

POOR VALERIAN QUALITY

Consumer-Lab, an independent supplement evaluator, found only 9 of the 17 valerian products (*Valeriana officinalis*) they tested passed their standards. Four products completely lacked any compounds that would identify them as valerian. Four other products contained roughly half the expected levels of valerian compounds, although they still had valerian's characteristic smell. Unfortunately, this may come from one of the several valerian species sold as *V. officinalis*. Some other species can be high in the compound didrovaltrate, which studies identify as toxic to cells. [Ed. Note: Valepotriate compounds in valerian also vary considerably depending upon when the time of year it is harvested and they drop significantly during storage. See AHA 15:1.] Results were confirmed by a second independent lab. Sales of valerian (*Valeriana officinalis*) more than doubled in 2000, making it the fastest growing herbal product in the US. Website: Consumer-Lab.com

Supplement Industry Executive, Sept./Oct. 2001. (Information Resources, Inc., Chicago, IL product review of valerian supplements, 2001.)

HERBAL LEADERS HONORED

Nutraceuticals World Magazine honored ten Industry innovators in June 2001. Recipients included Mark Blumenthal, founder of American Botanical Council and publisher of *HerbalGram* journal, Herbalist Roy Upton, vice president of the American Herbalist Guild and creator of the research organization, American Herbal Pharmacopoeia [see AHA 15:1,]. Also honored was natural product attorney Loren Israelsen, director of the Utah Natural Products Alliance and president of the consulting firm, LDI Group. Israelsen was instrumental in getting the Dietary Supplement Health and Education Act (DSHEA) of 1994 passed into law. Website: www.nutraceuticalsworld.com

INDUSTRY STOCKS OUTLOOK

A new report released by the financial analyst firm Salomon Soita Barney predicts that natural industry stocks will do well despite the initial drop due to the economy and panic resulting from the September 2001 World Trade Center incident. That is because natural products companies are viewed as "fundamental stock" which investors consider safe investments. Private labels, value brands, and less expensive dietary supplements are expected to do especially well in the near future since consumers who believe in natural products will not forsake the market to save a little money.

Health Supplement Retailer, November 2001.

STEVIA COUNCIL

The United States Stevia Council has been formed by companies selling stevia (*Stevia rebaudiana*). It intends to inform the public about stevia's health benefits and gain FDA support for its use as a flavor enhancer. Stevia was previously banned for import in the US. Stevia products were confiscated and recipe books on how to use it burned [See AHA 11:3, 11:4, 12:1, 14:4, 15:4].

Supplement Industry Executive, May 2001.

ALOE CHINA!

AloeCorp, a large producer of aloe vera (*Aloe vera*), has purchased 1000 acres to grow aloe plants on Hainan Island in China. They opened a corporate sales office and will build an on-site processing plant for fresh processing since aloe begins to degrade within 24 hours after being harvested.

Supplement Industry Executive, September/October 2001.

PATENTING NONI

LifeSmart, Inc. filed a patent for its Noni Soft Chews made from tropical noni fruit (*Morinda citrifolia*). The medicinal candy combine sugars with noni that is "micronized" into tiny pieces. The patent will stop competitors from marketing any combination of noni with an herb, vitamin, or mineral. Meanwhile, the *American Journal of Kidney Diseases* issued a warning that people with kidney disease should avoid noni juice because, like orange and tomato, it is high in potassium.

Supplement Industry Executive, September/October 2001; & Muelleer, BA, et al. 2001. Noni juice: Hidden potential for hyperkalemia? *American Journal of Kidney Diseases* 35(2):310-2.

IN MEMORIAM

VARRO E. (TIP) TYLER 1926-2001

Professor Varro E. Tyler, PhD., ScD died August 22, 2001. Over the last two decades, he has been often quoted as a proponent of medicinal herbs when backed by scientific-based information and has been a prominent player in the herb industry. He was the author of *Tyler's Honest Herbal*, the recent edition co-authored with Steven Foster, and *Tyler's Herbs of Choice*, coauthored with James Robbers [see AHA 11:1]. His monthly articles appeared in *Prevention Magazine*. He was a trustee of the Lloyd Library and was on American Botanical Council's advisory board. Before retiring, Tyler was Dean of the School of Pharmacy and Pharmaceutical Sciences at Purdue University and later vice president for academic affairs. He remained a distinguished Professor Emeritus and held the Lilly Distinguished Chair in Pharmacognosy. In addition, he received an honorary Doctor of Science degree in Germany in May 2001. He was also the first president of the American Society of Pharmacognosy.

HEIN ZEYLSTRA

Retired Medical Herbalist Hein Zeylstra passed away on June 29, 2001. He was the past Director of Research for the National Institute of Medical Herbalists (NIMH). In 1977, he also founded the School of Herbal Medicine, which was later renamed the College of Phytotherapy. As the world's primary teaching school for Western herbal medicine, it influenced standards set by subsequent institutions. Zeylstra also founded the College of Practitioners of Phytotherapy.

Greenfiles, Autumn 2001.

