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As the industry continues to evolve, customers continue to be bombarded with a plethora of products and brands, understanding quality and efficacy is not always an easy sell...

As leaders in the industry, research supported product innovation can be an effective strategy to fortify your position, while increasing your market share.

Market fortification, innovation, and differentiation through condition specific, proprietary, patented products by Nuumara, solely distributed in the E.U. and UK through



REAL SCIENCE. REAL RESULTS.



VIRALDEFEAT



VIRAL DEFEAT (CODE V871) A CLINICALLY PROVEN WIDE SPECTRUM PROPRIETARY (NON-SPECIFIC) ANTI-VIRAL

Viral Defeat Formula - A proprietary concentrate containing active phyto-pharmaceutical extracts V871 - Forsythia Extract (Forsythiae suspense, fruit), Honeysuckle Extract (Lonicerae japonicae, flower), Baikal Skullcap Extract (Scutellariae baicalensis, root) 2250mg

HIGHLIGHTS

- Prevention as well as treatment for influenza virus regardless of the strain.
- Effective against viral replication
- Ordered as a priority protocol for H1N1 Ministry of Health-China (MOHC) the world’s largest health authority
- Has been used to treat SARS. Bird and Swine flu
- It works on influenza A & B
- World Health Organization (WHO) study concluded and confirmed as an effective remedy for flu
- 83% 3 day efficacy rate for common cold
- Clinically proven effectiveness rate of 91-95% for influenza (Thousands of studies)
- Over 2000 clinical trials worldwide
- 60 trials highlighted in the Nuumara Science Report
- Safely used for children as young as 6 months

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#1 Cold and Flu Formula in the World

Continued on next page



VIRALDEFEAT

"We know the formulation works as it has been extensively documented in hospital, laboratory and clinical settings. We spent years perfecting the science, concentration and shelf life by developing proprietary innovations that guarantee the bioactivity of the finished product. A world class standard of quality."

Dr. Jaclyn Thomson Ph.D.

* Honors Chemistry, University of British Columbia

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VIRAL DEFEAT (CODE V871) A CLINICALLY PROVEN WIDE SPECTRUM PROPRIETARY (NON-SPECIFIC) ANTI-VIRAL

HIGHLIGHTS continued . . .

- Used in hospitals
- Flu symptoms – generally asymptomatic 12-24hrs
- Effective in upper respiratory tract infection, bronchitis, pneumonia, viral myocarditis and asthma
- Has anti-fungal, anti-bacterial and anti-asthmatic properties
- A Significant treatment for dangerous post – viral infections
- 100% all natural formula
- No adverse reactions, side-effects or contraindications

60 TRIALS HIGHLIGHTED IN THE NUUMARA SCIENCE REPORT

Reference (Journal of Pharmaceutical and Biomedical Analysis volume 54 issue 2, 25 January 2011, pages 265-272)

V871 was peer reviewed and accepted for publication (June of 2010) in the prestigious publication **"Journal of Pharmaceutical and Biomedical Analysis"** A **Sponsored Journal of the "American Association of Pharmaceutical Scientists"** an international medium directed towards the needs of academic, clinical, government and industry.

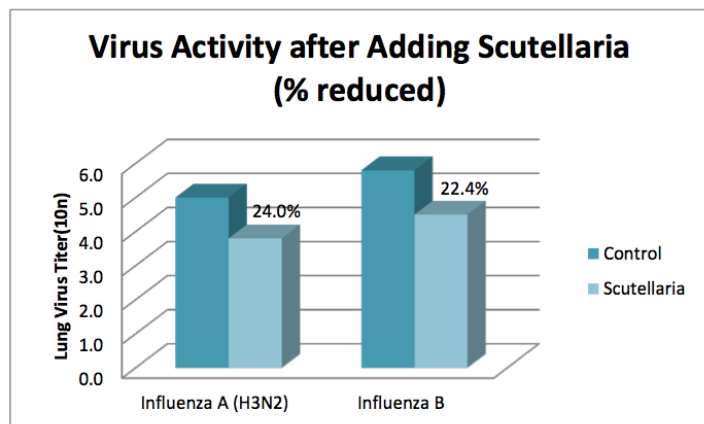
#1 Cold and Flu Formula in the World

CLINICAL RESEARCH

VIRAL DEFEAT (V871) Research and Respiratory Health

A review of clinical trials using traditional Chinese formulations in the treatment of respiratory tract infections was performed by Liu and Douglas (1998). In their review they considered two trials performed using V871/SHL as being of high methodological quality. The quality of and the results from the two trials led to the review author's conclusion that, "the SHL is a promising remedy for the treatment of bronchitis and pneumonia."

V871/SHL has been shown to have tremendous properties for the prevention and treatment of influenza A & B as well as Rhinovirus. Furthermore, it is important to note that V871/SHL is effective for a host of post influenza complications including Viral Myocarditis, Pneumonia, Upper Respiratory Tract Infections, etc.



