

## FREQUENTLY ASKED QUESTIONS

1. Q. *Why can't I read the "for Health Care Practitioner" information on your Web Site?*

A. The U.S. Food and Drug Administration was created to protect consumers from unsafe and falsely advertised products. In marketing Endorphinate<sup>®</sup> to consumers, FDA rules and regulations do not allow us to discuss our research and findings with regard to how Endorphinate<sup>®</sup> safety and efficacy compares with prescription or non-prescription medications and whether using Endorphinate<sup>®</sup> can reduce or replace the need to use these medications.

We are permitted, however, to provide this information to health care practitioners. They bring specialized training, knowledge, and expertise to an evaluation of our scientific studies, clinical trials, and case study data and the comparison of the efficacy and safety of Endorphinate<sup>®</sup> with other available products. We are proud of, and confident in the safety and efficacy of Endorphinate<sup>®</sup> and encourage you to discuss Endorphinate<sup>®</sup> with your health care professional.

2. Q. *What benefits am I likely to experience when taking Endorphinate<sup>®</sup> ?*

A. Results from a study of more than 200 individuals with emotional distress found that nearly everyone reported substantial relief from worries and fears, obsessions and compulsions, anger and irritability, as well as depressed mood. Similarly, nearly everyone with physical distress reported substantial relief from aches and pains, gastrointestinal concerns, as well as restlessness and agitation. Individuals with sleep, sexual, and memory concerns generally reported substantial improvement. Cravings for food, alcohol, and drugs were generally reduced with greater control over use of these substances.

Nearly everyone in the study reported a substantial improvement in calm and well-being, concentration and attention, as well as physical comfort. Emotional, relationship, sexual, and work satisfaction were generally improved. Many individuals reported an increase in energy and motivation as well.

Please refer to our Case Study Summary for more information. The link is on our Home Page.

3. Q. *How rapidly will I experience benefits from taking Endorphinate<sup>®</sup> ?*

A. Individuals vary considerably. While some experience benefits within the first hour, others take a few days or weeks of regular use. Usually, the more serious the impairment in functioning, the longer it may take to see improvement. However, some individuals with more severe emotional and physical distress report fairly immediate relief.

4. Q. *Do the benefits continue to increase over time?*

A. Most people experiences greater benefits over time. In general, we find that the longer an individual takes Endorphinate<sup>®</sup> on a twice-daily basis, the more meaningful relief is reported. For many, benefits continue to improve over the course of several

months.

5. Q. *Will I experience side effects?*

A. No one has reported an increase in distress or any undesirable side effects.

6. Q. *Are there any medical risks associated with Endorphinate®?*

A. All ingredients in *Endorphinate®* are natural herbs, amino acids, vitamins, and minerals that have been widely used for decades without any significant medical risk. However, consultation with a healthcare professional is recommended for any medical concerns you may have about using *Endorphinate®*, particularly for individuals who have a medical condition and women who are pregnant or lactating.

Q. *Can I become addicted to Endorphinate®?*

A. There is no evidence that *Endorphinate®* produces tolerance or dependence. Therefore, if you decide to continue taking *Endorphinate®* in order to maintain benefits, there is no need to continually increase dosing to obtain these effects, nor are there withdrawal symptoms when discontinuing use.

7. Q. *What happens if I stop taking Endorphinate®?*

A. No one has reported withdrawal symptoms when discontinuing *Endorphinate®*. For some individuals, especially those taking *Endorphinate®* daily for several months, benefits have continued after *Endorphinate®* was discontinued. However, others find that their benefits are maximized by continued daily use of *Endorphinate®*.

8. Q. *What is the best dose to start with? How will I know if I should increase or decrease the dose?*

A. In general, two servings daily, before or during breakfast and dinner, appear to maximize continual benefits. While most individuals find that two-capsule servings are most effective initially, anyone particularly sensitive to supplements (including caffeine) should start with one capsule, twice daily. Dosing should be reduced if any undesirable effects are experienced.

