

## The Story of Oöna PMS2

In 2001 when Oöna Health launched its first product for menopause, it was with the notion that the company would empower women with the knowledge and products to maintain their wellness and widen the choices for their health decisions. The idea was that Oöna Health would do the homework and ensure that the best of all the resources and information are manufactured into its products. But what if the results of the homework came up a little short? That is exactly what happened with Oöna PMS2, Oöna Health's new proprietary cramp bark extract for menstrual cramps and related PMS symptoms.

“Cramp bark is one of those herbs that is a staple for most naturopath and herbalists,” explains Valerie Otto, president and founder of Oöna Health. “However, cramp bark was overlooked by the more sophisticated extract manufacturers. I found the herb to be extremely effective for cramps, but it was difficult to tolerate the taste and take the tinctures throughout the day. I knew there must be a more effective way to take it.”

Oöna Health went to work to create its own cramp bark extract for women. The objective of the research was to create a standardized cramp bark extract. “I loved the idea of a supercritical fluid extraction method,” says Otto. “It is such a clean and consistent method, but we were not sure if cramp bark was a good candidate. We were fortunate to work on this project with Val Krukonis and his brilliant staff at Phasex Corporation.”

“Concurrently, we did exhaustive research on the constituencies of the herb,” Otto continues. “I found that the trade and research associations to be incredibly helpful, such as the monograph work from American Herbal Pharmacopoeia, the American Botanical Council (ABC), Herb Research Foundation, and the work of Steven Foster. While our research went quite a bit further, these were all invaluable resources for us.”

Oöna Health identified and isolated the compound it believes holds a key to the medicinal value of cramp bark. “We all know that there are several, if not hundreds, of synergies that herbs provide to give them their medicinal values,” says Otto. “While our cramp bark extract contains all of its constituencies, we are now able to manufacture for consistent strength.”

The next step was to ensure that all the serving sizes were correct. “We looked at all the top brands of cramp bark on the market and the recommended serving sizes in all the monographs. We then started with a gel cap that contained small amounts so we could add a little at a time and get it just right. The entire process took about a year and a half,” explains Otto. “I believe women will be very pleased with the results.”

“I can't tell you how helpful some of the brightest minds in the industry have been to us,” she concludes, “There may be larger organizations than us in this industry, but I have found that there is still a great deal of heart. I couldn't have done it without them. I know our PMS2 will help women every month.”

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