

Psoriasis treatment launched, free samples offered

CLEARWATER, FLA. – Reliéva – a clinically proven, steroid-free treatment for mild-to-moderate-plaque psoriasis – has been launched by Apollo Pharmaceutical Inc., which is offering free samples to the first 10,000 people requesting it in the U.S.

A homeopathic product available without prescription, Reliéva was proven safe and effective in a 200-patient, double-blind, placebo-controlled clinical study, says Douglas J. Weiland, M.D., founder and CEO of Apollo Pharmaceutical Inc. (Apollo USA), headquartered in Clearwater, Fla. Results of the study were published in the April 2006 issue of the *American Journal of Therapeutics*,

To request a free sample of Reliéva Therapeutic Cream, call (866) 772-2111 toll-free or order it at www.relievaforpsoriasis.com/free-trial.html. Enter promotional code PRFT0706D when prompted at checkout. Or email the company at infous@apollorx.net. There is a limit of one 0.7 oz. sample per household. Samples will be shipped free of charge to anywhere in the U.S.

Available in cream and lotion, Reliéva is effective for treating the inflammation, itching and scaling associated with psoriasis, a common immune-mediated chronic skin disease that afflicts about 4.5 million people of all age groups in North America. Reliéva is absorbed easily and can be used for as long as needed without side effects.

Currently, Reliéva is available – also without prescription – in pharmacies across Canada or through the Apollo Pharmaceutical website at relieva.net.

Apollo Pharmaceutical researchers started developing Reliéva by refining

extract from the mahonia aquifolium plant – commonly called the Oregon grape (a homeopathic product) – to yield psorberine™, a more-concentrated active ingredient that provides significant biological activity against psoriasis, Weiland says. Then, psorberine™ is encapsulated into a patented novasome™ delivery system to improve penetration and increase the bioavailability of the active ingredient.

The 12-week study was conducted in six cities – in Canada and the U.S. – by Los Angeles-based Global Clinical Research Inc. According to the study, patients using Reliéva demonstrated significant improvement as measured by the Psoriasis Area Severity Index (PASI) as well as Quality of Life Index scores. The study summary and complete published manuscript are available at *relieva.net*.

Apollo Pharmaceutical Inc. (Apollo USA) was formed by Weiland in 2003. Since then, it has been involved in the worldwide acquisition, development, marketing and distribution of products in the fields of dermatology, facial aesthetics and regenerative medicine.

For further information on Apollo Pharmaceutical, visit *apollorx.net* or call toll-free (866) 772-2111.