



AVINI HEALTH
ADVANCES IN NATURAL HEALING



**A New Resource
in the Fight Against
Chronic Pain &
Opioid Dependence**



Plus Relief is a Safe, Non-Narcotic, and Non-Addictive Pain Reliever Clinically Proven to Treat Moderate to Severe Chronic Pain While Not Impairing Cognitive Function.

Plus Relief works as an analgesic and an anti-inflammatory.

COBRA VENOM AS AN ANALGESIC

The active ingredient in Plus Relief is a 10,000-fold dilution of Asian Cobra venom.

- Listed in the Homeopathic Pharmacopeia (HPUS)
- Cobra venom has been used to control severe pain for over 100 years
- Employed when opiates were ineffective or failing
- Over 46 published clinical trials completed
- Excellent safety profile - Broad pain control activity
- Emphasis on cancer pain and arthritis
- Published rat model showed that plus Relief was superior to morphine; lasted 4 hours longer – 600x's more potent on a molecular basis

Plus Relief Overview:

A New Tool in the Fight Against Chronic Pain, and Opioid Abuse

WHAT IS PLUS RELIEF:

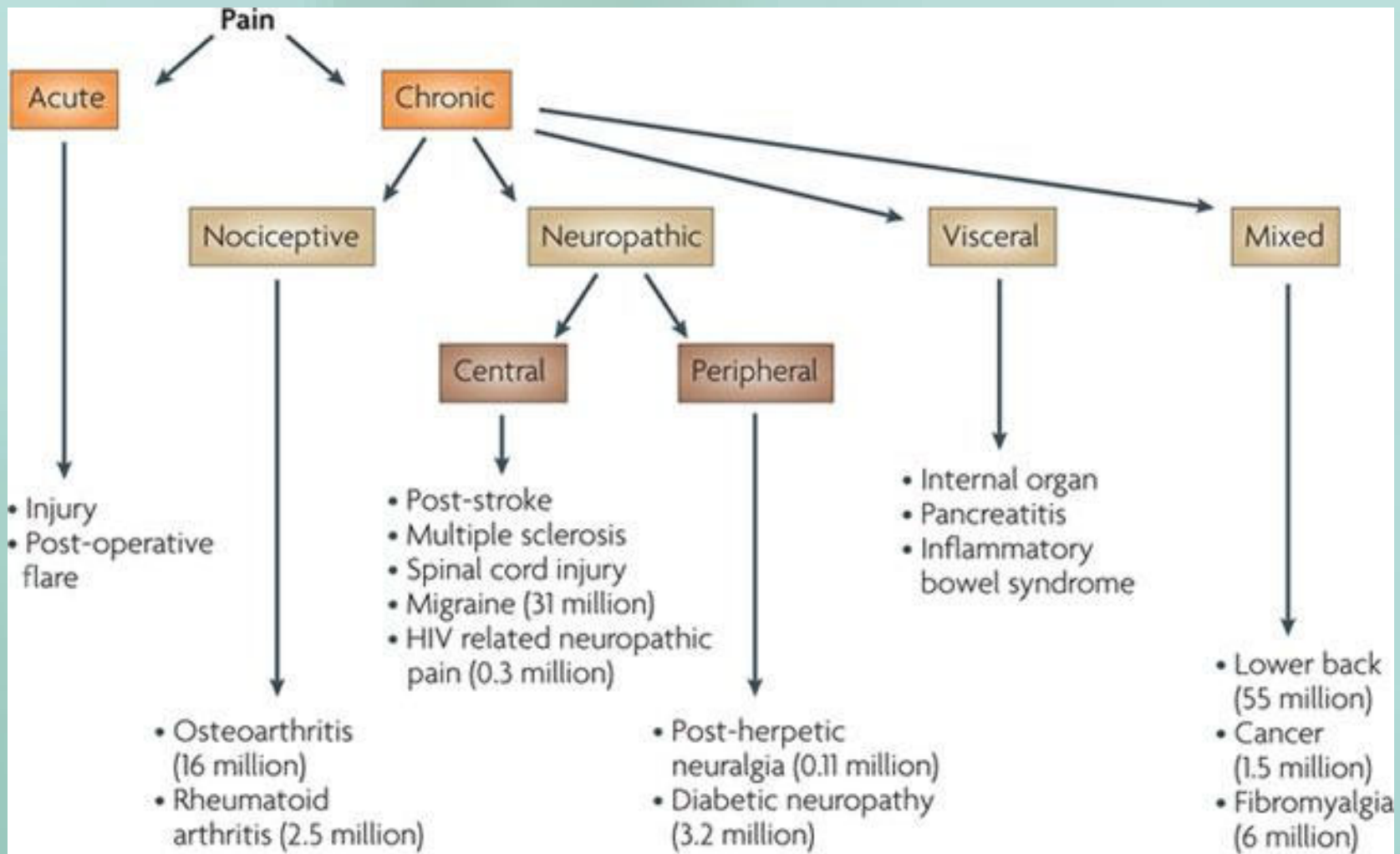
- **A Non-Prescription, Anti-Inflammatory Analgesic Pain Killer – Safe, Effective, Powerful, and Proven**
 - over 300,000 units sold (3MM doses)
- **Designed for Stage-III Moderate-to-Severe Chronic Pain**
- **Derived from peptides found in Asian Cobra Venom**
 - α -Cobratoxin – diluted 4X (10,000-fold); 30-140 $\mu\text{g}/\text{ml}$ dose
 - Company possesses broad patent for use of cobratoxin to treat pain (7,902,152) – 10yrs. remaining
- **Effective against: most Chronic Nociceptive, Neuropathic, and Visceral Pain**
 - May be effective against 1st & 2nd Degree Burns
 - Not effective for acute pain (cuts, punctures, post-operative)
 - Not an anti-pyrolytic (fever-reducer)
- **Current Formulations:**
 - Topical Gel & Roll-on (pain relief in $\approx 20\text{min}$)
 - Oral Spray (for pain prevention, takes 3-4 days to maximize the benefits)



