

KGK SynerTimes

April 2008



THANK YOU! – for being part of our community in the past years as a participant, supporter, or friend.

As we have grown, together we helped bring many new and improved natural health products closer to market.

KGK SynerTimes is going electronic! This will be the last issue that you will receive in hard copy. If you would like to continue to receive our newsletter, please send your e-mail address to clinic@kgksynergize.com and we will be sure to keep you informed.

We hope you will continue to be a part of our family, and we are re-newing our efforts to bring you news and information from the natural health and clinical trial front.

If you have any questions regarding the ongoing or upcoming clinical research studies at KGK, please do not hesitate to contact:

Kristina Douglas , Recruitment Specialist

Ph. 519-858-8359

E-mail: kristina@kgksynergize.com

Looking for a Speaker for an Upcoming Health Event?

Many of you are involved in work organizations or associations that frequently invite guests to speak on a new topic of interest. Kristina often attends these events on behalf of KGK Synergize to educate interested groups on the importance of clinical research and in particular, what studies are going on right now that may help reduce painful or annoying symptoms such as the hot flushes that accompany menopause. If you are interested in learning more about how KGK can provide educational support for clinical research, please contact Kristina at the number above.



Current & Upcoming Trials

● Menopause Study

● Chocolate Study

● Low-dose Aspirin Study

● Osteoarthritis Study

● Probiotic Yogurt Study

● Pollen Allergy Study

● Tea Study

● Impaired Fasting Glycemia

● Ascorbic Acid Study

KGK synergize

www.kgksynergize.com

KGK SynerTimes

Did You Know...

KGK will provide information & news related to Clinical Trials and Natural Health Products in order to help you better understand this very important part of our lives. If you have any particular question you would like to see answered in the "Did You Know..." section of KGK SynerTimes, please drop us an email at clinic@kgksynergize.com

What is a Double-Blind, Placebo–Controlled Clinical Trial?

A double-blind, placebo controlled clinical trial is considered to be the best and most reliable design for testing a product. In a study of this design, subjects are randomly assigned to a test group in which they will receive either the investigational product, or a placebo. A placebo, is an inactive substance (pill, liquid or powder) against which investigational treatments are compared for efficacy. It is designed to look, taste and smell identical to the treatment that is being tested, so that both groups do not know which product they are being given (they are 'blind'). As well, the researchers that are administering the products to the subject groups also do not know which is the active product, making the study 'double-blind'. The results obtained from the two groups are then compared to see if the investigational treatment is more effective in treating the condition.



The purpose of this type of study is to eliminate the power of suggestion. It is remarkable the 'placebo effect' that is reported in many clinical trials. Although subjects are in fact taking the 'placebo', they report that their symptoms have improved and truly believe that they were taking the investigational test product. This is taken into account when the data of the placebo is compared to the date obtained from the group taking the active product. Many independent studies have been conducted on the placebo effect itself. Some of these have been conducted by The University of Harvard in which they looked at the placebo effect in many different disturbances including pain, hypertension and asthma. These studies showed that 30-40% of the patients obtained relief with the use of a placebo¹.

At KGK Synergize, upon completion of the entire clinical trial, a letter is sent out to all of our subjects informing them of which product they were taking.

1. http://www.cerebromente.org.br/n09/mente/placebo1_i.htm

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