

The uniqueness of

LRN Nutraceutical Research Laboratory



LRN Nutraceutical Research Laboratory subscribes to the safety strategy of French and European regulations on food supplements and goes even further by being the first laboratory to guarantee a high-safety charter on its products with the following rules:

- › 100% natural
- › No GMOs
- › No gelatine
- › No preservatives
- › No side effects
- › Ingredients meticulously selected for their total safety

LRN products are 100% natural, fast-acting, and produce no side effects. The stylish, vividly colourful packaging conveys the technical skill and progressive character of the brand.

The product names are easy to remember and self-explanatory so that they easily indicate the purpose of the product and the persons for whom they are intended.

LRN PRODUCTS ARE SOLD IN PHARMACIES AND HEALTH AND BEAUTY STORES



URIFORM[®]

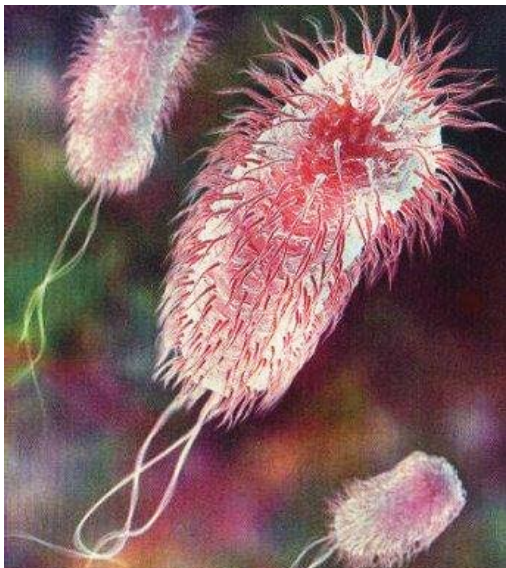
FEMALE HEALTH AND URINARY TRACT PROTECTION

Having fully invested in the field of dietary supplements, **LRN Nutraceutical Research Laboratory** develops effective products that are 100% natural, free of GMOs, gelatine and preservatives, have no side effects, and are completely safe.

Urinary Tract Infections

At every stage in their lives, from puberty to menopause and beyond, urinary infections make women's lives a misery.

All who suffer from these dread their well-known symptoms: frequent urge to urinate, burning and itching when urinating.



E.coli

Urinary tract infections are the most frequent bacterial infections, with more than 4 million diagnosed annually. They are the primary reason for antibiotic prescriptions.

One in two women will have at least one urinary tract infection during her lifetime. After menopause, the risk of developing an infection is even greater. In fact, due to the decline in hormones, vaginal pH levels change, making women much more susceptible to urinary tract infections.

85% of urinary tract infections are caused by *Escherichia coli*, bacteria originating in the large intestine, which colonise the urinary tract by attaching themselves to its walls by means of their many adhesive filaments (shown in pink in the photo).

Recurrences are very frequent. In France, 2 million persons suffer from “recurring” cystitis; cystitis is referred to as recurrent if there are more than 3 infections a year.

Epidemiological studies have shown that prevention of recurrences through long-term intake of sub-therapeutic doses of antibiotics does not work, and promotes the emergence of multi-resistant strains of *E.coli*. This poses a real public health problem since *E.coli* has become the primary bacterium responsible for nosocomial infections. However, there is a natural, effective, safe solution – Cranberry.

The Exceptional Properties of the **Cranberry** (*Vaccinium macrocarpon*)

The North American bilberry (*Vaccinium macrocarpon*) or **cranberry**, is a red berry grown around the North American Great Lakes.



Cranberry berries

These berries are a veritable treasure trove of healthful antioxidants, among them *ProAnthoCyanidins* or type-A PACs.

Numerous clinical studies¹ have shown that these PACs have the ability to prevent *E.coli* bacteria from adhering to the urinary tract wall, this adhesion being the first essential stage in the development of a urinary tract infection.

The activation mechanism of these PACs has itself also been recently explained: cranberry PACs attach themselves to the adhesive filaments of the *E.coli* bacteria which can therefore no longer stick to the walls of the urinary tract, and are consequently eliminated by natural means with urine. Another study² showed that these anti-adhesive properties took effect even in the case of multi antibiotic-resistant *E.coli* bacteria.

