

RHODODENDRON CAUCASICUM



Siberian Rhododendron Caucasianum (S.R.C.™), common name: Georgian Snow Rose, is an elegant evergreen shrub inhabiting the mountainous regions of the Caucasian Mountains of Russia at elevations of 10,000 to 13,000 feet. It has a history of regional usage spanning over 400 years. S.R.C.™ contains a compound that is unique for "**fat-control**" and **antioxidant properties**. However, the benefits of this wondrous plant reach far beyond its effective natural weight management in that it is also being used to treat chronic illnesses such as rheumatism, arthritis, high blood pressure and gout. Other S.R.C.™ physiological benefits include stimulation of body

heat and an increase of diaphoresis; which is the secretion then elimination of toxins and waste from your body.

Even today Siberian Rhododendron Caucasianum remains a very popular traditional drink in the Republic of Georgia and is revered as one of the secrets to Georgian longevity.

Why is S.R.C.™ unique?

Siberian Rhododendron Caucasianum (S.R.C.™) is very unique in that there are at least 800 Azaleas/Rhododendron species worldwide, most are toxic and should not be consumed by humans, but clinical trials of S.R.C.™ have shown it to be safe and effective for human consumption. It is the only known variety to contain its unique phyto-chemical composition. Some of the highly active phenolics in S.R.C.™ are flavon-glycosides, cafferic acid, anthocyanins, chlorogenic and gallic acids. To assure the necessary quality of efficacy, S.R.C.™ is only harvested in the spring when the polyphenol compounds are at their highest potential. After spring these very important polyphenols decline rapidly.

The process by which S.R.C.™ is produced is key to its success in the body. S.R.C.™ is only produced by high-pressure solvent-free water extraction. Unfortunately, many antioxidant compounds used in nutritional supplements today are extracted using organic solvents, which can aggravate the condition that the antioxidants are trying to alleviate. That is why S.R.C.™ is only processed through high-pressure water-based filtration.

How does S.R.C.™ promote fat reduction?

Healthy bodies need certain levels of fat in order to perform properly. These fats, called essential fatty acids (omega-3 & omega-6 fatty acids), when in balance, provide necessary nutrients for the brain, hair, nails, skin, muscles, nerves and a long list of other essential metabolic benefits. Therefore it is not wise to cut out all fat from your diet, but balance fat by blocking excess amounts. S.R.C.™ acts in the same way as pharmaceuticals drugs (fat-blockers/lipase-inhibitors) in that it safely and selectively blocks lipase activity. Unlike drugs, the clinical trials of S.R.C.™ have shown that it does not reduce lipase function to a level that

can threaten normal metabolic balance yet safely block enough fat to make a difference without the risk of compromising your health. This occurs because the phenolics of S.R.C.™ specifically inhibit the activity of the lipase-key enzyme in fat metabolism, but does not inhibit the effects of the other enzymes necessary in digestion such as trypsin, pepsin and amylase. The studies show that using S.R.C.™, three times a day, before meals produced a natural 15-20% decrease in fat assimilation. These tests clearly indicated that S.R.C.™ is a safe and promising natural alternative to pharmaceutical drugs; which may cause harmful side-effects.

In the Republic of Georgia, formerly part of the Soviet Union, it is not unusual for people to live beyond 100 years of age as active members of society. When Russians marry they propose a toast to the bride and groom gifting them Georgian longevity. What is their secret? For over 2,000 years, Georgians have consumed Alpine Tea as a daily ritual along with grain kefir containing eleven different probiotics. In addition, the water they drink is full of glacial minerals. It has been theorized that their long lives may be attributed to regular consumption of this traditional yogurt (kefir) and flavonoid-rich foods such as wine and honey, along with their Alpine Tea.

