



LifeMel™
Beyond Honey

Reprinted from Maariv, September 30, 2007

Antibiotics In A Flower

In his laboratories in Kiryat Shmona, Dr. Alexander Goroshit produces a variety of special honeys with one aim: to cure diseases and relieve patients' pain. When Dr. Goroshit studied medicine in the former USSR, it was customary for medical students to perform professional field work on their summer vacation. At the end of his 4th year in the medicine faculty, Dr. Goroshit visited a rural area which was found to be infected with cholera. The students' role was to travel from one house to the other and find people who were cholera infected; if so, he performed an initial check on the patient and reported back to the local health authorities.

During the evenings, while the other students would go out, the young Dr. Goroshit analyzed the reports he and his friends filled out during the day. Among other things, he marked the houses which were cholera-infected on a map. When he finished the mapping, he noticed that two defined regions were free of cholera. Dr. Goroshit headed to those regions and found out that

beekeepers were living in both regions. This finding fascinated him and he decided to further investigate this issue.

Upon completing his studies in the faculty for medicine, Dr. Goroshit started working in the Faculty of Microbiology as a professor and researcher. Together with his students, he thoroughly investigated the art of beekeeping and medicinal herbs. Beekeepers have known for generations that honey is directly affected by the substances the bees find in nature. Most people know that the color and taste of citrus honey differs from that of wild honey. But Dr. Goroshit was more interested in the medicinal properties of the honey than in its color and taste.

While researching, he noted that bees feed only on the nectar of flowers. However, in most plants the active substances are in parts which are inaccessible to the bees, such as roots, stems or leaves. He developed the idea that in order to produce an effective medicinal honey, he would need to nourish the bees with those parts which are

not available to the bee. After years of study and research, Dr. Goroshit formulated a medically effective bee-feed process and formulation.



Revelation In the Greenhouse

In the early 1990s Dr. Goroshit immigrated to Israel with a determination to continue his Research & Development and to establish a company to develop and produce medicinal honey. Shortly after his arrival, he approached the Technology Greenhouse Project in Kiryat Shmona and got initial funding from the Government. In the Technology Greenhouse Project, he established a small beehive and laboratory to continue his research. In order to prove the effectiveness of the honey, Dr. Goroshit performed lab tests for two sorts of medicinal honey.



LifeMel™
Beyond Honey

— Ma'ariv article continued

Antibiotics In A Flower

The Tests and the Results

Dr. Goroshit placed on a Petri dish viruses of the relevant disease (relevant means the disease the honey is aimed to treat), a drop of the medicinal honey, a drop of normal honey and a drop of the relevant antibiotic – and checked the “cleared diameter” (the area which was cleared of viruses around each drop). It was apparent that the medicinal honey was as effective as the antibiotics and in some cases even more. The Government was convinced.

Growing and Widespread Applications

Over the years, Dr. Goroshit developed many types of medicinal honey. One of them is “Darmomel” developed to ease elderly people suffering from pressure wounds. Elderly people were treated with this honey with remarkable results. Another type of honey was developed to support one of his employees suffering from severe anemia.

Today this honey is called “Life Mel” and it is used mainly to support patients undergoing chemotherapy with reductions in white cell blood counts, red cell blood counts, and hemoglobin levels.

At the end of the period in the Technology Greenhouse Project (each project is allowed to benefit up to a maximum of three years), Dr. Goroshit established **Zuf Laboratories Ltd.** The company produces a variety medicinal honey products and market them in Israel and abroad, including Great Britain, USA, Canada and Mexico.

In the future, the company plans to expand its operations to further countries around the globe. Dr. Goroshit is not resting, and recently developed a special honey for women suffering from mid-life side effects. This honey “Lady Mel”, is about to enter to series of clinical tests in the Siva Hospital in Tel-Hashomer.

Another new recent development is honey which will support patients diagnosed with HIV; this honey will soon begin series of clinical tests in the Rambam hospital in Haifa.

— Translated by Purado International Ltd., from “Maariv”, September 30, 2007.



Life Mel is distributed in Canada by Benamarc Inc.

To learn more about Life Mel, please visit www.lifemel.ca, email info@lifemel.ca, or call (416) 536-7802