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Consequently, the higher the concentration of cranberry PACs, the more the adhesive filaments of the *E.coli* bacteria are saturated and the more the bacteria are prevented from adhering to the urinary tract walls, thereby more effectively preventing urinary tract infections. This is why it is important to provide the strongest concentration of cranberry PACs for maximum effectiveness, especially in the event of an attack and at the first signs of discomfort.

The French Food Safety Agency (AFSSA) in its ruling of 6 April 2004 officially recognised the beneficial effects of cranberry extract on urinary tract infections when taken in daily doses of 36 mg of cranberry PACs.

It is vital to note that **only the American cranberry *Vaccinium macrocarpon* has these properties** as it is the only one that contains type-A PACs. Only type-A PACs are effective in preventing *E.Coli* from becoming attached to urinary tract walls.



Cranberry harvesting

The bilberries of Northern Europe, such as *Vaccinium oxycoccus* or *Vaccinium vitis idaeae*, and many fruits, including grapes, contain another form of PACs, type-B PACs, which are ineffective.

1 - *Cranberry juice and prevention of recurrent urinary tract infections.* Kerr KG. Lancet 1999.

- *Inhibition of the adherence of P-Fimbriated E.coli to uroepithelial-cell surfaces by Proanthocyanidin extract from cranberries.* Howell AB et al. The New England Journal of Medecine 1998.

2 - *Di Martino P. et al. Reduction of E.coli adherence to uroepithelial bladder cells after consumption of cranberry juice: a double-blind randomized placebo-controlled cross over trial.* World Journal of Urology, 2006.

URIFORM[®]

THE HIGHEST DOSAGE OF CRANBERRY PACs ON THE MARKET



For the 1st time, a Laboratory succeeds in supplying **40 mg of cranberry PACs (ProAnthoCyanidins) per tablet.**

URIFORM

is the first dietary supplement to guarantee **40 mg of cranberry PACs per tablet**, thereby supplying the highest proportion of natural protective ingredients ever made available.

URIFORM

can be used as a course of treatment during an attack, at the first signs of urinary discomfort (itching, burning, frequent urge to urinate), and as a year-round protective course of treatment.

URIFORM

can be used by all women, including pregnant or lactating women, as its formula is completely safe.

Instructions for Use

As a course of treatment for an attack (at the first signs of discomfort): 2 tablets or 80 mg of cranberry PACs a day for 5 days.

If after 3 days urinary discomfort persists, the woman should consult her physician as this is probably an infection caused by a germ other than *E.coli*. However, taking **URIFORM** as a first-line treatment will not change the *CBUE* (*cytobacteriological urine examination*) and will not hinder the doctor's diagnosis.

As a protective course of treatment for preventing recurrences:

1 tablet (40 mg of cranberry PACs) per day year-round.

Packaging

Box of 28 tablets.

Available at pharmacies.

Recommended retail price: 14,90 €



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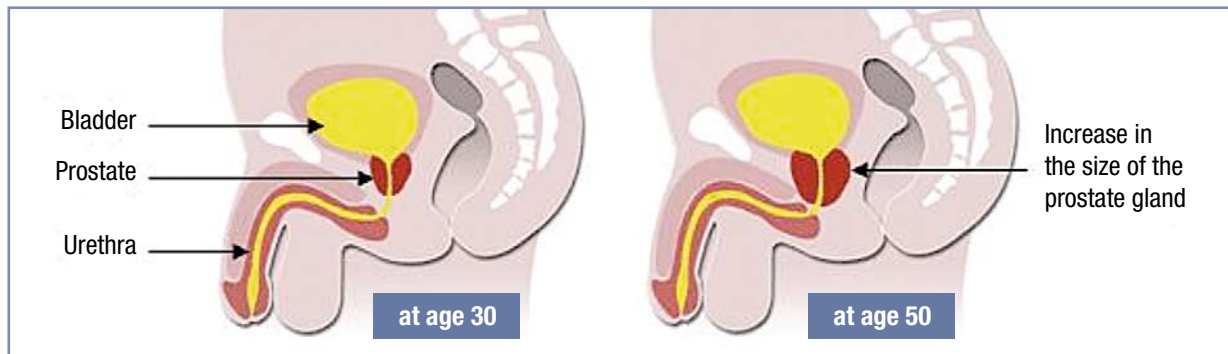
PROSTAFORM[®]

