally balanced to help supplement the many and varied dietary needs of the whole community. The special and individual needs of children, young people, the elderly, pregnant and lactating women, menopausal women, mature males, athletes, busy executives as well as many other lifestyles are all fully catered for by the HealthAid range. The company develops science-based processes that are environmentally friendly and compatible with sustainable agricultural methods.

For more information on SIBERGIN<sup>®</sup>, or other HealthAid America products, visit [www.healthaidamerica.com](http://www.healthaidamerica.com) or call 1-800-320-5699. HealthAid America is located at 1155 Chess Drive, Suite 124, Foster City, California 94404. Or contact Amy Mutza at Christie Communications at (805) 962-1347 or by email at [amutza@christiecomm.com](mailto:amutza@christiecomm.com).

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<sup>4</sup> Based on 50 years of scientific research of Eleutherococcus Senticosus

<sup>5</sup> SPINSscan Natural, 52 Weeks Ending 1/1/2005 and 52 Weeks Ending 12/31/2005