

Elmore Oil Company launches full scale clinical trial for osteo-arthritis.

The Elmore Oil Company has recently commenced a double blind trial for osteo-arthritis patients, utilising the facilities and research capabilities of Manila based Veterans Medical Centre.

The success of a pilot study conducted in Australia prompted the company to undertake a larger scale trial, but the company chose the Philippines to base their trial due to the lower costs while still maintaining an excellence level of research quality. Managing Director of the company, Mark Linford, says his company put in almost a year of due diligence before selecting the Philippines as there site for the trial.

“We undertook a thorough examination of possible trial sites, commencing with 3 universities in Australia, before finally settling on the Philippines as our preferred location. Following an introduction to the Philippine medical fraternity by fellow Australian, Dr. Bill Paspaliaris, I was impressed by the professionalism of the team in place here, and after making several trips to Manila to conduct our diligence we signed an agreement in November last year to conduct the trials under the guidance of Dr. Leticia Lucero-Palma. We are very confident that the trials will be professionally conducted to the highest international standards and that our companies financial contribution to the Philippines, by way of the trials can only help the local economy.”

In December 2008, the double-blind trial was initiated and will take place at the Veterans Medical Hospital in Quezon City, Manila. The trial will be supervised by respected researcher, Dr. Leticia Lucero- Palma and will be conducted by head of Rheumatology at the clinic, Dr. Ruth S. Sly, and is expected be completed by the end of February 2009.

Managing Director of the Elmore Oil Company, Mark Linford, recently met with Dr. Lucero-Palma in Manila and signed off on the trial that will provide the company with the much needed clinical data that they have been seeking to expand their export markets. The trial will test a wide cross section of patients diagnosed with osteoarthritis, using both Elmore Oil and a placebo, for a 4 week period on each product, with a one week period of intervention between products.

Patients will be interviewed and have pain diaries put in place but will also be blood tested throughout the trial to assess a range of parameters including ESR levels, to scientifically determine the anti-inflammatory benefits of Elmore Oil. The trial will be listed on the FDA trials data base in the USA and medical personal can monitor the progress as statistical data becomes available.

“We have been working towards this trial for a couple of years now”, Mark Linford said. “The pilot study which was undertaken by Latrobe University in Australia gave a very good indication that we will receive a very positive response, despite only being conducted on a very small sample of people. This has given us the confidence to undertake the full trial, which will provide the medical world with the data to prove what our customers have been telling us for years – that our product relieves the pain and swelling associated with arthritis, using natural ingredients without side effects.”

Statistical data will be available at the end of February and the companies Managing Director, Mark Linford, will again visit Manila early in March to gather data on the results and record interviews with the medical staff involved as well as some of the participants

Elmore Oil is a natural product, using a combination of Olive Oil, Australian Tea Tree & Eucalyptus Oils and extracts of Vanilla. The secret to the product is the unique blending process, known as triple maturation, which bonds the terpene and cineole from the active ingredients to the circulatory ingredients of the Vanilla, providing a fast active pain reliever for joint and muscular pain. Elmore Oil is the fastest selling topical pain reliever in Australia and is also exported to 14 countries around the world

For more information regarding this media release, please contact

Mark Linford
Elmore Oil Company Pty Ltd
5 Rohs Road
Bendigo, Victoria, Australia, 3550
Phone: + 61 3 5443 9411
Fax: + 61 3 5443 9422
Email: mark@elmoreoil.com.au

Attachments: Photo of Managing Director, Mark Linford and Dr. Leticia Lucero- Palma, signing the agreement to commence the trials in Makati City, November 2008