PRODUCT DESCRIPTION

Sucanon® is unique in being a natural herbal dietary health supplement belonging to a class of diabetic medications called "insulin sensitizers." Insulin sensitizers lower blood sugar by increasing the insulin sensitivity in muscle, fat and the liver, thus normalizing the insulin response. That, in turn, leads to increased glucose (sugar) uptake by the cells, thus lowering blood sugar levels.

Sucanon® has been proven effective in several clinical trials, which demonstrated that it improves the body's use of its own insulin by transporting sugar out of the bloodstream and into the cells where it can be used. In particular, **Sucanon®** facilitates the uptake of insulin by muscle cells, thus assisting muscle function as well as drawing sugar from the bloodstream.

Sucanon® acts to gradually and effectively address the root cause of Type-2 Diabetes, which is a low sensitivity of the cells and tissues to insulin and so does not have the side effects commonly associated with prescription medications for diabetes.

INDICATIONS

Sucanon® is scientifically and clinically proven to reduce blood sugar levels and relieve the symptoms of Type-2 diabetes (Non-Insulin Dependent Diabetes – NIDD) including weight gain, fatigue, excessive thirst, constant hunger, and frequent urination. Results should be seen within a month.

REGULATORY APPROVALS

Health Canada has issued a Natural Product Number **(NPN 80060469)** for the product **Sucanon®** to GENIX Pharmaceuticals Corporation. It is also approved by the health authorities in China, Peru and Mexico, where it is sold as an over-the-counter (OTC) treatment for Type-2 diabetes.

PHYSICAL CHARACTERISTICS

Sucanon® is a small, brown, coated tablet that can be swallowed easily.

PRODUCT INGREDIENTS

Active ingredient: 2.0 mg *Radix trichosanthis*, manitolatodimolybdate.

Calcium sulfate, Magnesium stearate, FD & C Red No.4, starch.

RECOMMENDED USE

Adults take 2 tablets per day, one a half an hour before breakfast and one a half an hour before dinner, with a minimum of 6 hours apart from each intake.

CAUTIONS AND WARNINGS - Consult a qualified health care practitioner prior to use

Sucanon® must NOT be taken by the following groups:

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- Type 1 or insulin-injecting/ insulin-dependent diabetics (because increasing insulin sensitivity of the cells could lead to hypoglycemia or blood sugar which is too low).
- Any person under age 18, or children and teenagers, since **Sucanon®** has not been tested with these age groups.
- Any person with keto-acidosis.
- Consult a health care practitioner prior to use if you are taking any medication, have any serious condition, or if you are pregnant or breastfeeding.

SIDE EFFECTS

Sucanon® has been tested on more than 7,000 patients with no known adverse side effects.

SHELF LIFE AND STORAGE

Sucanon® should be kept in a cool dry place. If refrigerated, **Sucanon®** can have a shelf life of two years.

WHAT IS SUCANON®

Sucanon® is a clinically proven and scientifically formulated herbal dietary supplement for natural blood sugar support. It helps the body utilize insulin more efficiently by allowing glucose to enter into the cells to gradually stabilize and regulate blood sugar levels. People who suffer from Type-2 Diabetes often do not have an insulin deficit. Rather, it is their body cells that gradually lose the ability to absorb and use insulin. That leads to the impaired entry of sugar into the cells, which then results in an abnormally high accumulation of sugar in the blood (hyperglycemia).

Sucanon® is one of only several products called an “insulin sensitizer” and works by increasing liver, fat and muscle sensitivity to the body's own naturally produced insulin, which aids in addressing the root cause of type 2 diabetes by helping to improve insulin response and promote glucose metabolism. Insulin sensitizers are drugs that normalize blood sugar (euglycemic); they help return the blood sugar to the normal range without the risk of low blood sugar (hypoglycemia).

