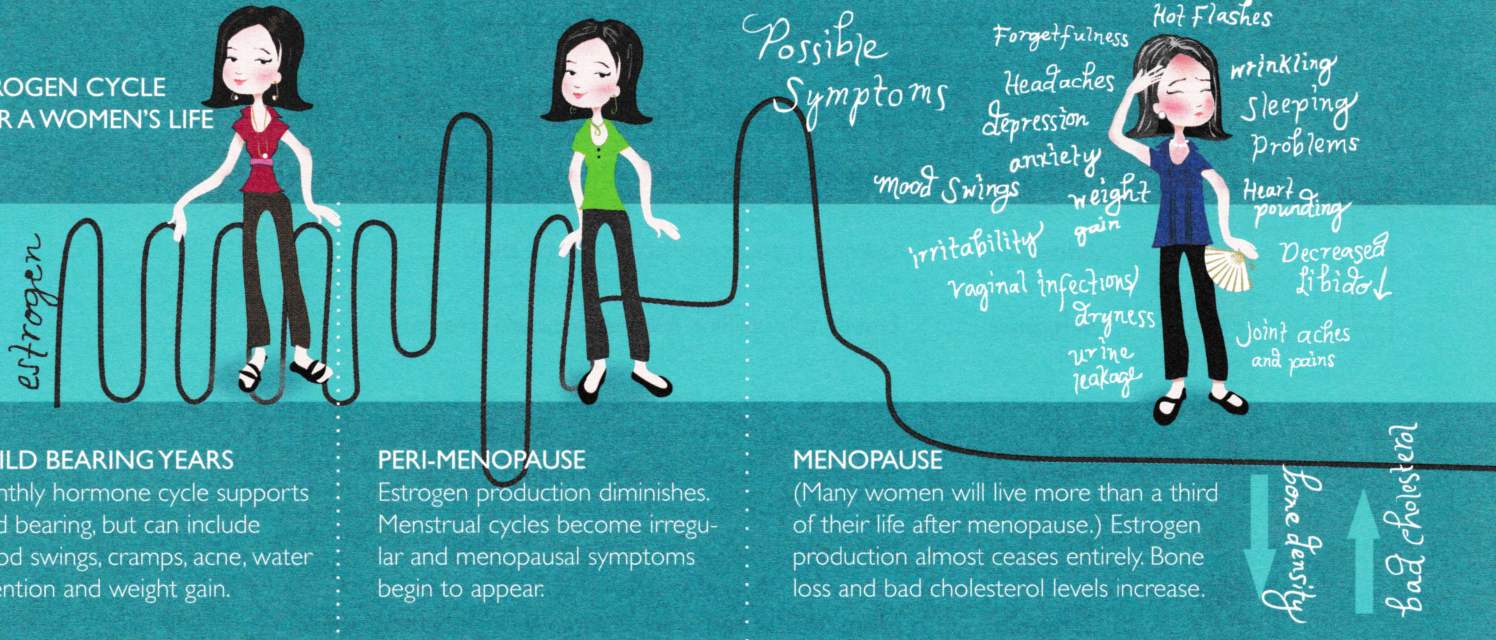


estrogen and women's health

A woman's body is profoundly affected by her hormone cycle, especially the fluctuation of estrogen. Besides the formation of sexual characteristics, estrogen affects mental health, bone growth, the cardiovascular system including cholesterol levels, skin health, protein synthesis and fluid balance.



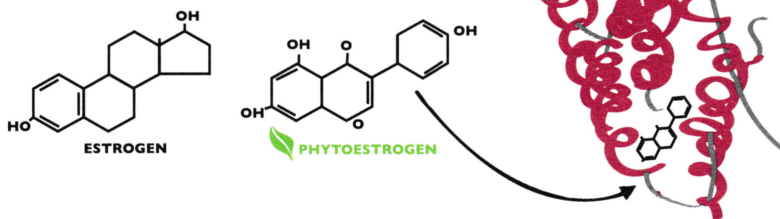
ESTROGEN CYCLE OVER A WOMEN'S LIFE



PHYTOESTROGENS HELP EQUALIZE ESTROGEN LEVELS

Phytoestrogens are naturally occurring *plant* compounds chemically similar to the estrogens produced in the body. They provide mild estrogenic effects that are healthy because they can bind to certain estrogen receptors called *beta-receptors*. Beta-receptors are found mainly in the cardiovascular system, bones and skin, and are not found in any of the sex organs where overexposure to estrogen and estrogen-like compounds has been shown to increase cancer risk.

phytoestrogens bind to beta-receptors

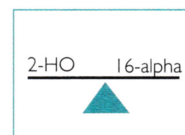
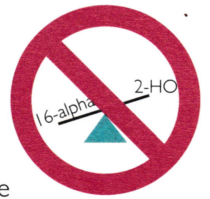


If a woman has *too much estrogen*, milder phytoestrogens can bind with receptors that would otherwise be filled by stronger estrogens.

