



"Safe, natural pain relief."

Recommended by  **W. Gifford-Jones, MD**
Follows the guidelines of the W. Gifford-Jones MD Philosophy for Natural Health
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CERTIFIED

**...for
pain
relief.**



**Proven relief from joint pain and
Irritable Bowel Syndrome!**

NEW!



**Certified Naturals™
Bioavailable Boswellia 250 mg Capsules**



- Do you experience acute or constant chronic pain?
- Do you have inflammatory-related pain of the joints, tendons, muscles, nerves or bowel?
- Are you concerned about the short-term and long-term effects of NSAIDs or other pharmaceutical pain relief drugs?
- Certified Naturals™ Bioavailable Boswellia is a clinically proven Boswellia that uses patented Phytosome® technology for superior absorption to help to safely relieve inflammatory-related pain.



PHYTOSOME[®]
MORE
BIOAVAILABLE



CASPEROME[®]

The new pain relief alternative!



- Superior Boswellia absorption
- Clinically researched for multiple pain types
- Convenient dosing
- Safe

Pain hurts!

Pain is something none of us enjoy experiencing. Described as an “unpleasant sensory and emotional experience associated with actual or potential tissue damage”, we all spend great effort to avoid pain. It is a symptom of an underlying health issue and motivates us to give extra protection to the part of the body affected. Other times, pain may be chronic and persist for long periods of time – even for years. Most challenging are the pains that arise without any detectable underlying conditions.

Canadians are feeling high levels of pain and increasingly so as they age. One in five Canadians is experiencing some sort of chronic pain according to the Canadian Pain Task Force.¹ It is affecting our ability to function: the percentage of Canadians reporting pain levels that prevent activities increases with age reaching 24% of females and 17% of males after the age of 65.²



Options for Pain Relief

In our modern society, the typical response to pain from the medical community is the use of pharmaceuticals. NSAIDs or non-steroidal anti-inflammatory drugs and analgesic drugs are the most prescribed medications. NSAIDs include drugs such as ibuprofen (Advil® or Motrin®), naproxen (Aleve®) or aspirin which are designed to inhibit inflammatory conditions causing pain. COX-2 inhibitors (Celebrex®) are a new class of NSAIDs which block enzymes which promote inflammation with less gastrointestinal risk than ibuprofen. Analgesic medications such as acetaminophen (Tylenol®) are used to block pain pathways to bring comfort to patients. Opioids (Oxycontin®, Vicodin®, codeine, morphine) interact with opioid pathways to block pain and increase dopamine which can stimulate pleasurable feelings. The downside to these synthetic pain relief options can be serious side effects which can increase with long-term usage (see chart).

With the high incidence of pain in our population coupled with the side effects associated with pain relief medications, the need for a safer alternative has never been greater. One natural option is the Indian Ayurvedic medicine Boswellia.

Pain Relief Type	Side Effects
NSAIDs (Advil®, Motrin®, Aleve®)	Gastrointestinal (ulcers, bleeding) Cardiovascular risks (hypertension) Nausea
COX-2 NSAIDs (Celebrex®)	Cardiovascular risks Gastrointestinal (less than older NSAIDs) Diarrhea
Analgesics (Tylenol®)	Liver damage Gastrointestinal bleeding Nausea/stomach pain
Opioids (Oxycontin®, Vicodin®, codeine, morphine)	Addiction Overdose risk



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1. Government of Canada. Canadian Pain Task Force Report: June 2019
2. Statistics Canada. Healthy People, Healthy Places: Pain or discomfort that prevents activities. Canada. 2016.
3. Siddiqui, M.Z. “Boswellia Serrata, A Potential Antiinflammatory Agent: An Overview.” Indian J Pharm Sci. 2011 May-Jun; 73(3): 255–261. doi: 10.4103/0250-474X.93507.
4. Ernst, E. “Frankincense: systematic review.” BMJ 2008; 337:a2813 doi:10.1136/bmj.a2813

What is Boswellia Extract?

