

Dr. Alexander Panossian, Noted International Herbal Expert, Joins EuroPharma

Appointed research and science director for development of botanical formulations

EuroPharma[®], Inc., makers of the *Terry Naturally*[®] and *EuroMedica*[®] lines of dietary supplements and natural products, is pleased to announce that Alexander George Panossian, Ph.D., Dr. Sci., has joined their company as a consultant, and research and science director for product development as an expert in herbal products.

Dr. Panossian completed his doctorate in organic chemistry at the Yerevan State University and obtained his scientific degrees from Moscow's Institute of Bioorganic Chemistry and Institute of Fine Chemical Technology. In Armenia, he worked for the National Academy of Sciences and the National Institute of Health. After the collapse of United Soviet Socialist Republics (USSR), Dr. Panossian was made a full professor of chemistry of natural and physiological active compounds in the Russian Federation. In 2003, he moved to Sweden where he worked for the Swedish Herbal Institute as head of research and development. During his scientific career, he was a guest scientist in the laboratory of Nobel laureate Bengt Samuelsson at the Karolinska Institute in Stockholm, at Munich University, and at King's College in London. He has written or co-authored more than 170 articles in peer-reviewed journals.

Alexander Panossian is an advisory board member of the American Botanical Council (ABC) and also the Editor-in-Chief of *Phytomedicine*, *International Journal of Phytopharmacology*, and *Phytotherapy* (Elsevier, Germany).

“I am excited about our new R&D projects with Terry Lemerond, the man who introduced botanical standardization to the U.S. supplement industry in 1982,” states Dr. Panossian, “And he remains a leader in the verification of clinical efficacy and safety of nutritional supplements. This approach is in line with pharmaceutical standards for herbal medicinal products. I hope that the results of our innovative studies based on state-of-art research will directly benefit consumers.”

“Dr. Panossian will be available to help us reach the next level of growth, offering high quality, scientifically studied botanicals that make a real difference in the life and health of consumers” states Terry Lemerond, president and founder of EuroPharma. “He has an incredible wealth of botanical knowledge. I am very happy he is joining our Scientific Advisory Board, as well as overseeing the next generation of botanical product development. It is an honor to work with such a world- renowned herbal expert.”

EuroPharma, Inc., makers of the *Terry Naturally*[®] brand, offers clinically proven and effective nutritional supplements that improve the health of America. Terry Lemerond, founder and president of EuroPharma, is well-known for innovation, and is credited as the first to introduce glucosamine sulfate and standardized *Ginkgo biloba* to the U.S. natural products market. Some of his current exclusive products include Curamin[®], winner of 26 awards for pain relief; CuraMed[®], containing the most clinically studied enhanced absorption curcumin in the world, with beneficial turmeric oil with turmerones, and the #1 product in its category according to SPINS data*; SagaPro[®] for bladder health; Vectomega[®] full-spectrum omega-3 salmon extract; Traumaplant[®] Comfrey Cream; and FastBlock[®] Allergy Relief. The full line of dietary supplements is available throughout the U.S. in both the health food store and professional distribution channels. At EuroPharma, Our Passion is Your Health[™].