

ESTERA® PHASE I

WOMEN'S BALANCE FORMULA



POSITIONING STATEMENT

Estera Phase I contains a blend of phytoestrogens, enzyme inducers, and other herbs for relief from PMS symptoms. Phytoestrogens are plant based compounds. They should be incorporated into a woman's diet from an early age for benefits throughout life. Estera Phase I also includes flaxseed lignans and indoles that work as enzyme inducers to help promote a healthy ratio of estrogen metabolites. Chasteberry and two sources of GLA provide relief from common, mild PMS symptoms like fatigue, mild mood swings, breast tenderness, and water retention.*

CONCEPT

Normal Hormone Fluctuations. Hormones are involved in almost every function of the body—from the reproductive cycle to how fast your heart beats and your skin grows and wrinkles, from how much you remember and how sharp your thinking is to how much energy you have on any given day. They affect how your bones and muscles grow or disintegrate, normal symptoms of PMS, where your body puts on fat, and the strength and direction of all your emotions. In the childbearing years, it is essential for women to understand the impact of normal monthly hormone fluctuations on their quality of life.

Hormone Metabolites. The liver is responsible for safely metabolizing and excreting chemicals from your body. The normal metabolism of hormones in your body results in a unique ratio of two different metabolites: 2-hydroxyestrone and 16-alpha-hydroxyestrone. The ratio of these metabolites, which is determined by the liver, is unique to every woman. It is important to incorporate diet and lifestyle choices that help the liver increase the ratio of healthy metabolites such as 2-hydroxyestrone and decrease the ratio of undesirable metabolites such as 16-alpha-hydroxyestrone. By incorporating healthy choices at an early age, a woman will receive health benefits throughout her life.

Premenstrual Syndrome (PMS). Periodic bloating and weight gain, breast discomfort, occasional anxiousness and sleeplessness, mild mood swings, decreased concentration, and joint discomfort are just a few of the common symptoms of normal PMS. Women have experienced up to 150 symptoms, and 8 out of 10 women suffer at least some symptoms. PMS is a physiological response to changes in estrogen and progesterone levels that occurs just prior to menstruation. It is clear that nutrition and exercise can significantly affect PMS symptoms and that poor nutrition and a sedentary lifestyle parallel a tremendous increase in PMS symptoms.

PRIMARY BENEFITS

- Provides phytoestrogens—plant based compounds. Phytoestrogens should be incorporated into a woman's diet from an early age to protect breast and uterine tissues.*
- Delivers flaxseed lignans to help promote a healthy ratio of estrogen metabolites early in life.*
- Estera® Phase I also offers relief from PMS symptoms including fatigue, mild mood swings, breast tenderness, and water retention.*

WHAT MAKES WOMEN'S BALANCE FORMULA UNIQUE?

- Estera Phase I is the first in the industry to provide a patent-pending combination of ingredients that addresses three primary health concerns of women in the childbearing years:
 - Targets relief for mild symptoms of PMS
 - Provides enzyme inducers to reduce lifetime exposure to negative estrogen metabolites
 - Supports the healthy metabolism of estrogen
- Key ingredients in Estera Phase I are provided at levels found to be effective in clinical trials
- Contains isoflavones with genistein, a high-potency soy extract
- Contains pomegranate, delivers novel flavonoids with one of the highest ORAC antioxidant values found in nature
- Contains a blend of phytoestrogens and enzyme inducers*

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WHO SHOULD USE THIS PRODUCT?

This product is designed to benefit women during childbearing years. Women who are pregnant or lactating, or taking a prescription medication, should consult a physician before using this product.

DID YOU KNOW?

- Nutritional support for healthy estrogen metabolism during childbearing years will have positive effects now as well as later in life.
- A daily serving of Estera Phase I contains the indole equivalent of more than one pound of fresh broccoli.

FREQUENTLY ASKED QUESTIONS

What is PMS?

The constant fluctuation in hormones, especially estrogen and progesterone, during the menstrual cycle creates a condition known as Premenstrual Syndrome (PMS).

Why does this product contain soy isoflavones?

Soybeans naturally contain isoflavones, which are potent phytoestrogens. The two predominant isoflavones in soybeans are genistein and daidzein. Genistein is the most well-researched phytoestrogen available on the market, with a number of clinical studies substantiating its health benefits in women.

DIRECTIONS FOR USE

As a dietary supplement, take two (2) softgels daily, preferably one with both your morning and evening meals. Store in a cool, dry place.

WARNINGS

Keep out of reach of children. If you are pregnant or lactating, or taking a prescription medication, consult a physician before using this product. Discontinue use of this product two weeks prior to and after surgery. Discontinue use and consult a physician if any adverse reactions occur.

KEY SCIENTIFIC STUDIES

1. Hsu EL, Chen N, Westbrook A, Wang F, Zhang R, Taylor RT, Hankinson O. CXCR4 and CXCL12 down-regulation: a novel mechanism for the chemoprotection of 3,3'-diindolylmethane for breast and ovarian cancers. *Cancer Lett.* 2008 Jun 28;265(1):113-23.
2. McCann SE, Wactawski-Wende J, Kufel K, Olson J, Ovando B, Kadlubar SN, Davis W, Carter L, Muti P, Shields PG, Freudenheim JL. Changes in 2-hydroxyestrone and 16alpha-hydroxyestrone metabolism with flaxseed consumption: modification by COMT

and CYP1B1 genotype. *Cancer Epidemiol Biomarkers Prev.* 2007 Feb;16(2):256-62.

3. Canning S; Waterman M; Dye L, Dietary supplements and herbal remedies for premenstrual syndrome (PMS): a systematic research review of the evidence for their efficacy. *Journal of Reproductive and Infant Psychology*, 2006; 24(4): 363-378.
5. Bryant M, Cassidy A, Hill C, Powell J, Talbot D, Dye L, Effect of consumption of soy isoflavones on behavioural, somatic and affective symptoms in women with premenstrual syndrome.
6. *Br J Nutr.* 2005 May;93(5):731-9 1997;89(1):718-723.
7. Jeune MA, Kumi-Diaka J, Brown J. Anticancer activities of pomegranate extracts and genistein in human breast cancer cells. *J Med Food* 2005;8:469-475.
8. Schellenberg R. Treatment for the premenstrual syndrome with agnus castus fruit extract: prospective, randomised, placebo controlled study. *BMJ* 2001;20;322:134-7.
9. Budeiri D, et al. Is Evening Primrose Oil of Value in the Treatment of Premenstrual Syndrome? *Control Clin Trials.* 1996;17(1):60-68.

Supplement Facts

Serving Size 2 Softgels
Servings Per Container 30

Amount Per Serving		% Daily Value
Vitamin B ₆ (Pyridoxine Hydrochloride)	50 mg	2941%
Evening Primrose Oil	500 mg	*
Borage Seed Oil	250 mg	*
Chasteberry Fruit (<i>Vitex Agnus/Castus L.</i>) Extract (0.3% casticin)	250 mg	*
Diindolylmethane (an indole)	100 mg	*
Pomegranate Fruit (<i>Punica Granatum</i>) Extract	40 mg	*
Lignans (from Flaxseed)	15 mg	*
Genistein (from 64% Soy Isoflavone Ext.)	10 mg	*

*Daily Value not established.

OTHER INGREDIENTS: Gelatin, Glycerine, Soy Oil, Beeswax, Caramel.

CONTAINS: Soy

