

## The Cold and Flu May Have a New Natural Enemy: Fruit Seeds

*University of Minnesota Researchers have found natural support for the immune system in the form of cold-pressed fruit and herb seed oils, and with winter just around the corner, what they know could help millions.*

**MINNEAPOLIS, (15 October, 2007)** — Dr. Arnold Leonard and Dr. Dan Saltzman, University of Minnesota Researchers, have found a source of immune support in a place they didn't expect it: fruit and herb seed oils. With a combined 30 years of cancer research between them, Drs. Saltzman and Leonard had spent a long time searching for the best way to boost the body's immune response. After testing dozens of different options, they skeptically tried a combination of cold-pressed fruit and herb seed oils. The initial lab results showed that the oils provided the effective level of immune support the doctors were hoping to find. They were excited, but remained hesitant.

Now, according to Dr. Leonard, "after more extensive studying, including lab tests and early clinical trials, we have become true believers. A weak immune system can open the door for a host of medical conditions, which is why we are excited about the impact these oils could have on a large number of people."

The Center for Disease Control reports that every year in America alone, on average over 36,000 people die from flu, and over 200,000 people are hospitalized due to flu complications. Dr. Dan Saltzman, Chief of Pediatric Surgery at the U of MN, says, "The body's susceptibility to the common cold and flu increases dramatically when the immune system isn't functioning properly. In addition to a flu shot, taking steps to naturally improve immune function is important for prevention."

How do they work? "The oils are packed with a wide array of natural antioxidants and essential fatty acids that help jump start the immune system," explains Dr. Leonard. 'Antioxidant' has been a buzz word in the medical press lately, and for good reason. The health and immune benefits of individual types of antioxidants have been shown in many recent studies. "The real key is the number of different types of antioxidants it contains," says Dr. Leonard. "It has dozens of antioxidants, including all 8 forms of vitamin E. The result is an incredible synergism, and the oil has much more nutritional benefit than the sum of its parts."

The doctors used a precisely formulated blend of oils extracted from antioxidant-rich black raspberry and black cumin seeds. They were produced by Botanic Oil Innovations, a Wisconsin company that uses a proprietary cold-press method. President and Founder Mark Mueller explains "We use cold press technology, rather than the more commonly used heat or chemical processes for extracting oils and flours, which enhances the antioxidant value of the supplement." The result is pure, natural, highly potent oil which can be taken as a nutritional supplement, called Immuno-Viva® Core.

“Immuno-Viva® Core is a powerful supplement for people who want to take charge of their health in an all natural way,” says Dr. Leonard. “While it is not intended to be used as a treatment for the flu, it will provide powerful immune support during the cold and flu season.” \*

For more information, visit [www.Immuno-Viva.com](http://www.Immuno-Viva.com).

## **About Botanic Oil Innovations**

Founded in 1999, Botanic Oil Innovations is committed to helping people take control of their health through developing all natural nutritional and immune-boosting supplements. Under the supervision of well-respected physicians, Botanic Oil Innovations has developed a broad product platform of core daily supplements for people who want to nutritionally support their immune system and general health. For more information please visit [www.immunoviva.com](http://www.immunoviva.com).

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