The last verifiable statistics from the Republic of Georgia show that there are almost 23,000 Georgians over the age of 100 based on a population of only 3.2 million people. One of the key reasons for their longevity is *Rhododendron caucasicum*, the ingredient in Alpine Tea. Grown at 10,000- to 30,000-foot elevations in the Caucasian Mountains, *Rhododendron caucasicum* (also known as "snow rose") contains polyphenolics, including flavonoids and proanthocyanidins. Thirty years of research indicate that the phenylpropanoids in *Rhododendron* improve physical abilities, increase activity of the cardiovascular system, and increase blood supply to the muscles and especially to the brain. *Rhododendron caucasicum* increases resistance of the brain to imbalances due to chemical, physical, and biological reasons. It also is an antibacterial while allowing the good probiotics to thrive. It acts as a detoxicant, is highly P-vitamin active, protecting against capillary fragility, and is an excellent free-radical scavenger. Studies have demonstrated that *Rhododendron caucasicum* inhibits or abolishes the activity of the enzyme hyaluronidase, known to be an initiator of colon cancer.

Clinical research has been ongoing as to the medicinal uses of this alpine plant. Prof. Dimitry M. Rossiyski, M.D., Meritorious Science Worker at the Soviet Medical Academy of Science, conducted a double-blind placebo study on seventy test subjects diagnosed with circulatory insufficiency and atherosclerosis, some with high blood pressure and evidence of past heart attacks. A 30 mg/day dose of *Rhododendron* extract over a 15-day period resulted in the subjects' experiencing a lowered blood pressure, improvement in coronary circulation, decrease of serum cholesterol, and elimination of pain in the chest area. Subsequent studies at the First Central Moscow Hospital showed similar results on heart patients suffering from hardening of the arteries. Doctors Avraamova and Galperin performed clinical studies at the Moscow State Hospital on 24 males and 36 females ages 18-65 diagnosed with mitral valve insufficiency (prolapse). Improvements were obvious in the patients taking *Rhododendron* extract over those who did not receive it. The average hearts in those receiving the extract were lowered from 90 to 70 beats per minute and systolic blood pressure was lowered from 177 to 160 mm Hg (Rossiyskiy 1954).

Again, studies at the First Central Moscow Hospital revealed that when 50 mg of *Rhododendron caucasicum* diluted in water was given to 170 volunteers suffering from

severe gout, the average discharge of uric acid increased 55-60 percent and pain was relieved in a few hours. The Georgian Academy of Sciences gave 50 to 100 mg per day of the snow rose to 114 patients hospitalized for depression. The results showed a marked decrease in depressive symptoms in 93 of the patients. Similar results were achieved by the Moscow State Hospital study, indicating improvement of 162 patients with severe depression.

One of the key benefits for anti-aging is *Rhododendron caucasicum*'s inhibition of hyaluronidase activity and its subsequent benefit to osteoarthritis patients. One theory regarding the cause of arthritis is that it may appear because of the abnormal release of the enzyme hyaluronidase from the cartilage cells. This leads to cartilage breakdown and destruction of the joint. Perhaps its inhibition of hyaluronidase activity is the key to arthritis prevention.

Rhododendron is also highly antibacterial, perhaps due to the presence of the well-known antibacterial compounds chlorogenic and caffeic acids that are known to exist in this plant. Tests conclude that it is more effective than either grape seed or pine bark as an antibacterial proanthocyanidin. In a 24-hour test of 12,000 *Staphylococcus aureus* bacteria thriving in solution, all were totally eliminated by *Rhododendron*, but 300 colonies were still surviving in the grape seed petri dish, and 370 in the pine bark solution.

Rhododendron caucasicum is a unique plant among all other species of *Rhododendron* and is considered safe for human consumption. It is reported that some *Rhododendrons*, mainly the flowers, contain grayanotoxins, which are not soluble in water and can be harmful. Therefore, do not just go out to your garden and harvest your backyard *Rhododendron*! The snow rose has been used in foreign hospitals to treat heart disease, arthritis, gout, high cholesterol, blood pressure problems, depression, neuroses and psychoses, and concentration problems. Along with a strong regime of probiotic supplementation and maintaining a healthy mineral balance in your body, taking *Rhododendron caucasicum* may give your body the tools it needs to achieve the level of longevity enjoyed by the elder Georgians.