Continue the initial dosing for at least one week in order to observe effects. Dosing can subsequently be increased up to six capsules daily in order to improve benefits. Over time, personalized dosing schedules can be developed to maximize effects. Many people find that after taking *Endorphinate®* for a few months, the benefits are maintained even when the dose is gradually reduced. Most individuals find that long-term dosing with two to four capsules daily appears to maintain benefits.

9. Q. *Will I have better benefits if I take more capsules daily?*

A. Generally, benefits are improved with higher daily dosing, up to six capsules daily. However, for many individuals, this is unnecessary and lower doses in the range of two to four capsules daily is sufficient.

10. Q. *How long can I take Endorphinate®?*

A. *Endorphinate®* has been taken as long as three years without any complications, and

its ingredients have been safely used daily for decades. Therefore, the evidence suggests that there is no limit to long-term use of *Endorphinate*<sup>®</sup>. In fact, the science of *Endorphinate*<sup>®</sup> suggests that long-term use of *Endorphinate*<sup>®</sup> may help maintain healthy homeostatic balance in the endorphin and related stress and pain neurotransmitter systems, thereby helping to *prevent* maladaptive responses to stress and injury.

11. Q. *Is there any reason to take Endorphinate<sup>®</sup> even if I generally feel fine?*

A. This is a personal decision. The science of *Endorphinate*<sup>®</sup> suggests that long-term use of *Endorphinate*<sup>®</sup> will help maintain healthy homeostatic balance in the endorphin and related stress and pain neurotransmitter systems, thereby helping to *prevent* maladaptive responses to stress and injury. Many individuals take *Endorphinate*<sup>®</sup> together with their daily vitamins as a way of helping to *prevent* the typical neurotransmitter imbalances that occur as a result of aging and the impact of life's stresses and injuries as well processed foods, alcohol, and drugs. Individuals on *Endorphinate*<sup>®</sup> are more likely to maintain a sense of calm, comfort, and well-being regardless of the stress of daily life, injury, alcohol, and drugs. Furthermore, they are more likely to respond adaptively and effectively to these stresses, including challenging relationships, work, financial, medical, and other life circumstances.

12. Q. *Is it necessary to take Endorphinate<sup>®</sup> every day?*

A. Evidence suggests that daily dosing produces the most consistent benefits. While *Endorphinate*<sup>®</sup> can be taken "as needed", this is not recommended, since this dosing will most likely limit potential benefits.

13. Q. *Is there any limit to the number of capsules I can take daily?*

A. Yes. Six capsules/day.

14. Q. *The label indicates that Endorphinate<sup>®</sup> includes guarana, which contains caffeine. Will this produce restlessness or sleeping difficulties?*

A. *Endorphinate*<sup>®</sup> was developed using scientific principles that combine the endorphin-enhancing power of caffeine with other ingredients that maximize calming effects and eliminate the restlessness and sleeping difficulties often experienced when caffeine is taken alone. Therefore, most individuals find that *Endorphinate*<sup>®</sup> enhances calm, relaxation, and sleep, while at the same time promoting a sense of sustained energy, concentration, and motivation. In addition, *Endorphinate*<sup>®</sup> uses guarana, which contains a particularly safe, natural form of caffeine that does not create the rapid "ups and downs" of most other sources of caffeine, including coffee and energy drinks. However, in the unusual situation in which sleep is impaired in any way, the second serving of *Endorphinate*<sup>®</sup> can be taken earlier in the day, perhaps mid-afternoon or with dinner.

15. Q. *Will Endorphinate<sup>®</sup> eliminate all pain?*

A. While certain aches and pains may be completely eliminated with daily use of *Endorphinate*<sup>®</sup>, others may only be reduced or even remain unchanged. Certain pain is adaptive and alerts us that there is significant tissue damage, which could be increased if care is not taken. However, *Endorphinate*<sup>®</sup> can help to relieve most aches and pains that are maladaptive and due to protracted imbalances in the endorphin system.

