



Echinacea is also known as Purple Coneflower and is widely used to maintain immunity against infection and against respiratory disease.

Echinacea (*Echinacea purpurea*) contains alkamides, phenylpropanoids and polysaccharides. These are some of the constituents that give Echinacea its therapeutic properties. Some of these are used as quality markers for the product.

Commercial samples of Echinacea can vary widely in quality.

Thin Layer Chromatography (TLC) can be used to determine the quality of herbal extracts.

Equinacea™ is produced from the finest, freshest whole Echinacea plant. Below you can see the difference in quality when Equinacea™ is compared with some of the market leading brands.

Comparison¹ of Equinacea™ with two leading brands. Each track is of identical amounts of each product.

Track 1: English Herbal Medicines Equinacea™

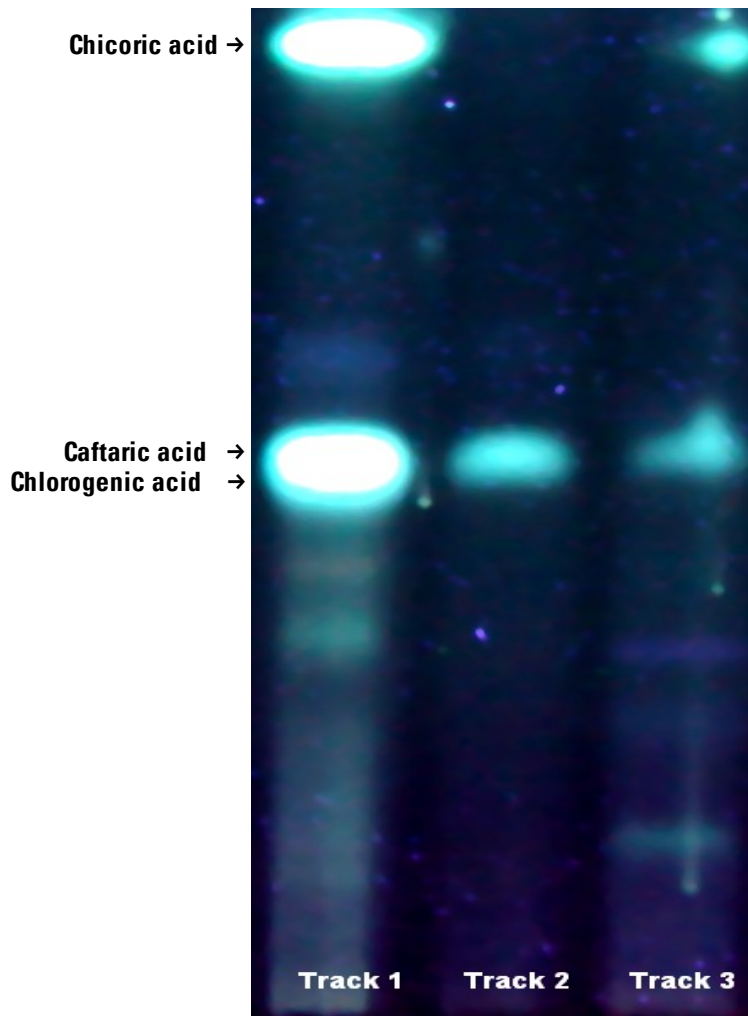
Track 2: Dodson & Horrell Echinacea

Track 3: NAF Echinacea Liquid

Many more markers are seen in track one and at much higher concentration.

This shows that not only does Equinacea™ have a greater concentration of therapeutic constituents than some of the brand leaders, but it also has a greater number.

This is the key to a high quality herbal medicine, and what makes Equinacea™ the only sensible professional choice!



1. 2µL aliquots on Silica gel 60 F₂₅₄ plates.

Developing solvent: ethyl acetate : anhydrous formic acid : glacial acetic acid : water (100:11:11:27).

Development reagent: diphenylboric acid 2-aminoethyl ester and polyethylene glycol 4000.

Visualisation under 365nm UV light.