MALE HEALTH AND URINARY TRACT PROTECTION

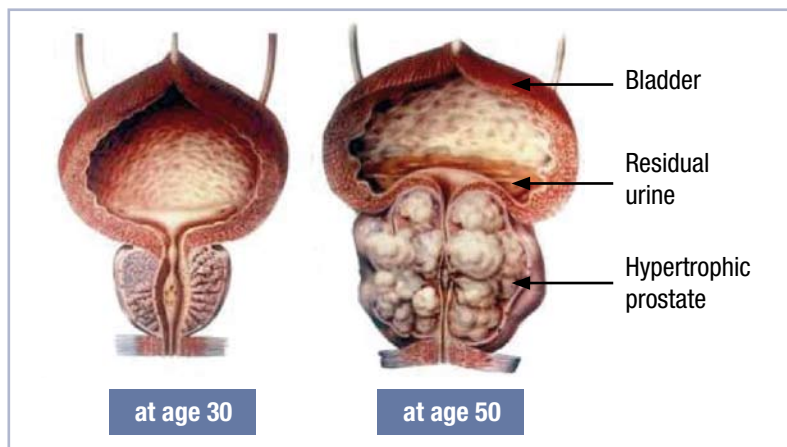
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The Prostate, a Gland to Watch

The prostate forms part of the male genital organs. Perceived by men a symbol of their virility, this gland located below the bladder is traversed by the urethra, the channel which transports urine from the bladder to the end of the penis.



The prostate is controlled by the hormone testosterone. As testosterone levels decrease with age, this decrease causes an enlargement of the prostate. This enlargement, known as benign prostatic hyperplasia (BPH) begins from age 50 and affects a large number of men. Although it is very widespread, BPH is fortunately a benign disorder which is unrelated to prostate cancer.



In the case of BPH, prostate enlargement compresses the urethra so that it can no longer perform its function as the channel for eliminating urine. Many unpleasant consequences result:

- Difficulty urinating and emptying the bladder completely,
- A decrease in the force of the stream,
- Urgent, unpredictable need to urinate frequently,
- Sleep interrupted by the frequent need to urinate at night,
- Recurring urinary tract infections,
- Painful orgasms.

These unpleasant occurrences considerably affect the quality of life and the comfortable urinary function of most men. However, many of them are reluctant to discuss it because of denial, apprehension about the physical examination, that is, the rectal exam, or fear of taking medication that is not free from side effects, for instance, loss of muscle tone and equilibrium which could lead to falls, or a decrease in libido and difficulty achieving erections.

Natural Ingredients to Alleviate and Relieve Pressure on the Prostate



PHYTOSTEROLS

Phytosterols or plant sterols are compounds that are naturally present in small quantities in the lipidic (fat) part of plants such as canola, sunflower and corn, as also in the pine tree and some vegetables.

Their most well-known beneficial effect is their ability to reduce bad cholesterol, which accounts for their very popular use in many processed foods: margarine, and yoghurt for persons who want to lower their cholesterol levels.

But the beneficial effects of phytosterols do not end there. In fact, several double-blind placebo-controlled clinical studies¹ conducted on more than 500 subjects have illustrated the value of their use in BPH. These studies have highlighted the ability of phytosterols to appreciably improve the quality of life by increasing urinary flow rate, among other things, and helping to empty the bladder.

When combined in correct proportions with co-factors such as vitamin E and zinc citrate, pine and canola, phytosterols alleviate and relieve pressure on the prostate and decompress the urethra and restore comfortable urinary function.

