

ESTERA® PHASE III

WOMEN'S MAINTENANCE FORMULA



POSITIONING STATEMENT

Estera Phase III contains a blend of phytoestrogens—plant based compounds—along with flaxseed powder lignans and diindolylmethane (a source of indoles) for relief from menopausal symptoms. Phytoestrogens bind to the body's estrogenic receptors to protect estrogen sensitive tissues; flaxseed lignans and diindolylmethane (DIM) work with the liver to help promote a healthy ratio of estrogen metabolites. Estera Phase III supports cardiovascular health, healthy bones, and cognitive functions and helps maintain existing normal lipid profiles important to the postmenopausal years.*

CONCEPT

Normal Hormone Fluctuations. During postmenopause, it is essential for women to understand the impact of normal hormone fluctuations on their quality of life. When a woman reaches postmenopause, estrogen and progesterone production decline sharply. It is clear that nutrition and exercise can significantly affect hormone health and that poor nutrition and a sedentary lifestyle parallel a tremendous increase in some symptoms and health concerns during this phase of life. Bone strength and heart health become important concerns during postmenopause because of the protective role estrogen plays to these tissues.

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 are 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 incorpo-

rating healthy choices at an early age, a woman will receive health benefits throughout her life.

Perimenopausal Symptoms. Absentmindedness, vaginal dryness, frequent urination, recurrent waking at night, decreased sexual desire, and diminished ability to recall information or concentrate are some of the common symptoms women experience in the postmenopause phase of life.*

PRIMARY BENEFITS

- Provides plant based compounds known as phytoestrogens. These phytoestrogens should be incorporated into a woman's diet to decrease the occurrence of mild postmenopausal symptoms, maintain healthy bone density, maintain existing normal lipid profiles, and help maintain good health throughout life.*
- Contains a combination of flaxseed lignans and DIM, which provides antioxidant protection and helps promote a healthy ratio of estrogen metabolites.*
- Estera Phase III also offers relief from symptoms associated with postmenopause such as night sweats, decreased sexual desire, and slowed recall or concentration.*

WHAT MAKES WOMEN'S MAINTENANCE FORMULA UNIQUE?

- Estera Phase III is the first in the industry to provide a patent-pending combination of ingredients that addresses three primary health concerns for women in the postmenopausal years*
- Key ingredients are provided at levels found to be effective in clinical trials, and in an optimal dosage for women in postmenopause*
- Contains soy isoflavones with genistein, a high-potency soy extract
- Contains pomegranate, delivers novel flavonoids

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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- Contains a blend of phytoestrogens to protect sensitive tissues, and contains enzyme inducers from flaxseed powder and DIM to support enzyme activity in the liver to help promote a healthy ratio of estrogen metabolites*

WHO SHOULD USE THIS PRODUCT?

Estera Phase III is designed to benefit women during postmenopausal years.

DID YOU KNOW?

- Women spend up to 1/3 of their life in postmenopause.
- Menopause is marked by a woman's last menstrual period.
- Postmenopausal women are at greater risk for bone and cardiovascular concerns.

FREQUENTLY ASKED QUESTIONS

What are some of the the primary health concerns for postmenopausal women?

Postmenopausal women are faced with three primary areas of concern: (1) understanding the long-term health impact of age-related hormone decline, (2) incorporating diet and lifestyle choices to help the liver eliminate undesirable metabolites, and (3) addressing common symptoms associated with the postmenopausal years.

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) capsules daily, preferably one with your morning and evening meals. Store in a cool, dry place.

WARNINGS

Keep out of reach of children. If you are taking prescription medication, consult a physician before using this product. Estera Phase III is not appropriate for women in their childbearing years. 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. van der Schouw YT, de Kleijn MJ, Peeters PH, Grobbee DE. Phytoestrogens and cardiovascular disease risk. *Nutr Metab Cardiovasc Dis.* 2000;10:154–67.
2. Kritz-Silverstein D, Von Muhlen D, Barrett-Connor E, Bressel MA. Isoflavones and cognitive function in older women: the SOy and Postmenopausal Health In Aging (SOPHIA) Study. *Menopause.* 2003;10:196–202.
3. 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.
4. 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.
5. 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.

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Supplement Facts

Serving Size 2 Capsules
Servings Per Container 30

Amount Per Serving	% Daily Value
Broccoli Powder	300 mg *
Diindolylmethane (an indole)	100 mg *
Genistein (from Soy Isoflavone Ext.)	55 mg *
Pomegranate Fruit (Punica granatum) Extract	40 mg *
Lignans (from Flaxseed)	20 mg *

*Daily Value not established.

OTHER INGREDIENTS: Gelatin, Microcrystalline Cellulose, Magnesium Stearate, Silicon Dioxide.

CONTAINS Soy.

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