

PRESS RELEASE



PRICKLY PEAR COUNTERS BELIEF THAT JET LAG IS UNAVOIDABLE

Jet lag could become a thing of the past thanks the exotic prickly pear.

The Scottish creators of Protex[®] H¹, a natural supplement derived from the prickly pear fruit, say it has a "remarkable" ability to combat this common travel woe.

Protex[®] H has been developed using extracts from the skin of the prickly pear which stimulate the body's natural proteins to banish jet lag.

Professor Ronald Roberts from developer Bradan Limited explains: "Protex[®] H is a safe and natural supplement derived entirely from an edible fruit which stimulates the body's heat shock proteins (HSPs), in turn helping to deal with the physical stress caused by jet lag.

"The body's physical cycles are disrupted by jet lag and this can result in a 'zombie-like' state with worst-case-scenario side effects such as dizziness, disorientation, or digestive or nervous effects.

"However our own scientific research has shown Protex[®] H can largely remove such effects²."

The supplement was originally developed to help prevent fatigue in commercial scuba divers in the Mediterranean. But its popularity with international air travellers has led to it being marketed first-and-foremost as a jet lag supplement.

Its makers use a careful extraction process to source its key active ingredient, the heat shock stimulating factor (Tex-OE™), from the prickly pear's skin.

The fruit is picked at optimum ripeness, and it is distilled, concentrated and blended to ensure all batches are equally effective and stimulate the right level of heat shock proteins. It is turned into tablet form, to be taken two hours before travel.

The number of tablets required depends on body weight (one tablet per 10st) with two tablets found to be the average required dose.

¹ Not a medicine – natural supplement.

² According to recent surveys carried out for Bradan Limited by international scientists, backed by strong positive feedback from many frequent fliers who have already discovered the product online.

PRESS RELEASE

Retailing at £29.98 for a packet of 12 tablets, manufacturers Bradan Limited say this equates to a cost of £5 to mitigate the effects of jet lag for up to three days.

And they are so confident in their claims about the benefits of Protex® H that they offer consumers a money back guarantee if they are not satisfied after taking it before a flight.

The natural food supplement is already attracting some high-profile fans, including Scottish piper Lorne Cousin who has worked with celebrities including Madonna, Stella McCartney and Missy Elliot.

No stranger to being whisked around the globe for star-studded gigs, the celebrity piper now refuses to fly internationally without having Protex® H to hand.

Other Protex® H 'converts' include medical practitioners, pharmacists, medical researchers, high profile businessmen and women, and professional and amateur athletes.

To find out more about Protex® H, or about jet lag and its effects, visit www.protexh.com

ENDS

Notes to editors:

What is jet lag?

Jet lag, more properly referred to as desynchronosis, is not a medical condition. It is the normal result of the accumulation of stresses associated with flying long distances. These occur because of lowered cabin pressures, minimal opportunity to exercise, alterations to the body's metabolic, digestion, thyroid and hormone cycles and particularly the desynchronisation of circadian sleep rhythms. Jet lag causes not just sleepiness but also nausea, lack of awareness, loss of ability to perform tasks such as driving or typing accurately and amnesia. It is generally accepted that a day is required to restore complete normality for every hour's time shift beyond four hours. Most people find jet lag more debilitating when flying from West to East and it gets worse with age.

What are heat shock proteins (HSPs)?

Chaperones or heat shock proteins are the body's natural 'lubricants' when building or repairing tissues. They are essential in the body's response to all physical stresses which damage proteins or cell membranes in any tissue. All types of commonly encountered stresses induce some level of damage at the cellular level, and jet travel across two or more time zones involves lower cabin pressures and oxygen levels, as well as altered food, hormonal and sleep cycles. All of these cause minor tissue damage which persists as 'jet lag' until, with the help of chaperones, it can be resolved. Usually it takes several hours for the body to respond fully to the stress signal and then a considerable time to restore the tissues but it has been shown that when primed by eating Protex H (each tablet has the same benefit of 200g of fresh prickly pear fruit) this normal response can be invoked much more rapidly. Thus the response to the stress is taking place even before the journey is completed.

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Hi res images available on request.

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