For a woman with *not enough estrogen*, the phytoestrogens help fill this void naturally.

ESTROGEN METABOLITES

Metabolites are chemical compounds produced by the body as a result of digesting or "metabolizing" hormones. Estrogens are metabolized along two general pathways. The "bad" metabolite (16-alpha) is considered negative because high levels of this metabolite have a close link to cancer risk and other health negatives.



2-HO is considered the "good" metabolite because of its neutral effect on the body. For optimum health these two should be balanced toward 2-HO.

Several things help create a healthy metabolite balance: increasing phytoestrogens (isoflavones and lignans), powerful antioxidants, E and B vitamins, magnesium, calcium and other vitamins. Also, eat a healthy diet with lots of cruciferous and green vegetables, exercise, increase fiber and reduce fat. Also, essential oils that cleanse the liver, such as citrus oils and geranium promote estrogen detoxification.¹

¹Douglas C. Hall, M. D., Nutritional Influences on Estrogen Metabolism,



PHYTOESTROGEN COMPLEX KEY INGREDIENTS



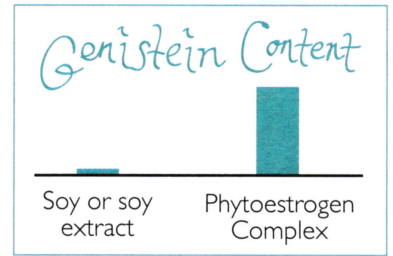
Genistein is a potent phytoestrogen found in soy isoflavones, which are also phytoestrogens. Genistein has been highly researched because of its powerful benefits to women's health. It is not necessarily enough to consume soy or a common soy extract. This is because soy isoflavones make up less than .01% of soy protein; and the potent *genistein is less than .006% of soy protein*. Phytoestrogen Complex delivers at least 48 mg of genistein per serving.



Flax Lignans are found in the hull of flax seed, and are significant in supporting the liver's ability to metabolize hormones in a healthy way.














Pomegranate Extract contains a blend of powerful antioxidants as well as complementary phytoestrogens.



ESSENTIAL OIL BLEND



ESSENTIAL OIL	SUPPORTING HEALTH BENEFITS*
 <i>Clary Sage</i>	Helps ease muscle tension, mood lifting, hormone balancing
 <i>Lavender</i>	Calming, supports normal hormone levels
 <i>Bergamot</i>	Emotionally uplifting, helps ease muscle tension
 <i>Roman Chamomile</i>	Esters are relaxing and help ease muscle tension
 <i>Cedarwood</i>	Himachalene supports normal hormone levels
 <i>Ylang Ylang</i>	Helps with stress, phytoestrogenic
 <i>Geranium</i>	Helps balance endocrine system, calming, phytoestrogenic
 <i>Fennel</i>	Trans-anethole supports estrogen production and lactation
 <i>Carrot seed</i>	Helps support healthy endocrine activity
 <i>Palmarosa</i>	Soothing to the body, supports healthy thyroid levels
 <i>Vitex (chaste berry)</i>	Considered bio-identical to phytoestrogens, anti-spasmodic

BONE NUTRITION

As a result of bone loss *one in three* women over 50 will suffer at least one fracture, if not more serious injury. Bone loss also causes other degenerative and life threatening conditions as women age.

Girls gain bone mass until their late twenties, and they absorb calcium at almost double the rate of older women. Yet research shows that they consume less than half the calcium and other nutrients they need to build strong enough bones to sustain them through their lifetime.

Bone nutrition formula combines 100% DV of calcium and magnesium, highly absorbable vital trace minerals and vitamin C, two forms of vitamin D and biotin to assist mineral absorption.



CALCIUM CONSUMPTION OF GIRLS AND YOUNG WOMEN

