

## Sloan-Kettering Launches Phase II Maitake Study

Researchers at the Memorial Sloan-Kettering Cancer Center will launch a Phase II clinical trial to study the effect of Maitake 404 Extract in patients diagnosed with myelodysplastic syndromes (MDS), a group of blood diseases.

Memorial Sloan-Kettering has used this globally patented Maitake 404 Extract continually for the past seven years in various in vitro studies and a few early clinical trials, and it has published promising results, showing that the extract enhanced hematopoiesis in cord blood in test tubes.

Previous findings have led the researchers to proceed to the next stage, a clinical trial of the agent's ability to improve immune function among patients with MDS. The FDA and Memorial Sloan-Kettering's Institutional Review Board recently approved the protocol.

"Using this extract for our Phase II clinical trial is essential for study con-

sistency, as it was used in our Phase 1 studies," said Barrie Cassileth, chief of the integrative medicine service at Memorial Sloan-Kettering Cancer Center. "We are pleased to continue our research in the promising area of medicinal mushrooms and MDS. Past research in this area has warranted further investigation. We look forward to seeing continued progress."

The Maitake 404 Extract (produced in accordance with US Patent 5,854,404) is provided to Memorial Sloan-Kettering by Yukiguni Maitake Company Ltd. (Niigata, Japan), which provides financial support for this trial, and its sole North American marketing partner, The Tradeworks Group, Inc. (Brattleboro, VT). The 404 extract is marketed and sold under the federally registered trademark MaitakeGold 404.

For more information, call (845) 344-0209 or visit [www.yukigunimaitake.com](http://www.yukigunimaitake.com) or [www.maitakegold.com](http://www.maitakegold.com).

## MRI Partners With Nature's Best

Mineral Resources International, Inc. (MRI, Ogden, UT) announced that its line of all natural, premium mineral supplements will now be distributed by Nature's Best, the Natural Products Distributor®. These products include Anderson's Concentrated Mineral Drops™ (CMD, Nature's Best Item #: 225-540), OmniMin™ (Nature's Best Item #: 225-565 & 225-557), FortiSalt™ (Nature's Best Item #: 225-524 & 225-532), elete Electrolyte Add-In™ (Nature's Best Item #: 225-573 & 225-508) and tablytes™ (Nature's Best Item #: 225-516).

"We are very excited to work with Nature's Best," said Val John Anderson, executive vice president and director of sales and marketing for MRI. "We have wanted to make our products available through Nature's Best for quite some time now. We know based on feedback that retailers love to work with Nature's Best and appreciate the convenience, support and professionalism they offer. We are honored to partner with them to distribute our high-quality supplements."

For more information, call (800) 731-7866 or visit [www.mineralresourcesint.com](http://www.mineralresourcesint.com).

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**2010 VITY'S**

# NAH&S Announces Retailer Retreat Contest

**N**orth American Herb and Spice (NAH&S, Buffalo Grove, IL) is inviting retailers to enter a contest to win a trip into the northernmost Canada wilderness, taking place August 2010 (specific date to be announced). The exact location of the retreat will be announced in July, the company said. Approximately 35 people will be able to take part in this opportunity.

Activities taking place on this trip include gathering wild berries, wild mushrooms, wild roots and wild greens. Winners will learn about many plants and herbs and gain special knowledge of NAH&S products and philosophy. There will also be guided fishing available in remote wilderness trophy lakes, in addition to educational sessions.

- NAH&S recommended retailers who meet approximately four of the following criteria to enter:
- Best display of NAH&S products (requires photos)
- Best new and effective marketing actions for selling NAH&S products
- Best example of bringing in new cus-

- tomers to purchase wild oregano products
- Increase in percentage of product sales for a 60-day period (as compared to past history of sales in winter-spring-summer)
- Best effort for capturing before and after evidence of effects of NAH&S products
- Significant increase in NAH&S SKUs
- The scheduling of employee training with NAH&S staff on new products
- Extraordinary, original efforts selling NAH&S products to customers

"Basically we're just looking for really big fans of the brand," said James Cantrel, account manager, West Coast division. "You don't have to be a large store, but we're looking for those who have stuck with North American Herb and Spice from the beginning."

At last year's trip, 22 participants from 11 winning stores enjoyed six days in log cabins on Lake Athapapuskow, just shy of the 55th parallel. Lectures and demonstrations were supplemented with activities such as berry picking with two field guides, who demonstrated the nutritional benefits and traditional uses of each berry, wild mushroom and herb discovered along the way, and fishing for northern pike, in addition to enjoying trail walks.

Each organic meal for last year's trip was designed by NAH&S President Judy Gray and featured ingredients such as locally harvested wild rice, berries and other plants, local raw goat's milk and cheese, organic, raw nuts and seeds, farm-fresh eggs, organ-



NAH&S President Judy Gray

ic fruit, local vegetables and fish. NAH&S supplements were used in every meal, including OregaMax, (the dried herb of oregano with garlic and onion), Pumpkinol, (cold pressed Austrian pumpkinseed oil), CocoPalm, (extra virgin coconut oil and African red palm oil) and Gastronex (dried herbs of coriander, cardamom, ginger, and fenu-greek). Medicinal and flavorful teas made from oregano, pomegranate, sage and chaga mushroom were provided in the evenings.

Interested parties can enter the contest by May 1 by calling David Allen or James Cantrel at (800) 243-5242 and explaining why they deserve to win. Winners will be researched and chosen on a case-by-case basis.

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Reader Service #15



2009 Contest Winners

## You'reHired

**B**rian O'Neill and John Davidson recently joined the Nutrition Formulators International (NFI), Miami Lakes, FL) team, adding 36 combined years of experience to

the company's nutritional- and supplement-based contract manufacturing

facilities. Both new NFI members come from backgrounds in digestive health and wellness formulation, and domestic and international sales and marketing.