BOSWELLIA SERRATA



Boswellia or *Boswellia Serrata* Serrata is a tree that grows in the mountain regions of India. It has been used for centuries in India, China and North Africa for its anti-inflammatory properties. Its bark contains boswellic acids which have been shown by several clinical studies² to inhibit the synthesis of leukotrienes (inflammation mediators).

Other studies³ have also shown that boswellic acids have an anti-inflammatory effect similar to that of non-steroidal anti-inflammatory drugs (NSAIDs) such as ibuprofen but without the gastric toxicity or the side effects of NSAIDs.

1 - Wilt T, Ishani A, et al. Beta-sitosterols for benign prostatic hyperplasia. Cochrane Database Syst Rev. 2000.

2 - Ammon HP, *Boswellia serrata: from herbal medicine to a specific inhibitor of leukotriene biosynthesis*. Phytomedicine 1996.

- Safayhi H, Mack T, Sabieral J et al. Boswellic acids: novel, specific nonredox inhibitors of 5-lipoxygenase. J Pharmacol Exp Ther 1992.

3 - Gupta I, Parihar A, Malhotra P et al. Effects of *Boswellia serrata* gum resin in patients with ulcerative colitis. European Journal of Medical Research 1997.

***Boswellia Serrata* is considered the most powerful biological natural plant anti-inflammatory known.** It has no side effects. It is therefore a **well-tolerated, effective, natural ingredient**, which is particularly useful for reducing inflammation of the prostate in persons with BPH.

Cranberry for Preventing Urinary Tract Infections Associated with Prostate Problems

It is probably a less well known fact, but urinary tract infections are not exclusively a female problem. From the age of fifty, the number of urinary tract infections in men increases dramatically because of BPH. In fact, enlargement of the prostate compresses the urethra, the bladder does not empty properly, urine stagnates, and bacteria develop causing urinary tract infections. As in the case with most women, the culprit is *E.coli*, illustrating thus again the value of using **cranberry**.



Cranberry harvesting

The North American bilberry (*Vaccinium macrocarpon*) or cranberry in English, is a red berry grown around the North American Great Lakes. These berries are a veritable treasure trove of healthful antioxidants, among them *ProAnthoCyanidins* or type-A PACs.

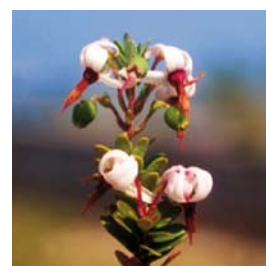
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Consequently, the higher the concentration of cranberry PACs, the more the adhesive filaments of the *E.coli* bacteria are saturated and the more the bacteria are prevented from adhering to the urinary tract walls, thereby more effectively preventing urinary tract infections. This is why it is important to provide the strongest concentration of cranberry PACs for maximum effectiveness especially in the event of an attack and at the first signs of discomfort.

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Cranberry flower

4 - *Cranberry juice and prevention of recurrent urinary tract infections.* Kerr KG. Lancet 1999.

- *Inhibition of the adherence of P-Fimbriated E.coli to uroepithelial-cell surfaces by Proanthocyanidin extract from cranberries.* Howell AB et al. The New England Journal of Medecine 1998.

5 - *Di Martino P. et al. Reduction of E.coli adherence to uroepithelial bladder cells after consumption of cranberry juice: a double-blind randomized placebo-controlled cross over trial.* World Journal of Urology, 2006.

PROSTAFORM[®]

MALE HEALTH AND URINARY TRACT PROTECTION



1st Complete DAY/NIGHT Solution for Prostate Problems

PROSTAFORM is the first dietary supplement to offer a **complete, effective solution** for daytime or night-time use for the relief of all unpleasantness associated with prostate problems.

PROSTAFORM is the first male dietary supplement to provide **40 mg of cranberry PACs**, the highest dosage on the market for the prevention of urinary tract infections associated with prostate problems.

PROSTAFORM the DAY tablet, providing 40 mg of cranberry PACs, prevents urinary tract infections.

PROSTAFORM the NIGHT tablet which is rich in pine and canola phytosterols, zinc citrate, vitamin E and *Boswellia Serrata*, relieves pressure and alleviates inflammation of the prostate so that comfortable urinary function is restored.

