

CITATION AT THE AWARD OF AGPMPN- COMPANY AWARD OF THE YEAR FOR 2010 WHICH TOOK PLACE AT SHERATON HOTEL IKEJA ON DECEMBER 10 2010.

Ladies and Gentlemen

JOBELYN, a traditional African preparation of Sorghum bicolor is manufactured by Health Forever Product Limited located in Ikeja, Lagos Nigeria. The company started operating as far back as 1997 and was officially incorporated in 2001.

Its business is directed by a Board of Directors, with Otunba Olajuwon Okubena, an accountant, management consultant, self-trained Herbal Medical Practitioner at the helm of affairs as CEO. Its corporate head office is at 11, Dipeolu Street, Off Obafemi Awolowo Way, Ikeja.

The manufacturer of Jobelyn has always believed in “Evidence Based Medicine” and strived to work with and cooperate with orthodox medical practitioners at all times. Dr. David Abia-Okon, a general surgeon and a member of AGPMPN, demonstrates this in his role as the Medical Consultant of the company, with his numerous presentations in many medical fora within and outside Nigeria.

Researches and Clinical Studies at CMUL, Obafemi Awolowo University Ile-Ife; University of Benin Department of Pharmacology; Lindabel Medical Centre Surulere; Lagos, Military Hospital Ikoyi; Police Hospital Falomo; Vivacell Laboratory, Germany; Brunswick Laboratory in USA; Mdbiosciences also in USA and recently in the University of Texas in USA.

Jobelyn has been shown to express powerful specific anti COX-2 anti-inflammatory effect, enormous antioxidant potentials derived from over 20 antioxidants in it and of course it has already demonstrated the power to boost HB-PCV and CD4 cells in people living the HIV/AIDS.

The breaking news, Ladies and Gentlemen occurred in far away USA, where the National Cancer Institute, selected 3 of the 4 pure compounds isolated from Jobelyn and submitted by Health Forever for closer screening. The initial selections were made after the compounds were checked against the 400,000 compounds already in the repository of the institute to ensure that none of them is duplicated in the selection. The search for an effective anti-cancer agent has been an on-going exercise over the last 50 years.

Earlier studies at the University of Hong Kong and University of Texas USA had confirmed the ability of similar compound to reduce the risks of Cardiovascular diseases and Cancer.

Ladies and Gentlemen, if these 3 compounds show the anticipated potential for treating Cancer, the USA government could spend more than 1 Billion Dollars to develop each of the compounds to a level that medical doctors could prescribe them throughout the world. With a positive result, Nigeria could rise to a very enviable position in the field of modern medicine.

Health Forever Product Ltd, markets 4 different Jobelyn brands in the USA. Dr. David Abia-Okon has recently authored a booklet to help enlighten consumers in the USA and doctors in Nigeria would benefit from reading through it.



Jobelyn as the Most Powerful Natural Antioxidants: Working to protect the body on a cellular level

Oxidation. We know it's a bad thing for the body, and doctors tell us to eat lots of antioxidant fruits and vegetables. But how does oxidation happen anyway?

We need oxygen for life. Our lungs take it in, and a complex network of capillaries and alveoli enable red blood cells to acquire the oxygen and deliver it throughout the body. But, as oxygen is used in various processes, tiny electrons can break off. These unpaired electrons are called free radicals. Think of them as the waste product of cellular processes.

There are some processes where free radicals are actually a good thing – for instance, to kill bad bacteria in certain immune system functions. But, generally free radicals are not helpful. They bounce around hitting cells and causing damage, sometimes even breaking off portions of DNA. The grand sum of this cellular damage is at the root of many health conditions including cardiovascular challenges, poor immune response, and even the appearance of wrinkles on the skin. This is the cumulative wear and tear that results from simply living life. Oxidation is also aggravated by stress, environmental factors, and poor diet.

The effects can be tempered though, through a diet and supplement program rich in antioxidants. Just like it sounds, an antioxidant is a substance that naturally combats oxidation. Antioxidants are substances that bind up the stray electrons and render them harmless. Antioxidant foods and dietary supplements are rated using the ORAC scale, which is a measure of the substance's ability to absorb free radicals. When compared to other recommended antioxidant foods, Jobelyn boasts one of the highest food-source ORAC ratings known. That makes it a superior choice for antioxidant supplementation.

Jobelyn for Inflammation: When the body's crisis switch gets stuck in the "on" position

The other core benefit of Jobelyn is its anti-inflammatory effect. It's important to have a basic understanding of the inflammation process. Typically, when inflammation first occurs, it's a good thing. Inflammation is the body's standard response to injury or infection. When there's a crisis in the body—whether that's a sprained ankle, a torn ligament, or a case of the flu—the body gears up, sending extra white blood cells and other immune system components to the place or places where there is a problem.

That's why an injury site swells up or your glands get big when you're sick. Inflammation hurts, and the pain is the body's way of demanding that you rest the injured part or get extra sleep.

Inflammation is an intelligent system that, when working properly, initiates the first healing stages in response to an injury or illness. However, sometimes the inflammation cycle won't calm down. One of the most common examples is that of a joint injury that continues to cause pain long after the original injury has healed. An ongoing state of inflammation can take the shape of degenerative diseases like arthritis. A hair trigger inflammation response is also at the core of allergic reactions and many asthma cases. So, not all inflammation is bad. But when inflammation won't stop, or it happens in an unproductive manner (ie. allergies, asthma, rheumatoid arthritis), it can drastically limit people and threaten their quality of life.

Scientists have found a group of enzymes involved in inflammation and other processes in the body. These enzymes are referred to as the COX (Cyclooxygenase) enzymes. One in particular, COX-2, is a major player in the bio-chemical cascade that results in inflammation and resulting pain.

Common non-steroidal anti-inflammatory drugs (NSAIDs) inhibit *all* COX enzymes. This is called *non-selective COX-inhibition*. Ongoing use typically results in unwanted side effects such as peptic ulcers—an inflammatory condition in itself. That's a sad situation; having decreased inflammatory pain in one part of the body, you wind up inadvertently causing inflammation elsewhere!

This is where Jobelyn comes in. Thankfully, some natural herbal sources have been found to exhibit *selective inhibition* for COX-2 only—the COX enzyme that is most active in the inflammation process. The traditional African extract of *Sorghum bicolor* is one of these herbal sources. Acting as a proven selective COX-2 inhibitor, Jobelyn soothes the inflammation cycle and brings it to a centered state. Rather than acting as a pain-killer only, masking the symptoms, it works at the level of the inflammation process itself hindering COX-2 activity. This selective COX-2 inhibition results in a steady reduction of inflammation and pain, without the unwanted side effects common with NSAIDs.