



Natura News

Issue Two

Merck Announces Voluntary Worldwide Withdrawal of VIOXX®

WHITEHOUSE STATION, N.J., Sept. 30, 2004—Merck & Co., Inc. announced a voluntary worldwide withdrawal of VIOXX® (rofecoxib), its arthritis and acute pain medication. The company's decision, which is effective immediately, is based on new, three-year data from a prospective, randomized, placebo-controlled clinical trial, the APPROVe (Adenomatous Polyp Prevention on VIOXX) trial.

The trial, which is being stopped, was designed to evaluate the efficacy of VIOXX 25 mg in preventing recurrence of colorectal polyps in patients with a history of colorectal adenomas. In this study, there was an increased relative risk for confirmed cardiovascular events, such as heart attack and stroke, beginning after 18 months of treatment in the patients taking VIOXX compared to those taking placebo. The results for the first 18 months of the APPROVe study did not show any increased risk of confirmed cardiovascular events on VIOXX, and in this respect, are similar to the results of two placebo-controlled studies described in the current U.S. labeling for VIOXX.

"We are taking this action because we believe it best serves the interests of patients," said Raymond V. Gilmartin, chairman, president and chief executive officer of Merck. "Although we believe it would have been possible to continue to market VIOXX with labeling that would incorporate this new data, given the availability of alternative therapies, and the questions raised by the data, we concluded that a voluntary withdrawal is the responsible course to take."

(The complete news release from Merck can be found online at www.vioxx.com)

Proteo Plus- An effective, safe alternative for pain and inflammation

An effective, safe alternative to Cox-2 inhibitors such as VIOXX, and Celebrex and Bextra by Pfizer is **Proteo Plus by Natura**. Proteo Plus is a unique dual phase formula for both pain and inflammation. Specific nutrients were carefully combined in one formula to provide relief to patients who deal with pain and inflammation that accompanies arthritis, back pain and other injuries without the side effects of prescription drugs.

Pain relieving ingredients **white willow** and **adrenal** are released in the gastric phase for maximum absorption and availability, along with **vitamin B6** to reduce edema. **Turmeric**, a natural COX-2 inhibitor, and a proprietary blend of the bioflavonoids **hesperidin**, **rutin** and **quercetin** are released at this phase to fight inflammation.

Proteolytic enzymes **bromelain**, **pancreatin**, **chymotrypsin**, and **trypsin** are released in the enteric phase. These enzymes are easily destroyed by elements such as heat and acid, and for these reasons great care must be taken in their processing. The proteolytic enzymes in Proteo Plus are processed at low temperatures and are specially enteric-coated in order to maintain their integrity and activity level until they can be absorbed in the small intestine.

Clinical Indications for Proteo Plus:

- *Inflammatory phase of an injury*
- *Soft tissue injuries*
- *Peripheral Neuropathy*
- *Fibromyalgia*
- *Reflex Sympathetic Dystrophy (RSD/CRPS)*
- *Back pain*
- *Tension headaches*
- *Migraines*