Plus Relief Treats Multiple Types of Pain, Including:

- Joint Pain
- Muscle Pain
- Neck Pain
- Arthritis Pain
- Repetitive Stress Pain
- Neuralgia
- Some Back, Headache, and Migraine Pain

Types of Pain



- Burn Pain
- Dental/Facial
- Musculoskeletal
- Menstrual

PRESCRIBED OPIOIDS

Plus Relief Comparisons



ENOXACIN & ARNICA



MENTHOL COLD TREATMENTS



OVER THE COUNTER



HEMP PAIN TREATMENTS



PRESCRIBED OPIOIDS

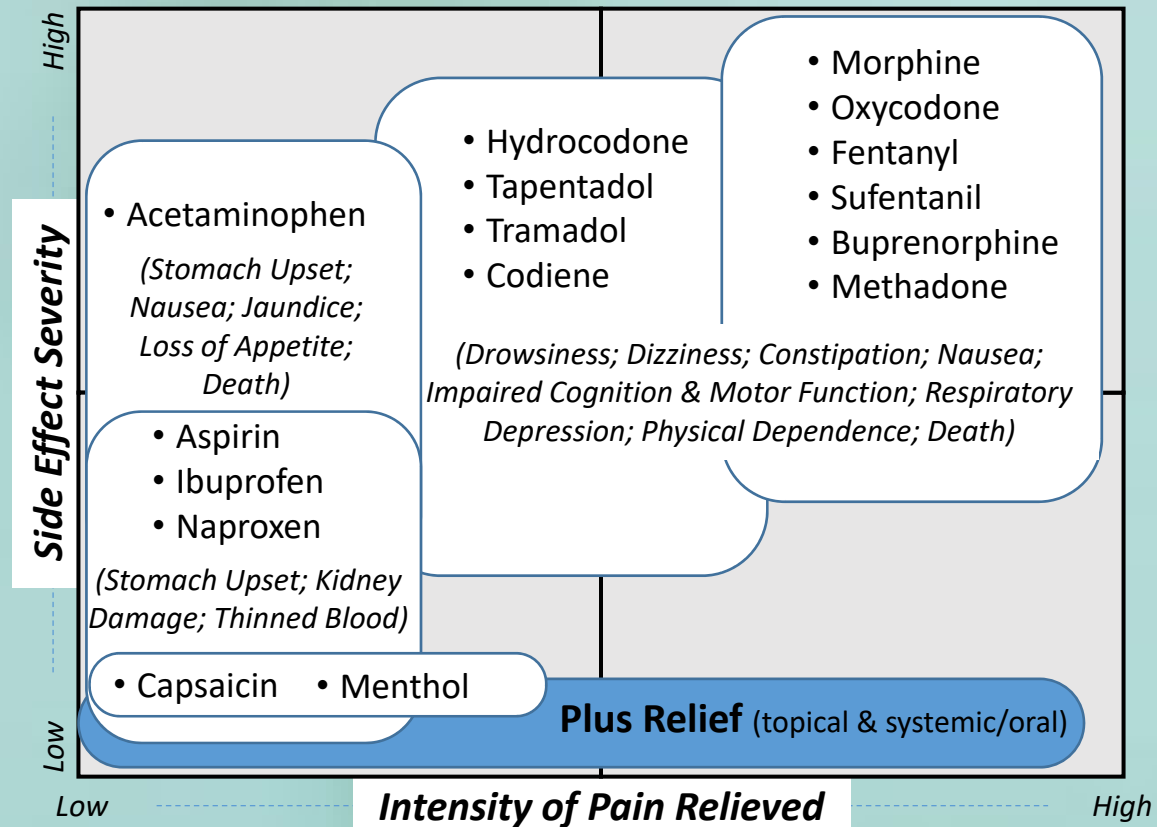


Active Ingredient	Cobra Venom is the most effective form of chronic pain relief. Cobra Venom helps block neuro-pathways, blocking the pain signal, and addressing pain at the deepest level.	Enoxacin plus Arnica, a mild form of pain relief, not as effective as Cobra Venom	Menthol, least effective form of pain relief, only masks pain with a mild cold sensation	Active ingredient varies. Have been shown to be harmful for stomach, liver, and kidneys. Especially when used long-term to treat chronic pain	Hemp has very minimal pain relieving benefits in such low doses. Only masks the pain. Often includes menthol to help mask pain	Opioids are highly addictive, with many known negative side effects
Targeted Relief	Chronic AND Temporary Relief	Only Temporary Relief	Only Temporary Relief	Only Temporary Relief	Only Temporary Relief	Only Temporary Relief
Works Better with Use Over Time	Yes. P. Relief works better over time because it helps condition receptor neurons in your brain, in what is called 'Induced-Fit'. There is no desensitization or tolerance build-up.	No. Over time the effects diminish, resulting in increased doses to receive the same level of relief.	No. Over time the effects diminish, resulting in increased doses to receive the same level of relief.	No. Over time the effects diminish, resulting in increased doses to receive the same level of relief.	No. Over time the effects diminish, resulting in increased doses to receive the same level of relief.	No. Over time the effects diminish, resulting in increased doses to receive the same level of relief.
