

Dr. J. Horny OX-XS

Health Canada Approval Number: NPN: 800 58191



1

5/11/2016

Dr. J's Formulas: Dr. J. Horny OX-XS

DR. J'S FORMULAS:

- J. stands for the first letter of the formulator's first name.
- Dr. Jalal is a nutritionist by qualification.
- In 1981, he obtained his Ph.D. degree from U of London (UK).
- Dr. J. has worked for different sectors in various countries including Abbott Labs.
- Dr. j. is well-known for his books & scientific publications.

2

11/5/2016

Dr. J. Horny OX-XS

“HOLY LAND TRADITIONAL MEDICATIONS INC.” (HLTM)

- HLTM incorporated federally and operating from Ontario.
- HLTM received (from HC) over 100 approvals that include:
 - Well-being & sexual health products
 - Sport nutrition products, Diabetes & Cardiovascular, Slimming, cosmetic, Vitamins and Minerals and many other lines of products.

3

3/11/2016

Dr. J. Horny OX-XS

WHY DR. J. HORNY OX-XS?

The product contains ingredients from various categories. Its component doses are complementary (for different roles within intended effects).

The product contains:

- Maca,
- Tribulus Terrestris
- Horny goat weed.
- Royal Jelly

4

3/11/2016

Dr. J. Horny OX-XS

MACA:

- **Increases** Seminal volume and Sperm count per ejaculum.
- **Increases** Motile sperm count, and Sperm motility.

Note: Maca improved sperm production and motility by mechanisms not related to Luteinizing Hormone (LH) and Follicle-Stimulating Hormone (FSH), Prolactin (PRL), Testosterone (T) and ESTRADIOL (E2).

Source: Gonzales G.F. et al. (2001), Dording CM, et al. (2008), and T. Zenico, et al. (2009)

5/11/2016

Dr. J. Horny OX-XS

TTRIBULUS TERRESTRIS (TT):

TT extract contains Protodioscin (PTN), which has been clinically proven to improve sexual desire and enhance erection via the conversion of protodioscin to De-Hydro-Epi-Androsterone (DHEA). Semen analysis showed significant enhancement in sperm concentration, motility and liquefaction time.

Akram et al. (2011), E. Akhtari et al. (2014), Barboza Gama et al. (2014), and Salgado et al. (2016)

6

5/11/2016

Dr. J. Horny OX-XS

HORNY GOAT WEED:

Its efficacy is due to its flavonoid components (icariin).

- In the CHM the herb fortifies the yang for patterns of kidney yang deficiency with such symptoms as impotence and infertility (**Bensky D. et al., 2004**).
- Also, it was indicated that the traditional application of this herb is the impotence. The herb has aphrodisiac actions mainly because it stimulates secretion of semen causing the filling up of the scrotum, thereby stimulating the sensing nerves and indirectly promoting sexual desire. (**Hsu H-Y, et al., 1996**).

7

5/11/2016

Dr. J. Horny OX-XS

ROYAL JELLY: To provide antioxidants

- Administration of antioxidants to infertile men has been assessed in numerous clinical studies.
- Zini et al. at McGill U. suggested that dietary antioxidants may be beneficial in reducing sperm DNA damage, particularly, in men with high levels of DNA fragmentation.
- Also, Available studies showed that the use of oral antioxidants in infertile men could improve sperm quality and pregnancy rates.
- Zini et al. (2009), Ross et al. (2010), P. Gharagozloo and R. Aitken (2011)

5/11/2016

Dr. J. Horny OX-XS

HEALTH CANADA APPROVED MEDICAL CLAIMS (Horny OX-XS)

- Horny Goat Weed; known in Chinese H. Medicine for aphrodisiac.
- Maca; helps to support emotional aspects of sexual health.
- Tribulus terrestris; traditionally used in Ayurveda as aphrodisiac for men (stimulate or intensify sexual desire for men)
- Royal Jelly provides; antioxidants and used in Herbal Medicine as a nutritive tonic.

9

07/11/2016

Dr. J. Horny OX-XS

DIRECTION & DURARION OF USE:

Daily Dose: 1.5 Scoop (7 grams), two times per day

Direction of Use: Mix with yogurt, Juice or cereals

Efficacy: Consume at least 2 jars (for one month) before seeing benefits. However, benefits could appear after two weeks.

Duration of Use: Continue to use as necessary (No restriction for duration of use).

10

07/11/2016

Dr. J. Horny OX-XS

PACKAGING & AVAILABILITY:

Packaging:

Available in a black PET plastic Jar.

Each Jar contains 210 g (adequate for 15 days)

Flavors:

Available in two flavors:

- Lemon-Lime flavor and
- Vanilla - Caramel flavor

11

5/11/2016

Dr. J. Horny OX-XS

OTHER "DR. J. FORMULAS" APPROVED PRODUCTS

BRAND NAME	ACTIVE INGREDIENTS	RECOMMENDED DOSE	HC APPROVED RECOMMENDED USE
<i>Dr. J. Horny OX</i>	<i>Maca, Tribulus terrestris, Horny Goat Weed, Panax ginseng, Rutin, Arginine, Ginkgo biloba L.</i>	<i>3 Tablets, 3 times/day.</i>	<ul style="list-style-type: none"> • <i>Helps support emotional aspects of sexual health.</i> • <i>Tribulus is traditionally used in Ayurveda to stimulate or intensifies sexual desire for men.</i> • <i>Helps reduce mental fatigue and to enhance physical performance.</i> • <i>Helps to support peripheral circulation.</i>
Dr. J. 4-men-6	Tribulus terrestris 500 mg	2 to 3 Capsules 3 to 4 times/day.	• Traditionally used in Ayurveda to stimulate and intensify sexual desire.
Dr. J. Menopause	Maca (Lepidium meyenii). 500 mg	2 Capsules, 3 times/day	<ul style="list-style-type: none"> • Support emotional aspects of sexual health • Maintain healthy mood balance during menopause and provides antioxidants
Dr. J. EJA Control	Benzocaine (7.5%)	Gel, Topical	Helps in the prevention of premature ejaculation

12

5/11/2016

Dr. J. Horny OX-XS

ADULTRATION AND FALSE CLAIMS:

- **ADULTRATION:** Some products may contain undeclared chemicals such as Sildenafil & Tadalafil.
- **INADEQUATE DOSE:** In some products, the daily dose of AI are very low that it may has little impact on the user sexual performance or his sperms numbers & motility.
- **FALSE CLAIMS:** There are some products that advertised for sexual purposes, although HC approved the products for different conditions.

13

5/11/2016

Dr. J. Horny OX-XS

CONCLUSIONS

Dr. J. Horny OX-XS contains ingredients from various categories:

1. **Maca:** Increases seminal volume, sperm count & motility,
2. **Tribulus:** Improves the sexual desire and enhance erection,
3. **Horny G. Weed:** Contains icariin, which has the same target as sildenafil (Viagra) and
4. **Royal Jelly:** Provides antioxidants and could improve sperm quality and pregnancy rate.

- ***Our bottle is filled with pure science***¹⁴

5/11/2016

Dr. J. Horny OX-XS

CONTACT INFO:

Holy Land Traditional Medications Inc.

Ottawa, Ontario

Phone: 613- 695 1967, Fax: 613- 695 2016

Email: info@holymedications.com

Toll Free: 1-844-695 1967

www.holymedications.com

15

5/11/2016