PROSTAFORM can be used by all men suffering from prostate problems.

Instructions for Use

PROSTAFORM can be used as a year-round course of treatment.
1 DAY tablet: take in the morning.
1 NIGHT tablet: take in the evening with dinner.

Présentation

Box of 28 tablets.
Available in pharmacies.
Recommended retail price: 14,90 €



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MÉMOIRE VIVE[®]

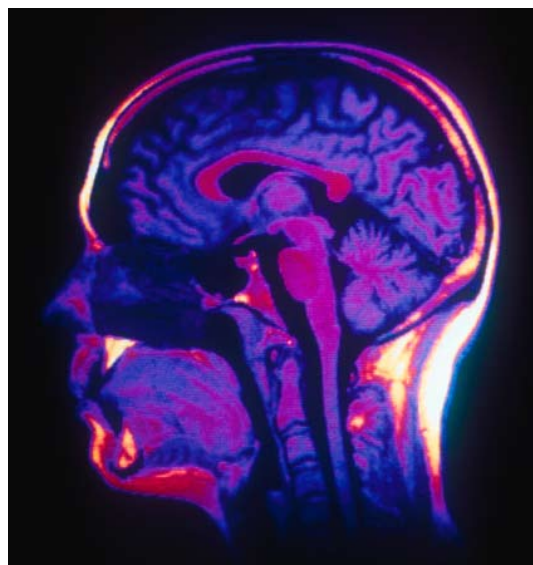
PROTECTING MEMORY AND MENTAL ALERTNESS

Having fully invested in the field of dietary supplements, **LRN Nutraceutical Research Laboratory** develops effective products that are 100% natural, free of GMOs, gelatine and preservatives, have no side effects, and are completely safe.

Preserving your Memory and Intellectual Abilities: a real Concern

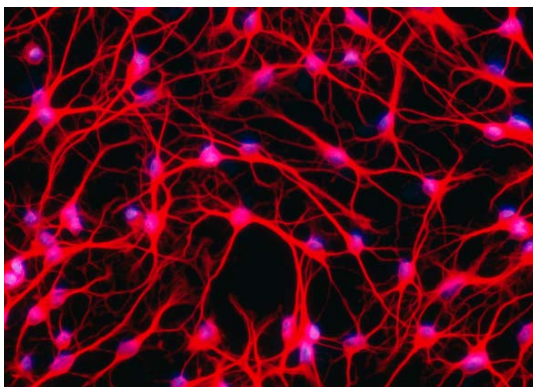
Our brain is without doubt the most complex and sophisticated organ in our body. While it represents only 2% of our body weight, it uses up a considerable amount of energy, taking for its own use 20% of the oxygen we breathe in. The brain is endowed with an immense intricately organised network: the Cortex, composed of billions of neurons which communicate with each other by means of billions upon billions of connections: the Synapses.

This network of synapses is so dense that there are probably more connections between our neurons than there are particles in the universe! We are born with a finite stock of billions of neurons. This stock is sufficient to last our entire lives. In fact, whenever a neuron dies, it is not replaced.



A single neuron is not much, but take billions of neurons interconnected by thousands of billions of synapses and you have intelligence, memory and creative thinking...

80% of these connections are established during the first 15-20 years of life.



Our brain is unique. It is the centre of our memory, our experience, in short, our identity. To lose one's memory and one's intellectual faculties is to lose oneself.

That is why **memory loss** – and the loss of intellectual capacity – has become a major **anxiety of people over 40.**

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Natural ingredients to Protect your Memory and Preserve your Mental Alertness

It is now possible to protecting your memory and intellectual capacity. This requires 2 things: exercising your brain and your memory as well as **properly feeding your brain**. Indeed, the brain is an organ which, like any other, requires proper nutrition to function optimally.



Phosphatidylserine & DHA : Two Essential Brain Nutrients

Our grand-mothers were right when they told us to eat brains and fish in order to be intelligent and have a good memory.

