



## **Jobelyn Presented to Medical Doctors at Abuja, April 2006**

On April 6, 2006, Dr. David Abia-Okon, Medical Director Lindabel Medical Centre, Lawanson, Surulere on behalf of Health Forever Products Limited made a historic presentation at the Annual General Conference of Association of General and

Private Medical Practitioners of Nigeria (AGPMPN). This was the first time that a herbal product or dietary supplement would be presented at such a forum. Orthodox Doctors have always resisted non-orthodox medicine but this was a radical departure from the normal practice. Before Dr. Abia-Okon's presentation, a documentary (HOW TO BUILD A HUMAN - POWER OF ANTIOXIDANT) which was sponsored by HEALTH FOREVER PRODUCTS LIMITED was presented. This documentary featured scientists from Buck Institute which is one of the leading anti-aging institutes in the world and it demonstrated how human life span could be extended beyond 150 years with the use of the super antioxidant. Building on this, Dr. Abia-Okon presented Jobelyn as a dietary or food supplement which has an ORAC Antioxidant value of 1,590 mmole TE/g. The highlights of the presentation is as follows:

Hitherto, hospitals and clinics across the world including Nigeria have been pre-occupied with addressing the SICKNESS aspect of health care. This process involves the display of professional skills in reversing adverse health conditions.

The process of paradigm shift has commenced at the beginning of this century. The focus in health care services is fast shifting to WELLNESS. This means that emphasis would now be on ensuring that healthy people maintain their health, reverse aging process and live longer. The major skill required in making a success of this is not professional medical or scientific skill as in the SICKNESS industry but marketing skill. It is well known that consumption of balanced and appropriate nutrition would maintain good health but present economic and prevalent conditions have not facilitated the consumption of the appropriate rations. Emerging in the last two decades are supportive food supplements which could fill the missing gaps in daily diets. Prominent among these are Antioxidants. As a matter of fact, scientists have come to conclusions that right antioxidants could delay aging, support healthy living and prolong life.

Health Forever is among the leaders in the manufacturing of Antioxidants. With its Jobelyn (Food Supplement), rated by Brunswick Laboratory (USA) as having the highest

ORAC Antioxidant value, we are firmly established to play a prominent role in the WELLNESS aspect of health care delivery system.

Jobelyn has been in the market since 1998 and considerable scientific research studies have been put into it. Some of them have been published in peer-reviewed journals but it has not gone through randomized, double-blinded, placebo, multi-centre clinical trials which is the yardstick used by doctors for prescription drugs. Jobelyn has none the less undergone quite a number of impressive hospital trials, not to mention the numerous internal and international testimonials.

We are not insisting that Jobelyn should be included in the hospital's prescription list. Rather, we want to present Jobelyn as a dietary/food supplement, certified as a powerful antioxidant ( 1590 times more powerful than Vitamin E as confirmed by Brunswick Laboratory, USA ) and we want to invite hospitals to market Jobelyn directly to their patients and other interested parties. The skill required to be able to do this is simply marketing and good knowledge of the advantages to be derived in using the product.

The presentation received a very loud ovation from the over 500 Medical Doctors who attended the conference and every doctor purchased a sample pack of Jobelyn to the bargain. More than 200 doctors signed on immediately to participate in the HEALTH & WEALTH SHARING SCHEME with HEALTH FOREVER PRODUCTS and there are more than 100 hospitals and clinics purchasing Jobelyn directly from HEALTH FOREVER PRODUCTS LIMITED.