Important benefits of *Endorphinate*<sup>®</sup> typically include increased calm, comfort, and well-being as well as an enhanced ability to handle stress and injury. What this means is that even if certain pain continues, the individual is more likely to adaptively handle this stress without producing secondary emotional distress, such as anxiety, agitation, and panic, which often causes more suffering than the experience of pain itself.

In our studies of induced pain, when subjects are asked to keep their hand in ice-cold water as long as they can, *Endorphinate*<sup>®</sup> has been shown to substantially increase their ability to keep their hand in the water. This enhanced pain tolerance demonstrates an important benefit of *Endorphinate*<sup>®</sup>. While subjects may report the experience of some pain during this procedure, they describe a substantial relief in emotional and physical distress. In other words, while they continue to be aware of critical sensory alerts, including pain, they are able to tolerate and adapt to them more effectively. When the pain is triggered by stimuli that will not cause injury to the body, such as the cold water, the person is able to remain calm and keep their hand in the water. At the same time, normal pain reflexes remain intact, allowing the individual to respond adaptively when the pain may alert them to a potentially injurious situation, such as a flame.

Therefore, while certain pain may continue to be experienced with *Endorphinate*<sup>®</sup>, the individual is better able to remain calm and handle the pain more adaptively and respond to the situation more effectively. At the same time, chronic aches and pains may be reduced and even eliminated, since they are often a result of protracted endorphin imbalances rather than serious injury or risk of further damage.

16. Q. *Can I take Endorphinate<sup>®</sup> with over-the-counter (OTC) pain-relieving drugs?*

A. Although many individuals have used *Endorphinate*<sup>®</sup> concurrently with OTC pain-relieving drugs, and there have been no reports of problems or concerns, we recommend that you consult your healthcare provider prior to either discontinuing the OTC pain medications or taking them concurrently with *Endorphinate*<sup>®</sup>.

17. Q. *Can I take Endorphinate<sup>®</sup> with prescription medication?*

A. We recommend consulting your healthcare provider before taking *Endorphinate*<sup>®</sup> if you are taking prescription medication of any kind.

18. Q. *Are there any other known drug interactions with Endorphinate<sup>®</sup>?*

A. Certain ingredients in *Endorphinate*<sup>®</sup> can function as mild blood-thinners. While for most individuals this is healthy, like “baby” aspirin, anyone in treatment for a blood disorder or a woman pregnant or lactating should consult their healthcare professional before taking any supplements, including *Endorphinate*<sup>®</sup>.

19. Q. *Will Endorphinate<sup>®</sup> help with my anxieties and fears?*

A. Our studies have shown that daily use of *Endorphinate*<sup>®</sup> helps reduce emotional distress including anxieties and fears. By restoring balance and enhancing the endorphin and other stress-related neurotransmitter systems, chronic distress signals are reduced, thereby producing an increased sense of calm and well-being. *Endorphinate*<sup>®</sup> may help

to resolve the neurophysiologic imbalances that underlie many chronic anxieties and fears.

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20. Q. *How can Endorphinate<sup>®</sup> help me have better relationships at home and work?*

A. By promoting a sense of calm, comfort, and well-being, many people report that they are able to be more compassionate in their relationships. They report that they are less irritable, angry, and impatient with others, dramatically reducing their negative impact in personal and work relationships. In fact, reports from “significant others” support this conclusion. Therefore, *Endorphinate<sup>®</sup>* can benefit not only the individual, but also their friends, family, colleagues, and the social world around them.

21. Q. *Can Endorphinate<sup>®</sup> help me reduce my cravings for food? Alcohol? Painkillers?*

A. Our studies have shown that daily use of *Endorphinate<sup>®</sup>* can often help reduce a variety of cravings.

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22. Q. *Will Endorphinate<sup>®</sup> help me develop a healthier lifestyle?*

A. There is evidence to suggest that by reducing emotional and physical distress with *Endorphinate<sup>®</sup>* many individuals are better able to achieve a healthier lifestyle. For instance, by reducing cravings for food, alcohol, and drugs, the individual may have greater control over use of these substances. Similarly, many individuals who find exercise and meditation stressful, often experience these activities in more satisfying ways when taking *Endorphinate<sup>®</sup>*, thereby motivating them to continue these health-promoting behaviors.