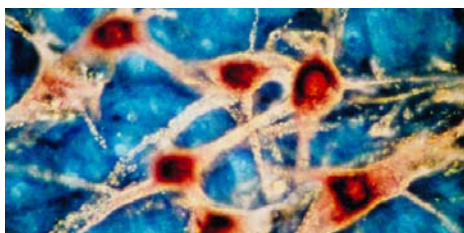
Phosphatidylserine : Brain Phospholipid

Mammal brains: beef and lamb are the primary source of **Phosphatidylserine (PS)**. PS is an essential constituent of the neuron membranes in our brains. It is the phospholipid most present in these membranes and on its own represents 18% of the total weight of the brain.

PS is not a vitamin. In fact, in young subjects the body can manufacture it from simple substances. However, the energy required for this biosynthesis is fairly considerable.



As we age, PS becomes increasingly necessary (which means that it has to be provided directly through food) as our body loses its ability to synthesise it, and this biosynthesis becomes almost non-existent in persons over 60. Furthermore, the amount of PS naturally present in food is very limited. Plant-derived foods are very poor in PS, and so are animal-derived foods, with the exception of brain.



Since the mad cow disease crisis and suspicion about transmission of the disease through consumption of contaminated nerve tissue, brain matter is no longer consumed as a matter of precaution. Our diet has therefore become poorer in PS, which is nonetheless an essential brain constituent.

A PS deficiency makes the neurons in the brain no longer able to maintain the proper membrane structure since it is precisely through communication between their membranes that the essential mechanisms of memory and thought are produced.

Many clinical studies¹ conducted using the double-blind placebo-controlled protocol have shown the value of PS supplementation in subjects with reduced cognitive function and memory disorders.

Other studies have gone further in also showing the value of *phosphatidylserine* supplementation in subjects with **Alzheimer's disease²**.

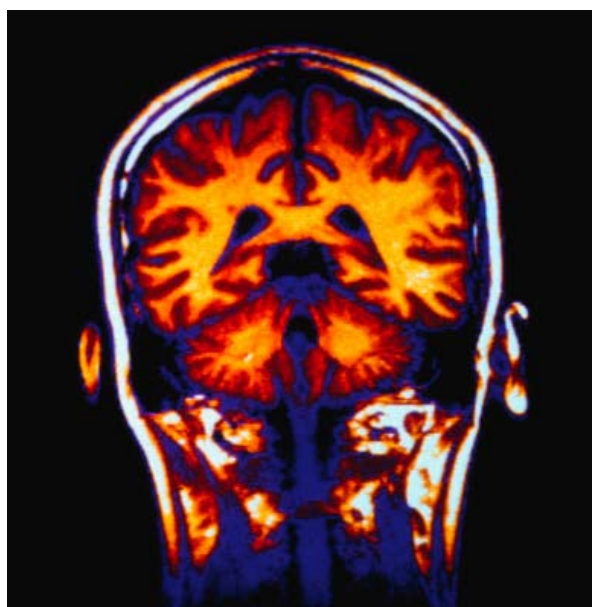
It is therefore important to supplement with PS as it is essential for the proper functioning of the neurons in the brain and enables the preservation of memory resources and mental alertness.

As animal sources are not feasible, one can therefore understand the value of **100% vegetable PS product made from guaranteed non-GMO soya** and produced according to a patented process used in **MEMOIRE VIVE®**.

It is important to remember that PS is most useful to the brain in the daytime, during periods of intellectual activity.

DHA (Docosahexaenoic acid) : the Brain's Fatty Acid

If Phosphatidylserine is the phospholipid of the brain, DHA is the brain's fatty acid, and they both work together in cognitive function.



In men, more than half of the Phosphatidylserine of the brain's grey matter contains DHA, which illustrates that they go together.

As with PS, the cell membranes of the neurons are very rich in DHA which is their other essential constituent along with PS.

