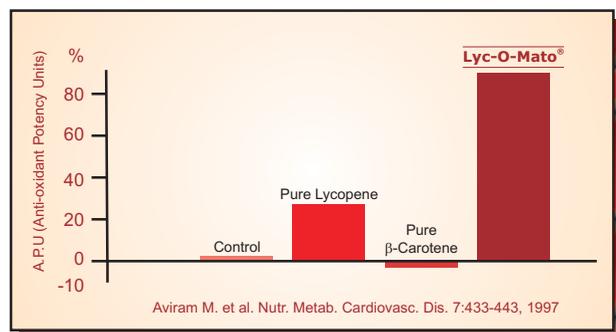


Lyc-O-Mato® is a registered trademark of LycoRed Ltd. of Israel & is the constituent of LycoRed™

LycoRed
The Cell Protector

contains Lyc-O-Mato®

Natural Lycopene with phytonutrients in lipophilic extracts for synergistic action



Comparative antioxidant potency of Lyc-O-Mato® vs. Pure Lycopene

Antioxidant potency of Lyc-O-Mato® is

3 times greater than that of pure lycopene

- Antioxidant
- Pro-reproductive
- Antioncogenic
- Cardioprotective

LycoRed Ltd. of Israel holds the world process patent for extraction of Lycopene as Lyc-O-Mato®

For the use of Medical Profession only

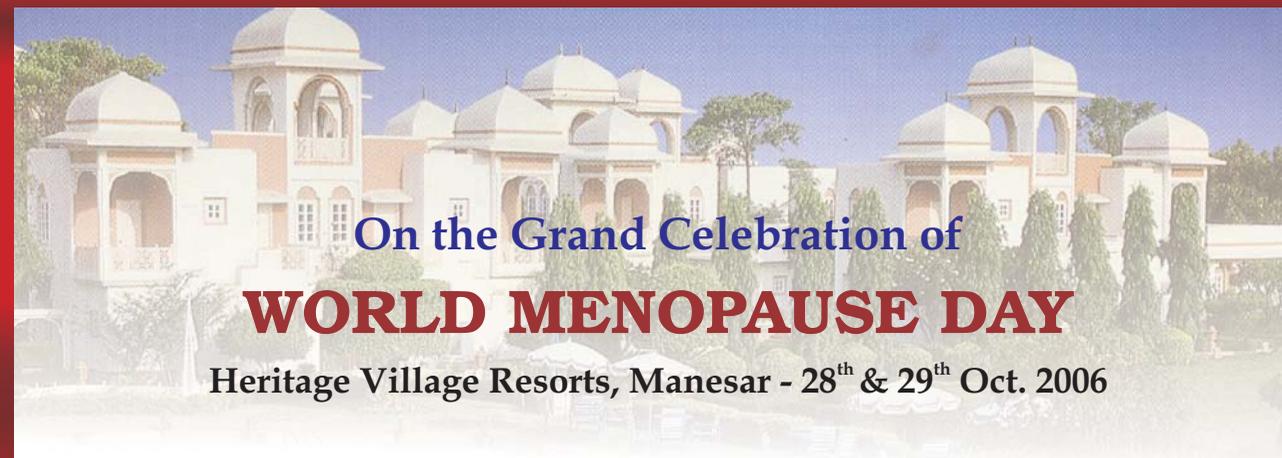
DR. A. VENKET RAO

Dr. A.V. Rao's major focus is in the area of diet and health with particular emphasis on the role of dietary phytochemicals. More recently his research has focused on the role of oxidative stress and antioxidants in the causation and prevention of chronic diseases, with particular emphasis on the role of lycopene. Another important area of his research activity includes the role probiotics and prebiotics in human health. He is also interested in the applications of biotechnology in the agri-food-health industries.

He is a member of the Provincial and National Expert Committees in Canada in the areas of nutrition, health, food safety and agriculture. He serves as a Senior Scientific Consultant to provincial and federal government agencies and food and pharmaceutical industries globally.

DR. LETICIA G. RAO

Dr. L.G. Rao's expertise is in the area of bone cell biology and calcium metabolism, with a long-term goal to delineate the pathogenesis of osteoporosis at the cellular and molecular level. She also has 2 years of experience working with an Industrial company that studies proteins isolated from human serum that has bone-forming properties. More recently, she has been carrying out both in vitro and clinical studies on the role of oxidative stress and the antioxidants lycopene and polyphenols in osteoporosis. Her work is published extensively in peer reviewed scientific journals and recently she has co-edited a book entitled Bone-Building Solution (2006).



