

Championing excellence in research and development



MEDI HERB



Our Business

Integria Healthcare is a leading Australian manufacturer and sponsor of complementary medicines and natural healthcare products.

Our Vision

We are committed to providing natural healthcare products of the highest quality and to building the evidence base for complementary medicines. With a longstanding commitment to research, we see investment in high quality research as an integral part of commercial success.

Our Approach

We collaborate with leading researchers in Australia and internationally and have a track record as an industry partner on successful Australian Research Council Linkage projects.

Our research is broad and includes:

- ✓ Phytochemistry
- ✓ Quality and safety
- ✓ *In vitro* bioactivity
- ✓ Randomised controlled trials



Integria's Research and Development is led by **Hans Wohlmuth PhD**, who is a pharmacognosist with an international reputation.

He has more than 30 years' experience with herbal medicines and has published extensively on medicinal plants and complementary medicines.

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Our Achievements

Safety: DNA Barcoding

Collaborative project with the Australian Genome Research Facility, Southern Cross University and The University of Queensland identified major limitations in the use of DNA barcoding for routine quality control.

- ✓ Standard DNA barcoding sequences could not be amplified from herbal extracts or finished products.
- ✓ No single method can provide all the answers when it comes to the complex task of authenticating herbal materials.

Quality: Understanding Echinacea

Extensive research program on the active and bioavailable alkylamides underpins MediHerb's flagship product, Echinacea Premium. Included phytochemistry, *in vitro* studies, human pharmacokinetics and randomised controlled trials.

- ✓ Oral bioavailability of active alkylamides was demonstrated in human pharmacokinetics studies.
- ✓ Patented technique to improve the bioavailability of key active alkylamides by combining different Echinacea species.

Effectiveness: Herbal Medicine for PCOS

Integria supported a randomised controlled trial conducted by NICM at Western Sydney University. The trial assessed the combination of herbal and lifestyle interventions versus lifestyle intervention only.

- ✓ Herbal intervention significantly improved menstrual irregularity (primary outcome) as well as several secondary outcomes.
- ✓ Integria has launched a product (MediHerb PCO Support) based on the formulation used in the trial, under a licensing agreement with the University.

Our Legacy

For three decades, Integria and MediHerb have been industry leaders in collaborative research on herbal medicines.



22 Published Clinical Trials

200+
Scientific & Professional Publications



Winner of the 2015
American Botanical Council's
Varro E. Tyler Commercial Investment in Phytomedicinal Research Award

