



## PRESS RELEASE

FOR IMMEDIATE RELEASE

*\*Image Available\**

Media Contact: Krista Nilsen  
Public Relations Manager  
Phone: 831-461-6337  
[KristaN@ThresholdEnt.com](mailto:KristaN@ThresholdEnt.com)

### **PLANETARY HERBALS INTRODUCES CHAGA**

*Birch Tree Mushroom Boosts Body's Immune System*

**SCOTTS VALLEY, Calif. – April 6, 2010** – Throughout the northern hemisphere, for hundreds of years, people's health depended on a mushroom most of us would never notice. The chaga is a black, crusty mass that grows on many birch trees. The mushroom has been used by people in China, Russia, Northern Europe and North America for centuries. Now modern research indicates that this mushroom has powerful components that boost the immune system.

According to Planetary Herbals herbologist Roy Upton, "When I was on a botanical excursion in the Ba Shan mountain region of northern China in 1997, we found a stand of birch that had chaga growing on some of the trees. I had never seen it before. The herbalists we were with said, 'This is one of the most important health promoting materials of China.' As it turns out, it is also one of the most important herbs of Russia as well. Chaga has an incredible array of compounds with broad-spectrum immune enhancing activity."

Chaga contains 215 phytonutrients, including sterols, flavonoids, melanins, polyphenols, saponins, amino acids, vitamins, minerals and fiber. Upton says, "This astonishing array of nutrients protects the body at a cellular level."

Chaga has also been shown to protect the body with effective antioxidants such as lignin and superoxide dismutase.

Planetary Herbals brings this centuries-old compound to modern people in two convenient forms: tablets and liquid. Both forms are highly effective for the immune system, the body's antioxidant defenses, and for overall cellular health and wellness. The tablets are priced at \$11.98 for 30, \$22.50 for 60 and \$42.98 for 120, and the liquid is \$10.98 for one fluid ounce, \$19.98 for two fluid ounces, and \$38.50 for four fluid ounces.

To learn more about Planetary Herbals and Chaga, or to find purchase locations, visit [www.PlanetaryHerbals.com](http://www.PlanetaryHerbals.com).

###

#### **About Planetary Herbals**

Planetary Herbals integrates the best of worldwide herbal traditions with modern clinical and pharmacological research. The result is an herbal product line that is unequalled for efficacy, safety and dependability. For more information or purchase locations, please visit [www.PlanetaryHerbals.com](http://www.PlanetaryHerbals.com).