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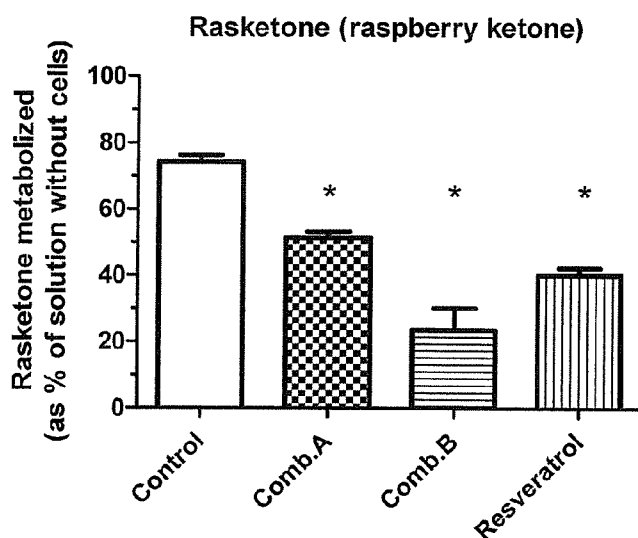
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(54) **Title:** SELECTIVE METABOLIC APPROACH TO INCREASING ORAL BIOAVAILABILITY OF PHENYLEPHRINE AND OTHER PHENOLIC BIOACTIVES

Figure 2C. Inhibition of Raspberry Ketone Metabolism.



(57) **Abstract:** Presystemic metabolism in intestine of bioactives such as phenylephrine is avoided by administering a subject (human or animal) the bioactive (e.g., phenylephrine) in combination with one or more inhibitors of sulfation (e.g., sulfotransferase enzymes aka SULTs). This can also be enhanced by co-administering inhibitors of monoamine oxidases aka, MAOs, and uridine diphosphate glucuronyl transferases, aka UGTs. Preferably the inhibitors are GRAS compounds. The one or more inhibitor compounds inhibit the enzymes responsible for rapid presystemic metabolism, thus allowing the bioactives (e.g., phenylephrine) to be more readily absorbed intact into the circulatory system.