Is it Addictive?	Not Addictive	Not Addictive	Not Addictive	Not Addictive	Not Addictive	Proven to be very addictive. Developing a dependency.
Safety of Use	Safe for long term use. Safe for the skin, liver, kidneys, stomach, and rest of body. No serious side effects.	Can cause skin irritation and burning, rapid heartbeat, and other risks from Arnica	Menthol can damage the skin over time and cause nerve atrophy. Menthol products usually contain a warning to discontinue use after 5 days	Side effects including damage to stomach, liver and kidneys, associated with long term use	Not tested long-term	Serious side effects associated with long term use
Can be used in combination with other over-the-counter or prescription medications	Yes, safe for use with other forms of medication and treatments	Known side-effects with certain medications	No known side effects with other medications	Known side-effects with certain medications	Not tested long-term	Known side-effects with certain medications
Types of Nerve Pain Treated	Cobra Venom treats all types of nerve pain, including Nociceptive, Neuropathic, and Visceral Pain	Cannot claim to treat Visceral Pain	Cannot claim to treat Visceral Pain	Cannot claim to treat Visceral Pain	Cannot claim to treat Visceral Pain	Depends on prescribed medication
Smell	No Smell or Dyes	Usually no smell	Strong menthol smell	No smell	Strong menthol smell	No smell
Other Perks & Benefits	Non-sticky and non-staining. Non-NSAID. Does not upset the stomach or kidneys, Does not thin the blood, Does not impair cognitive or motor function					

How Plus Relief Compares To Other OTC & Rx Pain Treatments

Plus Relief is Safe & Effective against a Broad Swath of the Pain Spectrum:

From Mild to Severe, Plus relief can treat many types of pain, without the side effects of NSAIDs & Opiates



