



EASTLAND HERB

Instantly find the information you need about Chinese herbs and formulas with this convenient app from the authors of *Chinese Herbal Medicine: Materia Medica* and *Formulas & Strategies*, the most trusted and widely-used professional references in the field.



Designed for Apple iOS

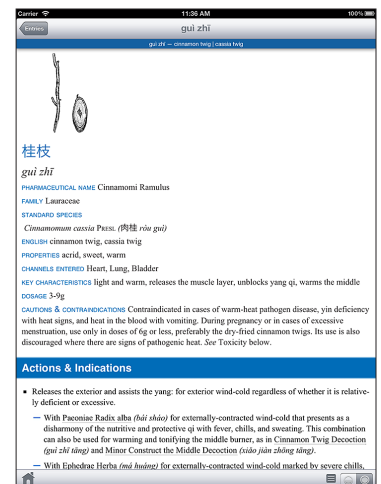
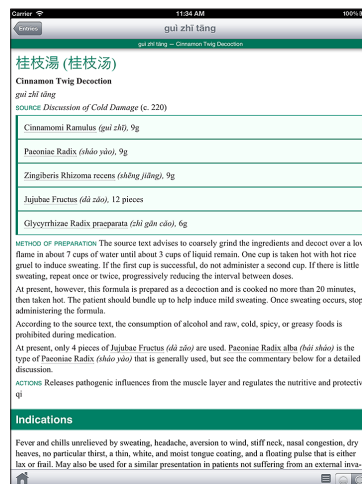
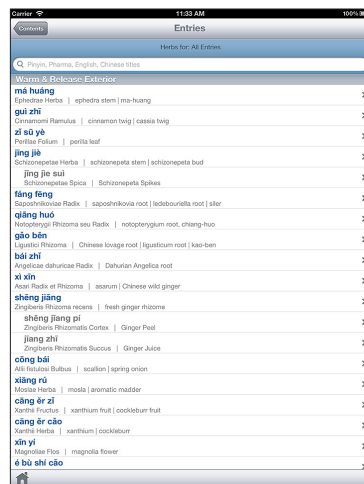
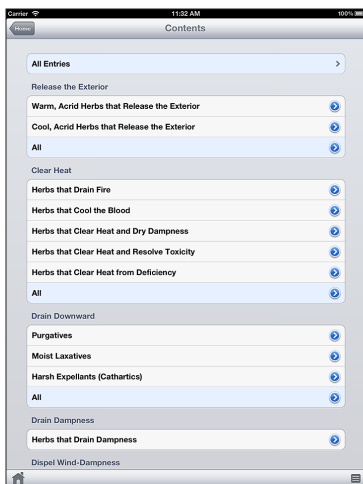
Key Features

- Designed specifically for iOS devices (iPhone, iPod touch, iPad, iPad mini) for students and practitioners of traditional Chinese medicine.
- Covers over 530 of the most commonly used herbs, and over 800 formulas, drawn from dozens of classical and modern Chinese sources.
- Includes virtually all the text of *Chinese Herbal Medicine: Materia Medica* and *Formulas & Strategies* yet is instantly accessible on your iOS device.
- Organized, like the books, in chapters and sections, yet fully searchable by English, pinyin, or pharmaceutical name. Accessible wherever you are: in the clinic, classroom, or on the go. Content automatically updated with additions or revisions and new features.

One App, Two Views

View the information in two ways—or toggle between them—depending on your need at the moment: Snapshot and Full View.

- ▶ **Snapshot:** For quick look-ups, *Snapshot* provides a basic overview of essential information about each herb and formula.
- ▶ **Full View:** For deeper study, *Full View* displays virtually all the content from the *Materia Medica* and *Formulas & Strategies*, providing in-depth analysis, comparison, and commentary about each herb and formula.



HOW TO PURCHASE

- Eastland Herb is free to install from iTunes or the App Store.
- The first lookup in both *Materia Medica* and *Formulas & Strategies* is free of charge.
- For each book—*Materia Medica* and *Formulas & Strategies*—you can buy either the Snapshot or Full View version. (Full View includes Snapshot.)
- Upgrade later from Snapshot to Full View for just the difference in price.

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