WHO COULD TAKE SUCANON® AS A SUPPLEMENT

Sucanon® assists people with Type-2 Diabetes to safely and effectively reduce their blood sugar levels, thus reducing diabetic symptoms as follows:

High blood sugar: Clinical studies have shown that **Sucanon®** can reduce blood sugar readings by about 20% – 30%, bringing high blood sugar down to the normal range. If your non-fasting blood sugar is above 200 mg/dL (milligrams per deciliter) or your fasting blood sugar is above 126 mg/dL, **Sucanon®** can lower your blood sugar and help it come down to the normal range.

Fatigue: Fatigue is a common symptom of both Type-2 Diabetes and the pre-diabetic condition is diagnosed as Impaired Glucose Tolerance. Clinical studies of **Sucanon®** have shown it to help reduce fatigue.

Weight gain: People who are diabetic or pre-diabetic often gain weight because their insulin-resistance results in sugar being converted into fat instead of being burned to produce energy. In addition, some

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diabetic drugs are associated with weight gain. Many people who have taken **Sucanon®** report both weight loss, increased energy, and the reduction of constant hunger.

Excessive thirst and frequent urination: Type-2 Diabetes often leads to higher-than-normal levels of blood sugar. This causes a dry mouth and thirst, which, in turn, can lead to an increased frequency of urination. Clinical studies show that **Sucanon®** can reduce both excessive thirst and frequent urination.

High cholesterol and triglyceride levels: People who are diabetic or pre-diabetic often have elevated cholesterol and triglyceride levels. Clinical studies have shown that **Sucanon®** can reduce the levels of both cholesterol and triglycerides.

Side effects from diabetic medications: In addition to assisting with the problems outlined above, **Sucanon®** has no known adverse effects. This differentiates **Sucanon®** from many other anti-diabetic products, which can have effects on digestion, and the liver and heart.

SUCANON® CLINICAL TRIALS

The significant benefits of **Sucanon®** have been demonstrated in several scientific studies and human clinical trials.

A double-blind, randomized, parallel triple arm (**Sucanon®** versus Glibenclamide versus placebo) controlled multicenter phase III study, designed to establish the efficacy and safety of orally administered **Sucanon®** in patients with Type II diabetes mellitus or NIDDM (non-insulin-dependent Diabetes), conclusively demonstrated that **Sucanon®** was significantly more effective in reducing blood sugar than the prescription diabetes pharmaceutical Glibenclamide. Glibenclamide is a commonly prescribed sulfonylurea diabetes drug and its benefits and limitations have been well known to diabetologists for over a decade. Fasting Blood Glucose dropped 4.5% and 13.1% in the placebo and Glibenclamide groups versus 23.5% in the **Sucanon®** group; Glucose Tolerance Test (GTT) blood sugar levels dropped 9.5% and 16.7% in the placebo and Glibenclamide groups versus 24.0% in the **Sucanon®** group; and Daily Urine Glucose dropped 3.0% and 13.6% in the placebo and Glibenclamide groups versus 38.3% in the **Sucanon®** group. The results indicated that patients receiving either Glibenclamide or **Sucanon®** responded in a relevant clinical manner and the differences from baseline measurements were statistically significant, with **Sucanon®** significantly out-performing Glibenclamide. Response to therapy was documented both by loss of or a reduction in diabetic symptoms (including polyuria, polydipsia, polyphagia, and fatigue), but also by a reduction to normal or near-normal levels in the Elevated Fasting Blood Glucose and Urinary Sugar, and a normalization of the Glucose Tolerance Test (GTT).

Elevated cholesterol and triglyceride levels in the blood were also reduced to normal or near-normal levels on **Sucanon®** therapy. The level of reduction in cholesterol and triglyceride was clinically and statistically significant. In addition, the toxicity profile after daily treatment of **Sucanon®** for four months was difficult to distinguish from placebo.

SUCANON® SCIENTIFIC STUDIES

Sucanon® has undergone numerous scientific studies and human clinical trials which demonstrate that **Sucanon®** was able to reduce blood sugar levels by 20% to 30% while maintaining a no known side effect profile. The carefully selected herbal formula was effective in gradually improving the utilization of sugar by body tissues gently and naturally.

