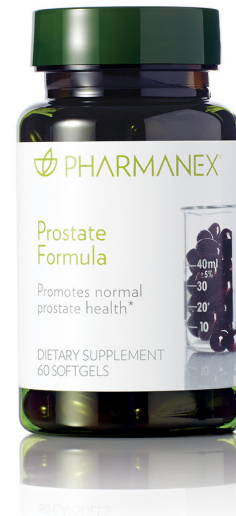


PROSTATE FORMULA

PROMOTES NORMAL PROSTATE HEALTH*



POSITIONING STATEMENT

An all natural blend of powerful antioxidants and botanicals, Prostate Formula helps protect and maintain a healthy prostate.*

CONCEPT

The prostate is a gland of the male reproductive system. Normally, the prostate is quite small, nearly the same size and shape as a chestnut. The prostate is made up of approximately 30% muscular tissue, and the rest is glandular tissue. Through the years, prostate cells are often exposed to free radical attacks that can result in health concerns and a decreased quality of life.

Prostate Formula is scientifically formulated for results. It addresses prostate health in two significant ways. First, it helps maintain healthy prostate function. This benefit is provided by Prostate Formula's clinically effective dose of standardized saw palmetto extract. Second, it provides long-term protection against free radical attacks with its combination of superior-quality antioxidants. Included in the formula's list of antioxidants are Pharmanex's potent green tea extract, T-egreen 97® (standardized to deliver 97% polyphenols) combined with lycopene and selenium—all effective in neutralizing free radicals known to target healthy prostate tissues.*

PRIMARY BENEFITS

- Supports healthy prostate function*
- Maintains a healthy prostate gland*
- Provides long-term prostate cell and DNA protection against free radical damage*

WHAT MAKES THIS PRODUCT UNIQUE?

- Scientifically proven to be safe and effective*
- Contains Pharmanex's patented green tea extract, T-egreen 97®

WHO SHOULD USE THIS PRODUCT?

As a dietary supplement, Prostate Formula is intended for adult men desiring greater nutritional support for a healthy prostate.*

DID YOU KNOW?

- Concerns related to the prostate normally manifest themselves after the age of 40, increasing the need for proper nutrition earlier in life
- More than 75% of prostate concerns are in men over the age of 65
- Free radical attacks to the prostate have made prostate cell function the third most common concern of its type worldwide

FREQUENTLY ASKED QUESTIONS

What is this product intended to do?

An all-natural blend of powerful antioxidants and botanicals, Prostate Formula helps support healthy prostate function, maintain a healthy prostate gland, and provide long-term prostate cell and DNA protection against free radical attacks.*

What ingredients does this product have?

Prostate Formula addresses prostate health in two significant ways. First, it helps maintain healthy prostate function and normal urinary flow. This benefit is provided by Prostate Formula's clinically effective dose of standardized saw palmetto extract. Second, it provides long-term protection against free radical attack with its combination of superior-quality antioxidants.*

How is Prostate Formula unique?

Prostate Formula combines the time-honored herb saw palmetto into a unique formula that not only helps

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

PROSTATE FORMULA

maintain healthy prostate function, but also provides long-term protection against free radicals with the addition of antioxidants.*

Do I need to take the product continually to see the benefits or can I take it on an as needed basis?

Prostate Formula provides targeted nutrient supplementation to support healthy prostate function and is best if taken on a con-tinual basis. Allow 4 to 6 weeks for noticeable results.

What are the side effects and precautions of Prostate Formula?

There are no known side effects at the recommended dosage. If you are diagnosed with benign prostatic hyperplasia (BPH), are at risk for prostate cancer, have other medical conditions, or are taking prescription medications, please consult a physician before taking this or other dietary supplements.

Are there scientific studies validating this product?

Clinical research indicates that the ingredients in Prostate Formula may help support healthy prostate function and provide long-term prostate cell and DNA protection against free radical damage.*

How are the ingredients in this product standardized?

The constituents in Prostate Formula are standardized through scientific and analytical methods in a sterile environment to ensure that every capsule contains the prescribed level of constituents, every time. Extract of saw palmetto berries are standardized to 85% to 95% free fatty acids and sterols. Other routine testing includes heavy metal content, full microbial testing and residual solvents.

Is there anyone who should not use this product?

This product is not recommended for children. Persons taking prescription medications should consult a physician prior to use.

KEY SCIENTIFIC STUDIES

1. Brooks JD, et al. Plasma selenium level before diagnosis and the risk of prostate cancer development. *J Urol*, 2001; 166(6): 2034–8.
2. Mitscher LA, Jung M, Shankel D, Dou JH, Steele L, Pillai SP. Chemoprotection: A review of the potential therapeutic antioxidant properties of green tea (*Camellia sinensis*) and certain of its con-stituents. *Medicinal Research Reviews*, 1997; 17 (4):327–365.

3. Carraro JC, Raynaud JP, Koch G, et al. Comparison of phytotherapy (Permixon®) with finasteride in the treatment of benign prostate hyperplasia: a randomized international study of 1,098 patients. *Prostate*, 1996; 29:231–240.
4. Prager N, Bickett K, French N, Marcovici G. A randomized, double-blind, placebo-controlled trial to determine the effectiveness of botanically derived inhibitors of 5-alpha-reductase in the treatment of androgenetic alopecia. *J Altern Complement Med*, 2002 Apr; 8(2):143–52.
5. Gann PH, Ma J, Giovannucci E, et al. Lower prostate cancer risk in men with elevated plasma lycopene levels: Results of a prospective analysis. *Cancer Research*, 1999; 59:1225–1230.
6. Giovannucci E, Rimm EB, et al. A prospective study of tomato products, lycopene, and prostate cancer risk. *J Natl Cancer Inst*, 2002 Mar 6; 94(5):391–8.

Supplement Facts

Serving Size 1 Softgel

Amount Per Serving	% Daily Value
Selenium (as Selenium Yeast) 100 mcg	182%
Saw Palmetto (<i>Serenoa repens</i>) Extract, Berries (85–95% Fatty acids)	160 mg *
Green Tea (<i>Camellia sinensis</i>) Extract, Leaf	85 mg
Lycopene	3 mg *

*Daily Values not established.

OTHER INGREDIENTS: Soybean Oil, Gelatin, Glycerin, Beeswax, Lecithin, Caramel Color, Mixed Tocopherol.

CONTAINS Soy.

DIRECTIONS FOR USE

Take one (1) softgel two (2) times daily with food. Store in a cool dry place.

WARNINGS

Keep out of reach of children. Consult a physician prior to use if pregnant or lactating, or using prescription medication. Discontinue use of this product 2 weeks prior to and after surgery. Discontinue use and consult a physician if any adverse reactions occur.

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