Boswellia serrata extract (BSE) is the gum resin extrusion from the *Boswellia serrata* tree. It is also known as Indian Frankincense. Frankincense was one of the gifts brought to the birth of Jesus by the Magi because of its high value. Boswellia is a traditional Ayurvedic and Chinese medicine that has been used for thousands of years for arthritis, lung diseases, liver disorders, diarrhea, nervousness and as a diuretic.³



Despite the rich history of traditional benefits attributed to Boswellia use, the evidence in preclinical settings has been promising but limited due to absorption issues.^{4,5} The Boswellic acids with anti-inflammatory potential found in Boswellia extract are very poorly absorbed by humans as they are not water-soluble. Another challenge is that traditional uses of Boswellia extract require high doses of the material – between 3 to 5 grams per day – making for inconvenient dosing and poor compliance by modern consumers.

CASPEROME® A more effective Boswellia

A new delivery form of Boswellia extract known as Casperome® has addressed the absorption issues associated with typical Boswellia extracts. Using patented Phytosome® technology, which complexes Boswellia extract with sunflower lecithin, Casperome® Boswellia has demonstrated significantly improved absorption. Casperome® is the chosen source of Boswellia used in the Certified Naturals™ Bioavailable Boswellia formulation.

Superior Absorption

The lecithin utilized in the Phytosome® technology protects Boswellic acids from degradation by water and shuttles the acids through the intestinal tract more efficiently. This mimics how taking Boswellic acids with a fatty meal would improve absorption. By using the Phytosome® delivery method, Boswellic acids test 300-400 percent higher in blood measurements when patients take Casperome® vs standard Boswellia extracts.⁶

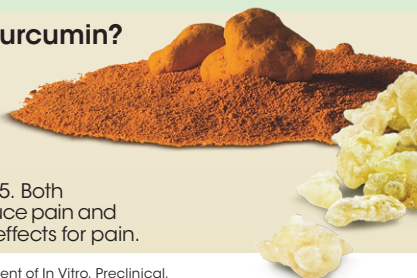
Not only is Casperome® better absorbed, but it is absorbed faster to deliver quicker pain relief. Casperome® also remains in the system longer which makes it ideal for once per day dosing which is more convenient for consumers.⁶

Natural full bouquet of Boswellic acids

Another major difference between Casperome® and other medicinal Boswellia formulations is that Casperome® offers the whole bouquet of Boswellic acids naturally found in Boswellia extract. There are 11 major Boswellic acids, but most commercial Boswellia extracts focus on a single acid, usually AKBA, which is thought to inhibit 5-lipoxygenase enzyme. However, recent studies have downplayed the role of AKBA in the clinical effectiveness of Boswellia extract and highlighted other acids such as β -BA.⁵ Overall, it is clear that the Boswellic acids in extract are best when working in conjunction with each other as nature intended and as Casperome® provides. While the mechanisms are still being investigated, it appears that Boswellic acids target the blocking of multiple enzymes, proteins and fatty acids that cause inflammation such as prostaglandin E2 and cathepsin G.^{5,7}

How does Boswellia compare to Curcumin?

Boswellia on the rise: Curcumin from turmeric root has become one of the most popular natural ingredients for pain relief on the Canadian market. While the market for Boswellia is smaller, it is growing at a faster rate than curcumin. The Boswellia market is expected to almost triple in size by 2025. Both Boswellia and curcumin have benefits to help reduce pain and inflammation and both have natural analgesic effects for pain.

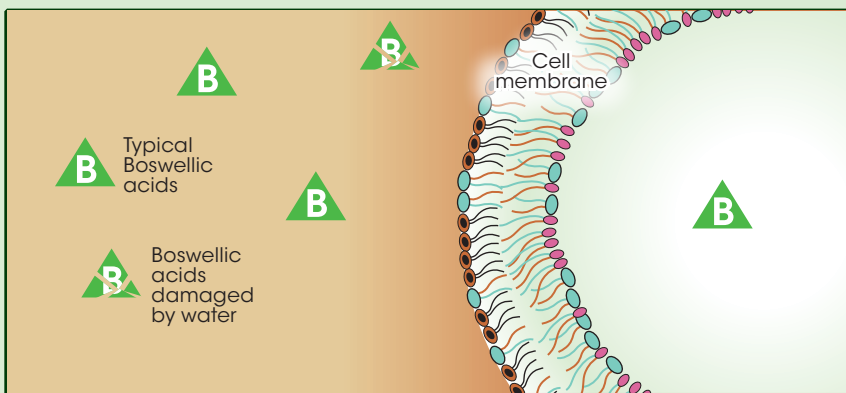


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6. Hush, Jan, et al. "Enhanced absorption of boswellic acids by a lecithin delivery form (Phytosome®) of Boswellia extract." *Fitoterapia* 84 (2013): 89-98.

