



STRAUSS
N A T U R A L S
E D U C A T I O N | S E R I E S

IMMUNE PLUS -DROPS-™



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All Strauss education material is available at strausslearn.ca/

Strauss Naturals - A Family Business

- A Trusted Tradition since 1980. Canadian company in Kamloops, British Columbia.
- The now famous Strauss Heartdrops® were created for Jim Strauss Sr. in 1980 after he suffered a heart attack. Over 40 years ago, Jim and his son Peter developed Heartdrops® from knowledge gained from generations of family herbalists. Jim never had heart surgery. He never took pharmaceutical drugs and he worked for another 25 years.
- Strauss Heartdrops® remains the flagship formula and helps thousands of people improve circulation, increase their energy and return to health.
- The four original centuries old formulas are back by popular demand – Cardio Calm Drops, Kidney & Blood Pressure Drops, Prostate Drops and Bladder Drops. All are highly effective and carry the same 100% satisfaction money back guarantee.
- All Strauss formulas are holistic using synergistic herbs.
- Originally tested by organoleptic method by the Strauss Family to ensure the highest quality of ingredients are used for greatest efficacy.
- Our unique extraction methods allow us to capture not only the key herbal compounds studied in clinical research but also the full spectrum of lesser known or even undiscovered components that work together holistically to deliver the results you are looking for in an herbal preparation. Products are third-party laboratory tested for strength and purity.
- Our premium brands are manufactured in our GMP Certified, Canadian NNHPD licensed and USFDA inspected facility.



**Founders,
Jim Strauss Sr. & Peter Strauss**

Strauss Immune Plus™ Drops



NPN 80119358

Medicinal Ingredients (per ml):

Myrrh (Commiphora myrrha, gum) 527.7 mg (52.7 mg/mL)

Goldenseal (Hydrastis canadensis, root and rhizome) 263.9 mg (26.39 mg/mL)

Cayenne (Capsicum annuum, fruit) 4.4 mg (.44 mg/mL)

Vitamin C (ascorbic acid) 3mg

Non-medicinal ingredients:

Glycerine, ethanol, water, natural spearmint flavor

Indication:

Helps (to) maintain/support immune function.

Recommended Dosage:

Adults: 19 years and older: 1 mL, 3 times per day.

Recommended duration of use:

May take up to one week to produce beneficial results.

For prolonged use, consult a health care practitioner.

Immune Plus™ Drops

- Strauss branded Immune Plus is a liquid combination product containing ascorbic acid and dried extracts of **myrrh gum, goldenseal root & rhizome** and **cayenne fruit** as medicinal ingredients.
- The historical/Traditional use of myrrh, goldenseal and cayenne, alone and in combination, is well established.
- When combined with ascorbic acid as a source of Vitamin C, the combination of medicinal ingredients not only helps to maintain/support immune function, but also, based on Traditional use in Herbal Medicine, aids digestion and helps to fight infections and inflammation of the gastrointestinal and upper respiratory tracts, including gastritis and dyspepsia, as well as coughs, colds, flu, asthma, and bronchial and nasal congestion and catarrh.
- The formulation was designed to provide a safe, balanced product for self-use.
- The safety and efficacy of the ingredients, and use of the product, are mainly supported by published monographs (**Felter & Lloyd 1898; Upton 2001; Mills & Bone 2005; Natural Standard 2010; Soni *et al.* 2013; Health Canada 2018a,b, 2019a**).
- The Immune Plus formulation is safe and effective when taken at recommended dosage conditions for its intended uses/purposes.
- Despite that, no health hazards or side effects are known in conjunction with the proper administration of designated therapeutic dosages of the individual ingredients (Gruenwald *et al.* 1998; Blumenthal *et al.* 2000; **Health Canada 2018a**).
- Relevant risk information encompassed in published monographs covering each herb/botanical extract is put onto the Immune Plus product label to fully mitigate risks associated with consumption of these medicinal ingredients by adults.

Immune Plus™ Drops - Ingredient: Vitamin C

Ascorbic acid is a recognized source of vitamin C that, when administered at an adult oral dose of 6 to 2,000 mg/day, helps maintain/support immune function, among other things (Health Canada 2018a).

Ascorbic acid is added to the Immune Plus formulation at a dosage amount of 3.0 mg/mL, providing 9 mg/day of vitamin C when taken as recommended.



Immune Plus™ Drops - Myrrh

Myrrh is a sap-like substance (resin) that comes out of cuts in the bark of certain trees.

Myrrh is used for **indigestion, ulcers, colds, cough, asthma, lung congestion, arthritis pain, cancer, leprosy, spasms, and syphilis**. It is also used as a stimulant and to increase menstrual flow.

Contraindications:

Myrrh is contraindicated in pregnancy and in cases of excessive uterine bleeding, however, due to its muscle stimulant, emmenagogue and abortifacient effects (McGuffin *et al*

While there is insufficient evidence – no studies have been carried out – to suggest that there is a risk associated with taking myrrh during breastfeeding, as a precaution, use during lactation/nursing should also be avoided (Bone 1996; ESCOP 2003).