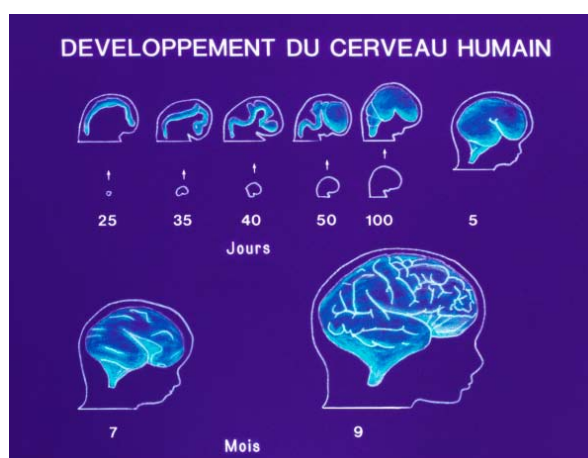
DHA is a fatty acid of the Omega-3 family and is in such abundant supply in the brain that it is also known as *cervonic acid*.

DHA is a potentially essential fatty acid which means that the body is unable to produce it in sufficient quantity under certain conditions and must therefore find direct sources of supply by way of diet.

In our diet, the main source of DHA is oily fish such as tuna, sardine and salmon. Once again, changes in our dietary habits prevent us from consuming enough oily fish. The value of DHA supplementation at every stage of life therefore makes sense.

Providing newborn babies with DHA is essential for proper brain development. Consequently, baby formulas are enriched with DHA to enable the brain to increase in size and to aid in its proper growth. Studies have shown that the brain of a newborn triples in size during the first year of life due to fact that its DHA content has been multiplied by 20 during the last trimester.

DHA supplementation is just as frequently indicated in adults and the elderly for preserving memory and cognitive ability.



As with PS, numerous clinical studies³ have also shown the value of DHA supplementation in subjects with reduced cognitive function and memory disorders.

In order for DHA to be fully metabolised by the brain, it is best administered at night when it improves the key memorisation processes that occur during sleep.



- 1 - *Double-Blind randomized controlled study of phosphatidylserine in senile demented patients. Delwaide PJ et al. Acta Neurol Scand 1986,73: 136-40.*
 - *Effects of phosphatidylserine in age-associated memory impairment. Crook TH et al. Neurology 1991,41: 644-9.*
 - *Cognitive decline in the elderly: a double-blind, placebo-controlled multicenter study on efficacy of phosphatidylserine administration, Cenacchi T et al. Aging 1993, 5: 123-33.*
- 2 - *Effects of phosphatidylserine in Alzheimer's disease. Crook T et al. Psychopharmacol Bull. 1992, 28: 61-6.*
 - *Double-blind cross-over study of phosphatidylserine vs. placebo in patients with early dementia of the Alzheimer type.*
- 3 - *Dietary supplementation of arachidonic and docosahexaenoic acids improves cognitive dysfunction. Kotani S. et al. Neurosci. Res. 2006, 56: 159-64.*
 - *Plasma phosphatidylcholine docosahexaenoic acid content and risk of dementia and Alzheimer disease. Schaefer EJ. et al. Arch Neurol. 2006, 63: 1545-50.*
 - *Omega 3 fatty acid treatment in 174 patients with mild to moderate Alzheimer disease a randomized double-blind trial Freund-Levi et al. Arch Neurol. 2006, 63: 1402-8.*
 - *Cognitive decline and fatty acid composition of erythrocyte membranes – The EVA study Heude B. et al. Am J Clin Nutr. 2003, 77: 803-8.*

MÉMOIRE VIVE®

PROTECTING MEMORY AND MENTAL ALERTNESS



A triple innovation for the first memory-protective dietary supplement.

MÉMOIRE VIVE

The complete DAY/NIGHT solution to take the brain's chronobiology into account given that the brain's nutritional requirements are different in the daytime and at night.

MÉMOIRE VIVE

A first-time combination of PS + DHA, 2 essential brain nutrients for protecting the memory and mental faculties.

MÉMOIRE VIVE

The 1st dietary supplement to supply 120 mg of 100% vegetable PS in an innovative patented tablet form, thus providing the highest dosage of this essential nutrient ever made available.

Instructions for Use

MÉMOIRE VIVE can be used as a regular course of treatment year-round.
1 DAY tablet: take in the morning.
1 NIGHT tablet: take in the evening with dinner.

Packaging

Box of 28 tablets.
Available in pharmacies.
Recommended retail price: 19,90 €



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