

How did LERA® get its name?

LERA® Adaptogen Blend is an enhanced formula originally envisioned by Dr I. I. Brekhman in 1992. He theorized that a complex co-extraction would bring forth the benefit of all of the components of an herbal blend in such a way that 1 + 1 would be greater than 2. This was proven in the original studies measuring stress protective activity and tonic (endurance) tests.

In 2002, a team of Brekhman's protégés sought to enhance the original herbal blend through the addition of natural antioxidants. These would have a synergy with the original product and elevate the product to a new level of benefit to users.

Part of the process of registering the new formula was naming. The scientists who created the new product had not thought of a name. When asked by the government officials when submitting the new formulation for testing and registration for the name, we only had a blank look. The registration official noticing our not having a specific name for registration said, "Well, lets just call it LERA."

Why LERA? These are the first letters of the top four herbs in the blend.

L for Leusea (Rhaponticum)

E for Eleuthero

R for Rhodiola

A for Aralia.

In Russian: ЛЕРА®

The name stuck and is a registered trademark of Sunrise Global Trading, LLC of Winter Garden, FL, USA.

The team who worked with Dr. Brekhman on his original formula is very proud of continuing the vision of Brekhman in developing LERA® Adaptogen Blend. As a member of the team that developed LERA, I'm very proud of this product.

The vision continues. As new science is available, new processes and potential contribution of other qualified natural ingredients are being considered for further enhancement.

Science is not static, nor are we!

Michael Dowling,
Sunrise Global Trading, LLC