7. Franceschi, F., et al. "A novel lecithin-based delivery form of Boswellic acids (Casperome®) for the management of osteo-muscular pain: a registry study in young rugby players." *Eur Rev Med Pharmacol Sci* 2019 (2016): 4156-4161.

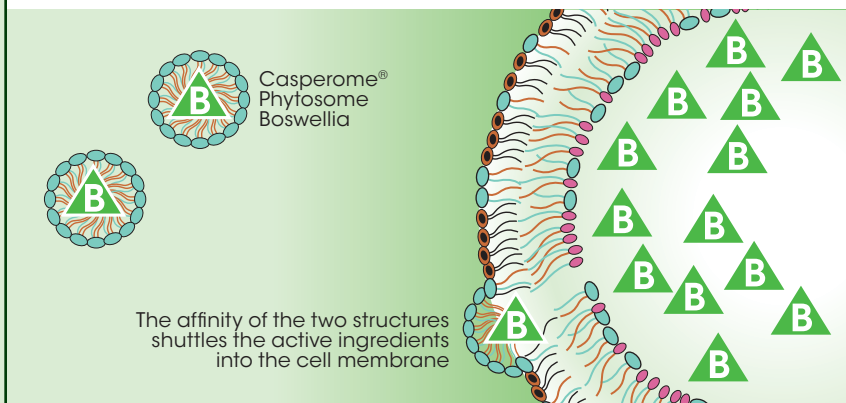
How Phytosome® technology makes Casperome® Boswellia more bioavailable:



Problems with boswellia absorption:

Regular Boswellia extracts have under-performed in clinical trials because of absorption issues:

1. Boswellic acids are easily damaged by water ("hydrolysis").
2. Boswellic acids do not pass through cell membranes efficiently.



The Casperome® Phytosome® Solution:

Casperome® uses Phytosome® technology to complex (envelope) the Boswellia in plant-source phosphatidylcholine which does two things:

1. Protects Boswellia from water damage.
2. Allows Boswellia to pass more efficiently through the cell membranes of the intestinal tract and into the bloodstream.



Safety: One advantage the Boswellia has over curcumin is that curcumin supplements carry a caution for use with blood thinners. As many patients suffering from joint pain are also in the age group that requires blood thinners, Boswellia may be a more viable option for many.

Convenience: Boswellia in the absorbable Casperome® format is also more convenient for dosing; 2 small capsules daily taken at one time are required, gradually moving down to one per day after the first five days.

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9. Belcaro, G., et al. "Supplementation with a lecithin-based delivery form of Boswellia serrata extract (Casperome®) controls symptoms of mild irritable bowel syndrome." *European Review for Medical and Pharmacological Sciences* 21 (2017): 2249-2254.
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Casperome® - Clinical Evidence

Studies continue, but Casperome® has already shown to be effective for a wide variety of types of pain.

- Osteo-muscular joint pain and inflammation
- IBS (irritable bowel syndrome)
- Radiculopathy (pinched nerves)
- Ankle sprains
- Tendonitis
- Asthma

A consistent finding in these studies was that Casperome® is safe and that it can be used in conjunction with conventional treatments (e.g. NSAIDs or physical therapy) while showing reductions in pain that decreased the need for these conventional treatments.