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VIRAL DEFEAT (V871) Research Virus and Flu

Various studies have demonstrated that the SHL formula exhibits antiviral properties on several viral pathogens including RSV virus (Respiratory Syncytial Virus) (Wu et al, 2005; Yang and Liu, 2007, Myocarditis virus (Lin et al 2000), Hepatitis virus (MHV-3) (Yi et al 2006) and HIV virus (Zhang et al 1999).

Influenza A & B Virus

In 1995, Nagai, Suzuki et al reported in Biological Pharmaceutical Bulletin that they had found antiviral activity in a plant flavonoid derived from Scutellaria baicalensis against Influenza A (H3N2) and B viruses. The agent suppressed replication of these mouse adapted viruses and in canine kidney cells. The agent suppressed replication of these viruses from 6 to 12 hours after incubation.

CLINICAL RESEARCH

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VIRAL DEFEAT (V871) (Research Ingredient Name SHL)

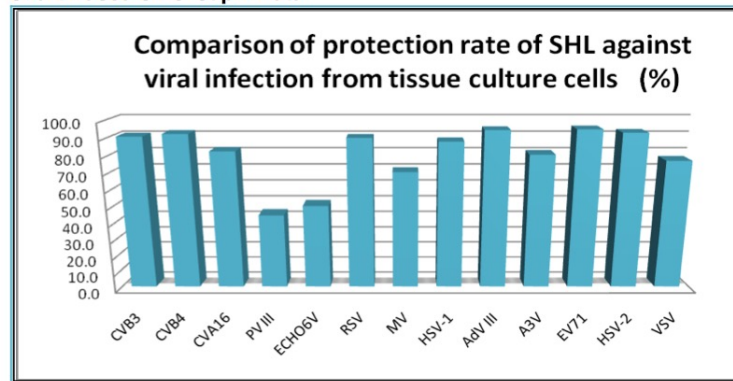
H1N1 – Ministry of Health – Central Chinese Government

The most significant message as to V871/SHL effectiveness has come from the Ministry of Health-China (MOHC). In response to the H1N1 pandemic, the MOHC promptly issued its first treatment recommendations to the public in May 2009. This V871/SHL formula was among the five TCM formulas recommended to treat infections including those of the respiratory tract and pneumonia with increased scientific information and evidence.

Viral Propagation Prevention (Prophylactic Effect)

Many researchers have tested SHL’s effectiveness in inhibiting different viruses. For example, a study led by Yi Shihong in 2001 has shown that V871/SHL has a significant effect on protecting cell tissue from influenza, respiratory syncytial virus, Adenovirus, Herpes simplex virus I, II, Coxsackie virus B3, B4, A16 and some effect on poliovirus III, ECHO virus 6, measles virus. (Curative effect of Shuanghuanglian injection on anti-virus in vitro)

Chart Based on Group 1 Data



CVB₃, CVB₄: Coxsackie virus type B3 and B4
 CVA₁₆: Coxsackie virus type A16
 PV III: Poliovirus type III
 ECHO₆V: ECHO virus type 6
 RSV: Respiratory Syncytial Virus
 MV: Measles virus

HSV-1: Herpes Simplex Virus type 1
 AdV III: Adenovirus III
 A₃V: Influenza virus
 EV₇₁: Enterovirus type 71
 HSV-2: Herpes Simplex Virus type 2
 VSV: Vesicular stomatitis virus

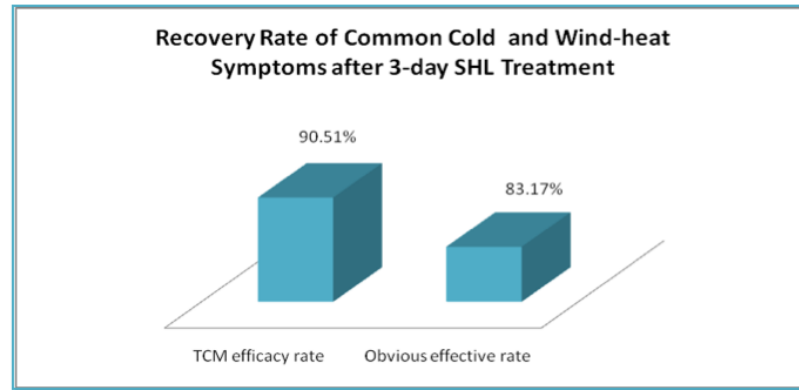
CLINICAL RESEARCH

VIRALDEFEAT (V871) (Research Ingredient Name SHL)

Common Cold

Using V871/SHL to treat the common cold has been the subject of many clinical studies Hu et al. (2008) studied the effectiveness of an SHL tablet in treating common cold. The study was a randomized controlled clinical trial which involved 160 subjects. The study found that more than 83% effective rate within three days of treatment with SHL.

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In another study (graph on right), by Jiang et al, 2008, titled Clinical observations of 422 cases of common cold and flu treated with SHL (oral), the results were significant. The multicenter randomized clinical study was conducted to evaluate the efficacy of SHL in treating common cold and showed that 24.4% patients were fully recovered in three days, 65.33% were significantly improved in 3 days and the total effective rate was 84.66%