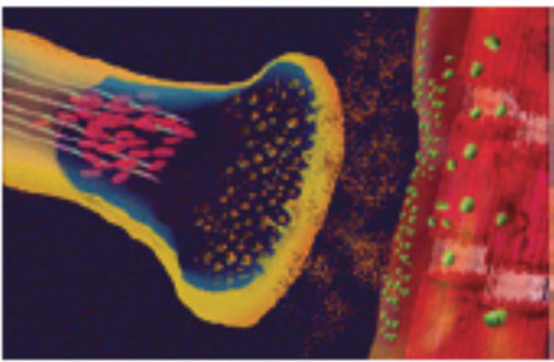
**Plus Relief can be used alone, or in concert
with other OTC and/or Rx Pain Killers**

Potentially allows for great reduction in use – and abuse – of Rx opiates

Plus Relief: How it Works

An Acetylcholine Modulator

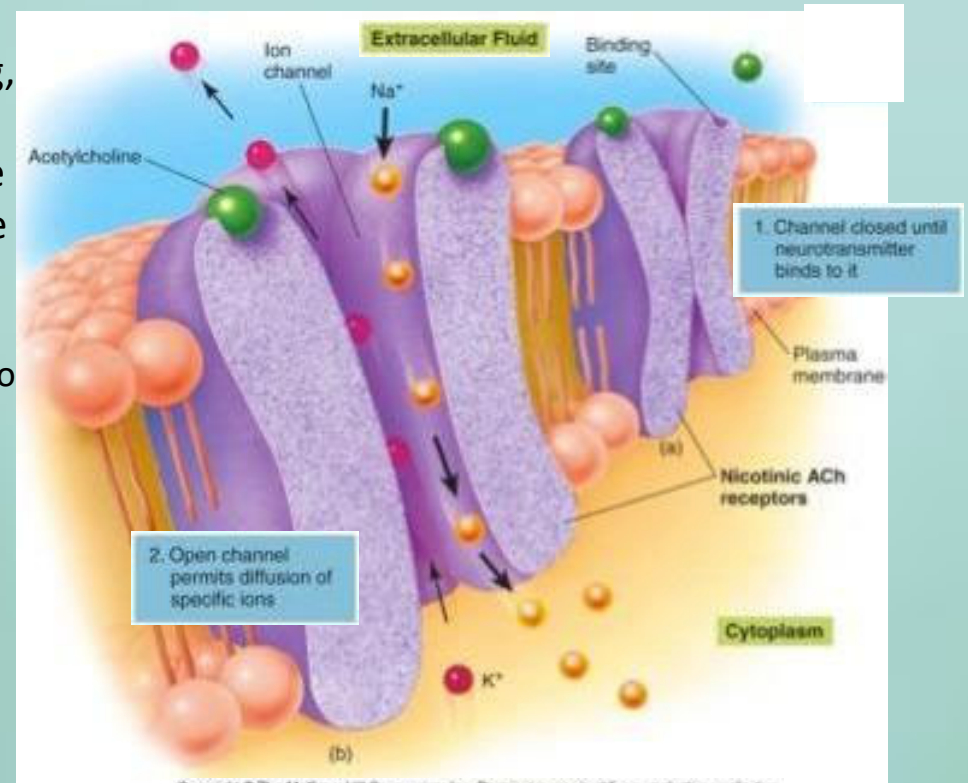
Background: The Biochemical Mechanics of Normal Neuro-Transmission



- During normal neurotransmission, acetylcholine (ACh) is released from the presynaptic neuron into the synaptic space, and binds to the nicotinic ACh receptor (nAChR) on the postsynaptic neuron. Once ACh binds to a nerve's receptor, the receptor opens an ion channel, allowing Sodium (Na^+) and Potassium (K^+) ions to flow through the neuron's exterior membrane and across the synaptic space. This is how electrochemical nerve signals pass from one nerve cell to the next

- As soon as the channel is open and ions are flowing, the enzyme Acetylcholinesterase (AChE, located on the postsynaptic neuron) begins breaking down the ACh, causing the ion channel to close and the nerve signal to stop – *like removing the ACh “key” from the receptor “lock”*
 - The nerve absorbs and recycles the ACh components to synthesize new ACh, like LEGO bricks continuously coming together and being broken apart
- The whole process of binding, signaling, and breakdown occurs in a fraction of a second
 - Indeed, one AChE molecule can tear apart 25,000 ACh molecules per second