Study	Results
Osteo-muscular joint pain and inflammation ⁷	A study on rugby players with sports-related acute knee injuries showed several of the benefits of taking Casperome® for pain. In a four-week study, half of the injured players used 500 mg of Casperome® daily (reducing to 250 mg after day 5) plus standard injury management, while the other half of the injured players received only standard injury treatment. The Casperome® group was able to walk three times further pain-free on treadmill tests vs. those on standard treatment only. C-Reactive proteins or CRPs – a key indicator of inflammation – were reduced by 22% more in the Casperome® group. The painful high temperature area of the injured knees was reduced by 66% in only four days with Casperome® vs 44% in standard management, showing the rapid healing that it provided. One-third of the players using Casperome® were able to fully stop the use of NSAIDs like ibuprofen during the four weeks vs. 8% of those on standard treatment only. No side effects were noted in the Casperome® group.
Ankle sprains (Grade II or partial tears) ⁸	Casperome® (250 mg dose) was studied in the treatment of grade II (moderate) ankle sprains. Two groups received standard pain management with one group receiving Casperome® and the other a placebo. The Casperome® group had improved beneficial effects at day 3 and day 7 in measurements of signs and symptoms of the sprains. No side-effects were seen with Casperome® treatment and it reduced the need for NSAIDs. "In the group using Casperome® supplementation the injuries improved better and faster with a significantly increased control of pain and function."
IBS (irritable bowel syndrome) ⁹	A controlled four-week study of Casperome® versus two other IBS medications was conducted to evaluate potential reduction of IBS symptoms. Patients using 250 mg of Casperome® had a reduction in the need for medical attention, IBS symptoms, abdominal pain and recurrent abdominal pain. Researchers also noted that Casperome® had lower side effects.
Radiculopathies (neck and spine nerve compression) ^{10, 11}	Two studies evaluated the potential of Casperome® to relieve pinched nerve pain (radiculopathy) of the neck and spine. In both studies, all patients received alpha lipoic acid as a neuropathic agent. Patients were then divided, with some groups also using Casperome® and some groups only using alpha lipoic acid. In all cases, the groups that used Casperome® together with alpha lipoic acid had significant improved pain control versus those taking only the alpha lipoic acid at both the 10- and 30-day points of the study.
Tendonitis (Achilles tendon and tennis elbow) ¹²	Patients with Achilles tendonitis or epicondylitis (tennis elbow) were assigned physical therapy over a 30-day study. Half the group was given a combination supplement with 250 mg of Casperome® while doing the physical therapy, while half had physical therapy only. The patients in the Casperome® group had reduced pain scores at the 15- and 30-day measurements. Those with tennis elbow showed improvement as quickly as 7 days. Casperome® also reduced the need for acetaminophen use.
Asthma ¹³	A placebo-controlled asthma study of Casperome® as a complementary treatment was done over a four-week period. Patients using standard asthma treatment were split into groups with half using 500 mg of Casperome® in addition to the standard treatment vs. the other half doing only standard treatment. The Casperome® group was able to reduce the amount of asthma inhaler therapy required vs. the standard treatment only group by almost half. The anti-inflammatory properties of Casperome® were cited for the improvement.

11. Lazzaro, F., and M. Loiero. "Comparison between two treatment schedules with Destior® Bridge, a fixed combination of R (+) thioctic acid and phospholipid formulation of Boswellia serrata (Casperome®), in the treatment of cervical and lumbar spine radiculopathy." (2015): 80-89. Summary in English, paper in Italian

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13. Ferrara, T., G. De Vincentiis, and F. Di Piero. "Functional study on Boswellia phytosome as complementary intervention in asthmatic patients." European review



Certified Naturals™ Bioavailable Boswellia Capsules

Recommended use: Helps relieve symptoms associated with knee pain. Helps to relieve abdominal pain and cramping associated with Irritable Bowel Syndrome (IBS). Provides antioxidants.

Recommended dose: Adults: 1 capsule, 1-2 times per day. For knee pain, take 2 capsules per day. Take 1 capsule twice per day for 5 days, then take 1 capsule daily.

Medicinal ingredients:

Each vegetable capsule contains:

Casperome® (Boswellia Phytosome®) 250 mg

Providing:

Indian Frankincense-Phosphatidylcholine Complex – Gum oleoresin. 183.75 mg

Non-medicinal ingredients: Microcrystalline cellulose, colloidal silicon dioxide, vegetable grade magnesium stearate and hypromellose (vegetable capsule).

Recommended duration of use: Consult a health care practitioner for use beyond 4 weeks.

Cautions and Warnings: If you are pregnant or breastfeeding, consult a health care practitioner prior to use. If symptoms worsen, consult a health care practitioner.

Known adverse reactions: Hypersensitivity (e.g. allergy) has been known to occur, in which case discontinue use. Some people may experience gastrointestinal disturbances such as diarrhoea, abdominal pain, heartburn, nausea and vomiting; in which case discontinue use.

KEEP OUT OF THE REACH OF CHILDREN. Do not use if under cap safety seal is broken.

Free from animal derivatives, artificial colours, artificial flavours, corn, gluten, wheat, lactose, dairy, preservatives, soy, added sugar, yeast and GMO materials.

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