Obviously, *Endorphinate<sup>®</sup>* does not automatically lead to healthier lifestyle choices; it only enhances the individual’s ability to more freely make them and to maintain these healthier behaviors and attitudes. Our studies also suggests that when individuals develop a healthier lifestyle, the benefits of *Endorphinate<sup>®</sup>* are substantially increased. Therefore, we recommend developing a healthy endorphin-enhancing lifestyle in addition to daily use of *Endorphinate<sup>®</sup>*, including regular exercise, healthy nutrition, yoga and meditation, and compassionate relationships.

23. Q. *Do you recommend certain foods, beverages, and supplements in addition to Endorphinate<sup>®</sup>?*

A. We believe that maintaining a natural balanced diet is critical to long-term health and well-being. We recommend eliminating processed foods, whenever possible, emphasizing whole natural foods, including fresh fruits and vegetables, whole grains and beans, as well as fish and lean meats. There is evidence to suggest that processed foods, particularly those containing sugar, can produce protracted endorphin imbalances, which leads directly to chronic emotional and physical distress. While *Endorphinate<sup>®</sup>* can help

reduce these imbalances, eliminating the cause of them certainly makes sense.

Water is a good health-promoting fluid for our body. In addition, we recommend green tea, a naturally balanced endorphin-enhancing beverage, which contains certain components of *Endorphinate*<sup>®</sup>. Caffeine drinks, such as coffee and tea, can be consumed in moderation when taking *Endorphinate*<sup>®</sup>, and may even enhance certain benefits. However, without *Endorphinate*<sup>®</sup>, caffeine alone can create imbalances in the endorphin system, leading to emotional and physical distress including rapid swings in energy and mood, as well as increased sensitivity to pain and stress.

While daily use of *Endorphinate*<sup>®</sup> can be effective without a change in lifestyle, we have found that a health-promoting lifestyle and diet can exponentially enhance all benefits, and maintaining this healthy lifestyle can be much easier when taking *Endorphinate*<sup>®</sup>. Individuals who combine *Endorphinate*<sup>®</sup> with a healthy lifestyle often describe a dramatic sense of well-being, pleasure, and joy in daily living.

24. Q. *What other drugs and medication cause imbalances in the endorphin system?*

A. There is evidence to suggest that many drugs and medications used in modern medicine may produce imbalances in the endorphin system, especially with long-term use. In fact, many of the undesirable side effects of these drugs, such as hyperalgesia (increased pain sensitivity), restlessness, irritability, headaches, and GI distress, may be the result of endorphin system imbalances.

25. Q. *Can I restore balance to my endorphin system and relieve emotional and physical distress simply by developing a healthy lifestyle?*

A. We have found that developing a consistently healthy lifestyle, including only whole natural foods and daily exercise and meditation, can dramatically improve a sense of calm and well-being for many people. However, several problems remain. First, many people are unable to consistently maintain this healthy lifestyle, in part because underlying endorphin imbalances can interfere with the well-being that should be produced by these healthy behaviors, reducing motivation to continue them. Second, many people have reported that, despite a very healthy lifestyle, they continue to be plagued by emotional and physical distress, suggesting that protracted endorphin imbalances may not be resolved simply by maintaining a healthy lifestyle. Third, there are many factors that contribute to endorphin system imbalances that are beyond an individual's control, including genetic vulnerabilities, aging, medical conditions and medications, as well as traumatic stress and injury. Therefore, while we certainly recommend a healthy lifestyle, we have found that the addition of daily *Endorphinate*<sup>®</sup> is often an essential element of this lifestyle.