On the Grand Celebration of **WORLD MENOPAUSE DAY**

Heritage Village Resorts, Manesar - 28th & 29th Oct. 2006



**Indian
Menopause Society**
Delhi Chapter

&

JAGSONPAL PHARMACEUTICALS LIMITED

felicitated

**Dr. A. Venket Rao
Dr. Leticia G. Rao**



Dr. A. Venket Rao
Department of Nutritional Sciences
Faculty of Medicine, University of Toronto



Dr. Leticia G. Rao
Director, Calcium Research Laboratory
St. Michael's Hospital, University of Toronto

Jagsonpal Pharmaceuticals Limited, P.O. Box - 3886, New Delhi - 110049

Lycopene: the Key to Prevent Chronic Diseases

Dr. A. Venket Rao

Dietary guidelines around the world recommend increased consumption of plant foods including fruits and vegetables in the prevention of chronic diseases such as cancer, cardiovascular disease, osteoporosis and diabetes. They are good sources of antioxidants that help mitigate the damaging effects of oxidative stress. More recently there has been a great deal of interest in naturally occurring phytochemicals and their role in human health. Lycopene is a phytochemical that has received much attention in recent years. It is a fat-soluble carotenoid responsible for the red color of tomatoes and tomato products and is a potent antioxidant. As a singlet oxygen quencher it is twice as potent as β -carotene and hundred times as potent as vitamin E. There is now convincing scientific evidence to support the beneficial properties of lycopene in the prevention of several chronic diseases.

A study published in 1999 showed a significant inverse co-relationship between tomato consumption and blood lycopene levels and the incidence of several cancers including prostate cancer. Lycopene has also been shown to protect against coronary heart disease, hypertension, osteoporosis, macular degeneration, male infertility, human pregnancy related disorders (pre-eclampsia), emphysema, skin disorders and neuro-degenerative diseases. **Lyc-O-Mato® (LycoRed™)** has been used in majority of these studies. **Lyc-O-Mato®** is a natural extract containing the full spectrum of the beneficial phytochemicals present in tomatoes. The antioxidant property of lycopene is considered to be the principal property responsible for its beneficial effects in human health. However, several other mechanisms have now been proposed including regulation of the gene function, improving gap-junction communication, regulation of cell cycle and proliferation, hormone and immune function modulation and the regulation of Phase I and II metabolic enzymes. Lycopene is readily absorbed from processed tomato products and maintains its antioxidant properties in vivo.

The recommended daily intake levels are 4-5 mg. Daily average lycopene intake levels of the majority of the world populations are far below the recommended level. There is ample opportunity to promote increased consumption of lycopene containing foods and supplements such as the **Lyc-O-Mato® (LycoRed™)** by the health professionals and the industry. In addition to lycopene, **Lyc-O-Mato® (LycoRed™)** supplements are also excellent sources of other phytonutrients closely resembling the composition of tomatoes. The presentation also discussed the chemistry of lycopene, its dietary and supplement sources, absorption and in vivo antioxidant properties, mechanisms of action and the scientific evidence in support of the health benefits of lycopene. It concluded by suggesting areas of future directions.

Lycopene and Prevention of Osteoporosis A Breakthrough in Clinical Research

Dr. Leticia G. Rao

Lycopene, a potent antioxidant found primarily in tomatoes and tomato products, counteracts the effects of oxidative stress and has been demonstrated to be beneficial in reducing age-related chronic diseases. A close association between oxidative stress and osteoporosis has now been established. However, the effects of lycopene and **Lyc-O-Mato® (LycoRed™)**, a full spectrum tomato extract, in osteoporosis have not yet been investigated.

The presentation included a general review on osteoporosis, the cell biology of osteoporosis and oxidative stress and antioxidants as they relate to chronic diseases and their involvement in the development of osteoporosis. Results of our clinical study 1 which is a cross-sectional study to evaluate the role of lycopene consumption in reducing the risk of osteoporosis, and clinical study 2 involving clinical intervention with **Lyc-O-Mato® (LycoRed™)** or placebo control in postmenopausal women who are at risk for osteoporosis was also presented.

The presentation concluded by suggesting that on the basis of our observed results, **Lyc-O-Mato® (LycoRed™)** may play an important role in the prevention of Osteoporosis.