Continued



Plus relief: How it Works, continued

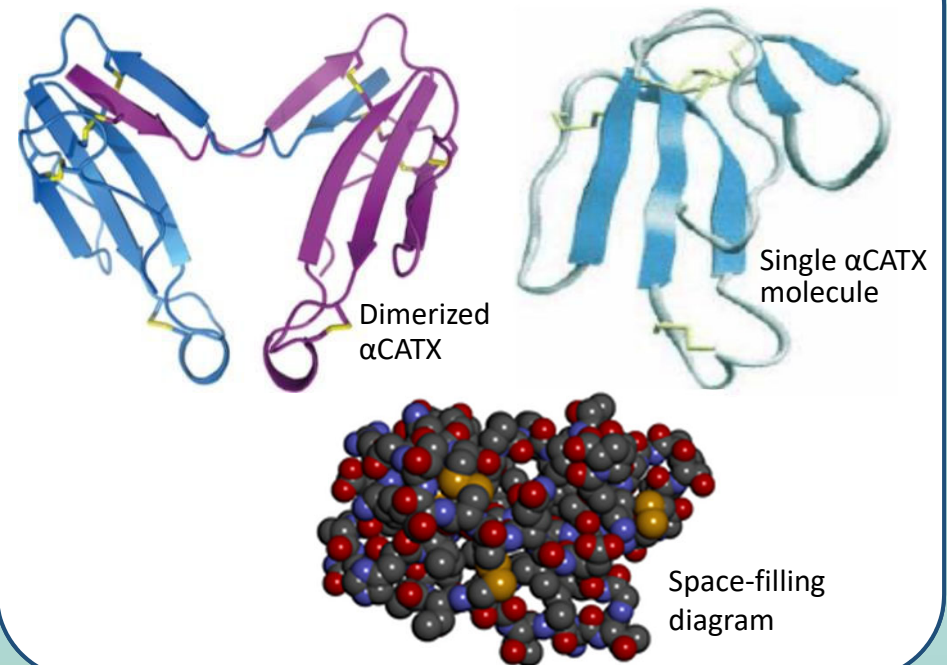
An Acetylcholine Modulator

Plus Relief binds to the same nicotinic nerve receptors (nAChR) normally used by the neurotransmitter Acetylcholine (ACh)

- **The protein peptides in Plus Relief (primarily α -Cobratoxin) bind to the same nACh receptors, with an affinity orders-of-magnitude greater than ACh. This blocks ACh from bonding, thus inhibiting ion flow and preventing neurotransmission**
- **Importantly, AChE cannot break down Cobratoxin, so the receptors remain blocked for much longer, and the nerve signals remain impeded for a longer time – *like breaking off a chemical “key” in the receptor “lock”* ***
 - At full concentration (i.e. snake bite), this would cause muscular paralysis and eventual death (when the toxins paralyze the diaphragm)
- At Plus Relief’s greatly diluted concentration, the result is a **Neuro-Modulatory Effect – “turning down the volume” of pain signals**, and preventing the resulting inflammatory cascade reaction
 - Typical dose is 30-140 μ g/ml
 - *Compared to typical Botox dose of 0.33ng/ml: Plus Relief is up to 480,000x more concentrated*

* Interesting side note: while cobratoxins reversibly bind to nAChR, Organophosphate Pesticides (and the military nerve agents derived from them) bind irreversibly/permanently, causing paralysis, seizure, and death much faster than a snake bite.

3D Structure of α -Cobratoxin (α CATX)



- Despite having a well understood method of action, **Plus Relief is currently classified as a Homeopathic:**
 - Highly diluted active ingredients; all natural ingredients; venom already in the Homeopathic Pharmacopeia
 - Is manufactured using current Good Manufacturing Practices (cGMP), incl. testing all raw materials and finished batches, and obtaining Certificates of Analysis on all batches

Plus Relief provides Extra Strength (ES) - Stage 3 Pain



ORAL SPRAY

Specifically formulated to relieve:

- ✓ Angina Pectoris
- ✓ Angina Faucium
- ✓ Back Pain
- ✓ Headaches
- ✓ Joint Pain
- ✓ Migraines
- ✓ Neck Pain
- ✓ Ovarian Pain
- ✓ Painful Periods
- ✓ Neuralgia



TOPICAL GEL

In *Easy-Squeeze* or *Roll-On*

Formulated to relieve pain associated with:

- ✓ Arthritis
- ✓ Joint Discomfort
- ✓ Repetitive Stress

