

## The Herb-to-Fluid Ratio Myth

### **Definition of Herb/Fluid Ratio:**

Herb-To-Fluid ratio is defined as the amount of herb (the first number before the forward slash) used (processed) to the amount of fluid (the number after the forward slash) in the finished product.

### **Problem with Herb/Fluid Ratio Numbers:**

Popularly stated Herb-to-Fluid ratios do not indicate the processing technology/technique used. This is essential information because infusions, percolates, macerates, extractions, HPGE, Vacuum (CO<sub>2</sub>), etc., are each very different in their constituent removing capabilities. Things such as process time for each new herb pass, how long a percolate takes, the length of flow, how long the raw material is in contact with the solvent for each new herb pass, etc., all plays into the equation. In other words, Herb/Fluid ratio numbers, as they are popularly used, are meaningless as far as any perceived and/or assumed market or science-based quality standard is concerned.

### **Irrelevancy of Herb/Fluid Ratio Numbers To A Serialized Process:**

Herb-To-Fluid ratio numbers are irrelevant to a serialized processing technology because instead of having a multiple amount of fresh raw herb passed through a single amount of liquid (i.e. 'saturating'), a multiple amount of fresh new fluid is passed through a single amount of herb (i.e. 'serialized'), thereby removing ALL of an herb's components in their naturally occurring intrinsic Ratio-Intact state. The TincTract® serialized process is a poly-constituent based technology.

### **Efficacy versus Potency – It's All About The *Efficacy Standard*:**

No 'numbers game' here... either the products work or they don't. It's called an '*Efficacy Standard*,' and it's the only factor that best defines what 'Ratio-Intact' Synergy Sparing is, meaning that the naturally occurring ratios between the various components of an herb are retained. 'Effectiveness' is the most important defining factor that determines the 'real' quality of an herbal product. It's what '*Genuine TincTract® Made*' is all about.

Fact is, most solvents and/or processing technologies denature and/or render inert the biological viability of extracted active compounds, necessitating the need for more 'actives' to get any noted effect, because the synergy of all the inherent components have been lost, and this is complicated by delivery methods (tablets, capsules, etc.) that bypass the taste/digestive initiating response that drives the effectiveness of herbs.

In other words, isolate-based actives are relied upon in the same manner as chemically synthesized pharmaceutical isolate drugs, not as 'true' herbal correctives.

TincTract® products are based on holistically inclined Ratio-Intact herbal traditions..... that work!



Pure Health TincTract™ Herbal Liquid Extracts are uniquely manufactured by CEDAR BEAR NATURELES