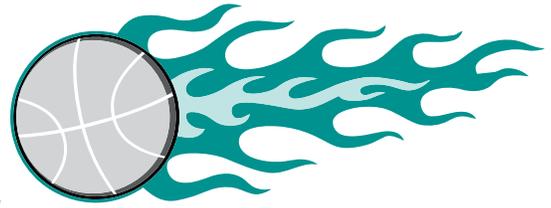


InFlame Response

A **TEAM** Approach to

BEATING Inflammation



by Margy Squires

There's power in a team that works together toward a common goal. Any good coach knows that. Each individual has a unique strength but the synergistic effect is bigger when the talent is combined in unity. Matching one on one or zone defense depends on how the other team plays. By sheer genius of selecting the right players for the right strategic moves, a coach has a higher chance of winning the game.

If the pursuit of health could be compared to a game, basketball illustrates my point. Our two teams are Inflammation on one side challenging the home team, the Immune System.



The players on Team Inflammation are Swelling, Redness, Heat, Pain, Noxious Agent, Damaged Tissue, Achy Joints, Irritation and Loss of Function. Team Immune System will have to prepare their defense well in order to beat them!

Team Immune System is in peak form and instinctively trained to react and outmaneuver any insult from Team Inflammation. A broken leg. Hand cut or minor trauma. Without prompting from the coach, Immune System swiftly switches into defensive mode. White Cells here against infection, Fibrin there to stop the bleeding. Fluids to buffer against further injury. Enzymes mop up the floor. Play by play, the Immune System team defeats the stronger players – Pain, Swelling, Redness, Heat and Loss of Function – to repeatedly score and emerge the champions.

In sports, however, you don't always win every game and Team Immune System is not perfect either. Sometimes, in the midst of a reactive move, players on their own team get hurt by mistake. These injuries result in what's called an "auto-immune" injury, perhaps to thyroid (Hashimoto's) or joints (arthritis) and so forth. The team suffers when a disabled player is on the bench as they cannot cover full court. Even the absence of one player can potentially cripple the efforts of the whole team.



The finale comes in the playoffs when teams play other teams to ultimately earn the #1 position. If Team Immune System wants to win the whole Healthy Body Conference, the team will have to beat Inflammation and any other team standing in the way. Other teams in their division are Environmental Toxins, Poor Nutrition, Allergies, Stress and Undiagnosed Disorders. In most sports, once you know the tactics of the "enemy", you have a better chance of beating them at their own game. Many of the players in the Inflammation division can be recognized by the suffix "itis"* in their names, such as Arthritis, Bursitis, Colitis, Sinusitis and Tendonitis. Watch out for them!

Strategically, the coach knows there are two ways to put the game in his team's favor. One is by interrupting Inflammation's game plan so they cannot score and the second is by strengthening his own team.



Strategy One, Effective Blocking

Famous players on Team Inflammation are COX-2 and 5-LOX enzymes, twin players who dominate the play.

Some coaches want to win at any cost and will send in Drugs, players who can defeat the twins, bringing down Inflammation quickly. Unfortunately these "super" Drugs aggressively block other players in the Heart division. Reported Heart injuries resulted in Drug player suspensions and a "black box" warning on their labels. Sometimes Drugs are merely benched for a game or two. Smarter coaches play Plant Extracts instead, effectively blocking these enzyme twins and supporting the Heart in a win-win situation.

Strategy Two, Defense

A stronger Immune System acts both offensively and defensively. Defensively the team is less susceptible to attack, minimizes any damage that occurs and recovers more quickly. Offensively the team scores higher points, and points ultimately win the game.



Continued

A TEAM Approach to BEATING Inflammation

continued

The secret weapons Plant Extract players possess are antioxidants to keep them healthy and playing longer. Their skillset strengthens the whole team. Many Plant Extracts are standardized to follow the rules of the Healthy Body Conference and have a guaranteed potency and superiority that makes them more valuable players.

Following these two strategies allows a coach an upper hand in the Inflammation vs. Immune system match-up. A team is even more effective if a coach pro-actively studies the opponent's game and prepares his players accordingly ahead of time.

The human body is hardly a basketball game but I hope you recognize the analogy and principles. Since inflammation is a normal part of every healing process, you can make a difference in the final outcome of the conflict if you control inflammation and strengthen your immune system.

Like a team, a supplement formulated with strong players can cover "full court action", e.g. have a body-wide effect. One product designed to do just that against inflammation is TyH's **InFlame Response**. The individual ingredients are purposely hand-picked to effectively defeat inflammation from scoring. The team consists of plant extracts known historically to perform several critical functions. Relieve initial swelling. Help vessels stay open to transport off any healing debris. Restore pH and normalize cell temperature. Stop excessive fibrin and diminish pain.



Like sports, plant extracts with similar properties are often purposely played together because they work synergistically for a stronger team effort. **InFlame Response** helps you respond successfully to inflammation offensively and defensively to win in the Healthy Body game. Go Team!

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TyH's InFlame Response



Meet the winning team!

Some of the key player actions are as follows. Many can play one on one or cover full court!

The All Stars (COX-2, 5-LOX Blockers). In the line-up are **Ursolic Acid** (from Holy Basil) 2% standardized, **Turmeric** extract (95% curcuminoids), and **Ginger Extract** (5% gingerols). These three also modulate inflammation's prostaglandins and cytokines who incite and injure other players.

Ursolic Acid compares favorably against ibuprofen in chronic arthritis without gastric problems, and helps inhibit histamine release involved in allergic reactions in several studies. Turmeric and Ginger both were tested against the common OTC aspirin with positive results and no side effects.² Preliminary studies are also confirming Turmeric's role for arthritis by protecting against bone loss.³ All offer antioxidant benefits but in different ways: Ursolic Acid on viral and bacterial substances, Turmeric as a free radical scavenger and Ginger against phlegm.

Cardiovascular & Circulatory. A healthy heart and circulatory system is free of clots and damaged blood vessels. These herbs and bioflavonoid players have properties that help protect this system and are weakly anticoagulant. They remove excess fibrin, a fibrous protein that impedes vessels, excessive scarring, heart attacks and stroke. **Resveratrol** is a bioflavonoid found in red wine that impedes the oxidation and creation of "bad" cholesterol. Along with the All Stars, **Baikal Skullcap**, **Boswellin**[®], and **Berberine** boast attributes specific to the heart as well, particularly in their roles as anti-inflammatory agents.^{4,5,6}

Antioxidants. The whole team plays defense as antioxidants, as most plant extracts contain varying amounts. What's more, their collective properties work on several levels that enhance health. Research studies are beginning to show antioxidants act favorably against anti-aging diseases as well as Alzheimer's, diabetes, cancer, lung disorders and other chronic, debilitating conditions.

More Team Players. The pineapple extract **Bromelain** removes waste and toxins from the blood to help prevent and decrease swelling. Recent research suggests **Berberine** aids the immune response and helps cells return to homeostasis which may prolong cell life.⁶ **Green Tea Extract**, when combined with curcumin (from Turmeric) supports tissue healing and reduces the inflammatory response as well.⁷

Sources: 1) Kan et al, 2008. 2) Ramirez et al, 2000; Nurtjahja-Tjendraputra et al, 2003. 3) Funk et al, 2006. 4) Zhao Q, 2016. 5) Ammon HP, 2016. 6) Schor J, 2012. 7) Combain F, 2016.

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