26. Q. *I have gastrointestinal concerns that my physician believes are stress-related. Can Endorphinate<sup>®</sup> help?*

A. Our studies suggest that daily use of *Endorphinate*<sup>®</sup> can help reduce emotional and physical distress, including certain gastrointestinal concerns. Since there are more endorphin receptors in the gut than in the rest of the body, it would make sense that restoring endorphin balance may help resolve the neurophysiologic imbalances

underlying certain stress-related gastrointestinal concerns.

27. Q. *I have leg cramps at night, and my wife has leg tremors – our sleep is disrupted most nights. Will Endorphinate® help us?*

A. A number of individuals on *Endorphinate®* have reported that nocturnal leg cramps and tremors have been reduced or eliminated. We are continuing to study this issue and welcome anyone with these concerns to complete our on-line survey.

28. Q. *Can I drink alcohol when taking Endorphinate?*

A. There are no known negative interactions regarding taking *Endorphinate®* while consuming alcohol. At the same time, since *Endorphinate®* can help reduce cravings for alcohol, many individuals find that they are able to better control and limit their alcohol consumption. Moreover, since *Endorphinate®* naturally produces calm and well being, there is often a reduced interest in alcohol, as well as drugs that are often used recreationally for relaxation.

29. Q. *I understand that I can get a discount if I participate in a study of Endorphinate®. What do I need to do? How much time does this take? Will my responses be anonymous?*

A. Pondera is committed to science, from the fundamental scientific discoveries upon which our *Endorphinate®* products are based to ongoing research to assess and improve the effectiveness and safety of our products. We offer significant discounts to anyone willing to take the time to complete our brief on-line product evaluation survey. The survey takes 5 minutes or less to complete. Participation and all responses are completely anonymous.

30. Q. *Do I need a prescription for Endorphinate®?*

A. No. *Endorphinate®* is a dietary supplement and is available to everyone, just like vitamins.

31. Q. *Can I obtain a discount if I purchase more than one bottle at a time or sign up for monthly delivery?*

A. Yes. Please see our “Buy Now” tab for details.

32. Q. *Your website mentions other Endorphinate® products? When will they become available?*

A. We are evaluating and testing several new *Endorphinate®* products in at this time. Three products should be available for consumers in early 2012:

*Endorphinate® Optimal Balance* – an extra-strength formulation developed to help relieve more serious emotional distress (anxieties, depression, and cravings), which promotes calm, well-being, and a positive mood.

*Endorphinate® Optimal Relief* – an extra-strength formulation developed to help relieve more serious physical distress (pain, inflammation, and certain gastrointestinal concerns), which promotes comfort, well-being, and improved functioning in daily life.

*Endorphinate*<sup>®</sup> Foundation – a caffeine-free, ginkgo-free formulation developed for children and certain sensitive adults to promote calm, comfort, and well-being.

33. Q. *Given the popularity of vitamin waters and energy drinks, will Pondera develop health-promoting beverages?*

A. Yes, our scientists are currently developing an exciting line of endorphin-enhancing beverages, which promote both a sense of calm and well being as well as energy and concentration. We expect that the Pondera line of these balanced beverages will be healthier than current vitamin waters, energy drinks, and sodas, all of which offer few, if any, health benefits, and, in fact, may actually exacerbate imbalances in the endorphin systems, leading to an epidemic of emotional and physical distress.

34. Q. *Can we purchase Endorphinate<sup>®</sup> at local stores, or do we need to order on your website?*

A. At this time, all *Endorphinate*<sup>®</sup> sales are done through our website. However, we expect that *Endorphinate*<sup>®</sup> products will eventually be available through a variety of national and international websites and stores, including retail, grocery, drugstore, and health food chains.

35. Q. *You mentioned partnerships? What are you referring to?*

A. We have several prominent leaders in healthcare and medicine who are very excited about our *Endorphinate*<sup>®</sup> science and products. We expect to be making announcements in the near future regarding these partnerships as well as important endorsements of our product line.

36. Q. *In addition to your website, are there other sources of information about Endorphinate<sup>®</sup>?*

A. Yes, there are links on our website to important scientific research publications as well as patents upon which our science and products are based. In addition, our leading scientists are currently writing a book, *The Endorphin Solution*, which will share our exciting scientific discoveries with the world.