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The decrease in blood sugar levels through the use of **Sucanon®** also reduces the risk of peripheral nerve damage called diabetic neuropathy, which is a direct result of raised blood sugar levels. The damage caused to peripheral nerves by chronic high blood sugar can also lead to damage to peripheral blood vessels causing reduced flow that can result in impotence in men, diabetic ulcers, and in worse cases, cause necrosis of tissue (gangrene) in the extremities, leading to limb amputation in both men and woman.

That means that with **Sucanon®** there is no risk of blood sugar dropping too far and causing significant nervous system harm, as is the case with several orthodox diabetes drugs. Owing to its natural herbal-based composition, no known side effects were associated with **Sucanon®** - unlike conventional drugs that present a risk of adverse health events, especially at the beginning of the treatment. Moreover, the action of **Sucanon®** is not highly sensitive to dosage adjustment, which is a common occurrence when one starts the treatment. **Sucanon®** competes with three prescription pharmaceuticals in the insulin sensitizer therapeutics area, Avandia®, Actos®, and Rezulin®.

HOW IS SUCANON® TESTED TO ENSURE ITS SAFETY

Successful clinical studies conducted in Brazil, China and Mexico have shown that **Sucanon®** is an effective treatment for Type-2 diabetes without the cardiovascular risks (heart attacks) that have sometimes been associated with other insulin sensitizers, including the leading drugs in this category - Avandia®, Actos®, and Rezulin®.

Other controlled clinical trials yielded the conclusion that **Sucanon®** is an effective, safe and side-effect-free treatment for Type-2 diabetes. In the long term, **Sucanon®** improves all diabetes symptoms and enhances one's quality of life and well-being in a gentle and natural manner.

Furthermore, long and short-term toxicology studies confirm that the therapeutic index is so high (10,000 in mice) that its margin of safety must be unique in the armamentarium of drugs for the treatment of diabetes. Carcinogenic, mutagenic, and teratogenic effects were not found in mice. Chronic dosing in dogs and rats at 2000 times the therapeutic dose was free of any toxic effect.

SUCANON® DEVELOPMENT BACKGROUND

Sucanon® was developed in the research laboratories of Biotech Holdings Ltd. in Vancouver, British Columbia. The discovery of **Sucanon®** was an unexpected finding; scientists were working on Human Chorionic Gonadotropin at the time, and not involved in diabetes research. An opportunity arose which allowed pre-clinical and clinical work to be done in China.

Following the submission of an NDA in China, the drug was approved. Supplementary clinical work in Mexico, carried out in 2012, has shown that equivalent clinical results can be reproduced in a non- Asian population, thus broadening the application of this compound for pre-diabetic and Type-2 diabetes patients. **Sucanon®** is a Trademark of PharmaRoth Labs Inc.

RISK INFORMATION

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. Always consult with a doctor or other health care professional for medical advice or information about diagnosis and treatment. Do not disregard professional medical advice or delay in seeking it because of something you have read on this document.

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MANUFACTURING

Sucanon® is manufactured in sterile conditions at a certified GMP pharmaceuticals factory, in strict accordance with established pharmaceutical Good Manufacturing Practices.

GENIX PHARMACEUTICALS CORPORATION

GENIX Pharmaceuticals Corporation is an innovative Canadian life sciences company focused on the research, development, manufacture and sales of novel & innovative healthcare products - proprietary over-the-counter (OTC) nutraceuticals and generic pharmaceuticals that have been shown to deliver consistent and verifiable results in a broad range of therapeutic areas. The Company deploys a pharmaceutical model for product development and selection including rigorous active ingredient discovery and clinical testing for all its nutraceutical and pharmaceutical products. Since our inception in 1996, we have been involved in the manufacturing and marketing of both nutraceutical and pharmaceutical products. The Company intends to continue developing novel and innovative products for sales through traditional retail outlets and as well as direct to consumers and e-commerce platforms, in keeping with the evolving nature of the healthcare industry towards Integrative Medicine and Health (IMH) and Complementary and Alternative Medicine (CAM). GENIX intends to market its products in Canada, the USA, China, S.E. Asia, the United Kingdom and other selected countries.

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