Immune Plus is contraindicated in pregnancy and breastfeeding, and in cases of excessive uterine bleeding.

Inasmuch as oral intake of myrrh extract or tincture as an ingredient of Immune Plus results in contact of the product with the lining of the gastrointestinal tract, the potential for allergic reaction and development of associated symptoms in sensitive individuals taking this product exists. For this reason, the Immune Plus label bears the risk statement “Allergy is known to occur, in which case discontinue use.”

At recommended therapeutic dosages, myrrh is safe. Any and all potential risks associated with its oral consumption as an ingredient of Immune Plus are accommodated by information included on the product label.



Immune Plus™ Drops - Goldenseal

No specific interactions are known between goldenseal and drugs, herbs or other dietary supplements. However, due to the vasoconstrictive action of hydrastine, goldenseal may theoretically interfere with blood pressure control and/or antihypertensive medications

Goldenseal is contraindicated in pregnancy because of the known action of various alkaloid compounds on uterine smooth muscle (Farnsworth *et al.* 1975): their utero-stimulant or mildly oxytocic properties have been demonstrated *in vitro* (Newall *et al.* 1996). Like myrrh, the herb is also contraindicated in women experiencing excessive uterine bleeding due to its traditional use as an emmenagogue.

Goldenseal (*Hydrastis canadensis*) is an herb in the buttercup family. The dried root is very commonly used in supplements in the US. Goldenseal contains berberine, which might have effects against bacteria and fungi. Berberine also has properties that can **lower blood pressure and help irregular heartbeat**.



Goldenseal is considered an herbal antibiotic and has been traditionally used for infections of the mucous membranes.

- One of its active ingredients appears to slow H. pylori growth and help treat infections of [mucus](#) membranes. The sinuses, the throat, the mouth and the urinary tract are all subject to infection as well as the intestines and vaginal walls.
- Goldenseal can treat those infections because it has antimicrobial properties that are ideal for fighting and preventing these types of infections. It is also widely used as a wound healer and you can spread it on skin infections to prevent and get rid of any fungus that has formed.

Immune Plus™ Drops - Cayenne

While included in the Immune Plus formulation in subtherapeutic dosage, *i.e.* <15 mg/day (**Health Canada 2018b**), the effect(s) of cayenne is additive to that of the myrrh and goldenseal ingredients when the product is taken as recommended for use as a digestive aid and/or to help alleviate mild infectious and inflammatory conditions of the digestive and upper respiratory tracts, such as gastritis and digestive upset such as dyspepsia, colds, flu, asthma, cough, and bronchial and nasal congestion and catarrh.

Cayenne (*Capsicum annuum*) fruit is recognized for its Traditional use in Herbal Medicine as a digestive aid (**Health Canada 2018b**).

It is also, among other uses, Traditionally indicated for flatulent dyspepsia, constipation, gastric ulcer, hemorrhoids, sore throat, laryngitis, colds and flu, fever, and catarrh of all types (Gruenwald *et al.* 1998; Caldecott, 2002; Wichtl 2004).

Cayenne is a sialagogue stomachic (promotes the secretion of saliva), carminative, stimulant, antispasmodic, analgesic, alterative, rubefacient (cause irritation and reddening of the skin due to increased blood flow), astringent, hemostatic, and antiseptic (Felter & Lloyd 1898; Hoffman 1990; Capsicum 1996; Chevallier 1996; Gruenwald *et al.* 1998; Caldecott 2002). It is commonly used with other herbs for all types of catarrhal afflictions, including colds, coughs, and asthma (Caldecott 2002).

In cases of dyspepsia, flatulence, and constipation, cayenne promotes digestive secretions and stimulates peristalsis (Wichtl 2004).

Capsaicin has also been shown to increase the permeability of epithelial cells of the gastrointestinal tract to ions and macromolecules (Jensen-Jarolim *et al.* 1998), thereby aiding digestion by facilitating the absorption of nutrients.

Capsicum powder and extracted capsaicin constituents have also demonstrated significant antimicrobial activity (Cichewicz & Thorpe 1996; Molina-Torres *et al.* 1999; Leuschner & Lelsch 2003).

Its bactericidal action against *Helicobacter pylori* may be responsible for the protective effect of cayenne against *H. pylori*-associated gastroduodenal disease (Jones *et al.* 1997).



Merchandising & Category Placements

Cardiovascular & Circulation Health

- Support your arteries, heart and kidney's for ultimate cardiovascular care!
- Cardio Calm can be placed in both Stress & Cardiovascular sections



Urinary & Hormone Health

- Support the urinary system for optimum kidney, bladder and prostate control!
- Hormone Balance and Menstrual Support for Women



Immune, Respiratory & Digestive Health

- Support strong immune, respiratory and digestive function!
- Travel Bug can also be placed in the Digestive Care section due to Ginger





Contact Us

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Closed on statutory Canadian holidays

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