37. Q. *Can other companies manufacture Endorphinate<sup>®</sup>?*

A. Since our products are all based on the discoveries of Pondera scientists and are covered by patents, licensing agreements are needed for other companies to manufacture or market *Endorphinate*<sup>®</sup> (or similar products).

38. Q. *Other companies advertise products that they claim increase endorphins. What makes Endorphinate<sup>®</sup> different?*

A. *Endorphinate*<sup>®</sup> is the only product based on three decades of published and patented research conducted by Pondera scientists. Through our systematic preclinical and clinical discoveries, we have developed an entirely new understanding of the *bimodally-acting excitatory* as well as *inhibitory* effects of endorphin receptors and the endorphin *imbalances* that appear to cause many emotional and physical distress conditions. Moreover, our products are the only ones available that have been developed to correct these underlying endorphin imbalances as well as enhance overall endorphin functioning

by combining scientifically formulated Endorphin Receptor Switchers and Endorphin Enhancers, with specific Synergistic Enhancers. Without all of these critical components in scientifically developed proprietary formulations, endorphin-boosting products are likely to *produce* imbalances in the endorphin system, thereby creating and exacerbating emotional and physical distress.

39. Q. *“I have been taking Endorphinate<sup>®</sup> for over a year, and it has literally transformed my life. My chronic fears and anxieties are gone, I am finally calm and confident for the first time in my life, my relationship with my wife and son have never been this close and intimate, my mood has been remarkably positive and stable, and my professional life as an instructor is finally going well without my years of performance anxiety, insecurity, obsessive irrational worries, and angry outbursts. I am no longer avoiding my students, colleagues, and supervisors. As an added bonus, my chronic backache and headaches have vanished over time. I have been able to eliminate the anti-depressant, anti-anxiety, and pain medications that I had been taking, without consistent benefits, for many years. Finally I have been able to develop and maintain a healthy eating and exercise routine that has been allusive for years. I no longer drink alcohol or binge on sugary snack foods.*

*My question is -- how does one nominate a person for the Nobel Prize?”*

A. We appreciate your testimonial, and find it typical of many individuals suffering from emotional and physical distress conditions after taking *Endorphinate<sup>®</sup>* daily for a sufficient period of time. Regarding the Nobel Prize, only a select group of scientists are invited to make nominations. Ironically, our Chief Scientific Officer, Dr. Stanley M Crain, the brilliant neuroscientist who made most of our fundamental preclinical discoveries in his 30+ years at Albert Einstein College of Medicine, nominated a close colleague, Dr. Rita Levi-Montalcini, who was then awarded the Nobel Prize for Medicine. Several of Dr. Crain’s close colleagues, including Dr. Eric Simon, who coined the term “endorphin” (endogenous morphine) and is a member of Pondera’s Scientific Advisory Board, were also seriously considered for this honor. Many colleagues of Dr. Crain also believe his lifetime contributions to science and medicine may ultimately lead to a Nobel Prize.

40. Q. *Is Endorphinate<sup>®</sup> a noun or a verb?*

A. We coined the name, *Endorphinate<sup>®</sup>*, for our endorphin-balancing *product<sup>®</sup>* since it combines the terms “endorphin” with “sulfate,” a key Endorphin Receptor Switcher in our formulations. However, we have come to also use the term to describe the *experience* of restoring balance to the endorphin system. Therefore, we expect that the term will become the popularized way of referring to the experience of calm, comfort, and well-being produced by *Endorphinate<sup>®</sup>* -- to *Endorphinate<sup>®</sup>* . . .

**FOR THE RELIEF OF EMOTIONAL AND PHYSICAL DISTRESS,**

*ENDORPHINATE*<sup>®</sup>

*Or*

*TAKE ENDORPHINATE*<sup>®</sup> *TO* *ENDORPHINATE*<sup>®</sup>

*Or simply,*

*ENDORPHINATE*<sup>®</sup>