

Estera™ Phase II

WOMEN'S TRANSITIONS FORMULA



POSITIONING STATEMENT

Estera Phase II contains a blend of phytoestrogens, which are plant based compounds that bind to the body's estrogenic receptors. They should be incorporated into a woman's diet from an early age for benefits throughout life. Estera Phase II also contains flaxseed powder lignans that work with the liver to help promote a healthy ratio of estrogen metabolites. This formula also contains phytoestrogens, compounds that in the body act similarly to estrogen. Studies have shown that these ingredients can help relieve common symptoms associated with perimenopause and menopause, such as hot flashes and night sweats.

CONCEPT

Normal Hormone Fluctuations. Hormones are involved in almost every function of the body—from the reproductive cycle to how fast your heart beats to how your skin grows and wrinkles. They affect how much you remember and how sharp your thinking is to how much energy you have on any given day. They influence how your bones and muscles grow or disintegrate, where your body stores fat, and the strength and direction of all your emotions. During perimenopause, it is essential for women to understand the impact of normal hormone fluctuations on their quality of life. As estrogen and progesterone begin to decline in perimenopause, hormones begin to fluctuate dramatically. Scientists have evidence that estrogen levels will ultimately drop 40 to 60 percent, while progesterone can decline even more dramatically. It is clear that nutrition and exercise can significantly affect health during perimenopause and that poor nutrition and a sedentary lifestyle parallel a tremendous increase in symptoms during this phase of life.

Hormone Metabolites. The liver is responsible for safely metabolizing and excreting undesirable hormones 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 produced by the liver, is unique to every woman. It is important to incorporate diet and lifestyle choices that help the liver increase production of healthy metabolites such as 2-hydroxyestrone and decrease production 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. **Perimenopausal Symptoms.** Occasional bleeding through the menstrual cycle, achy joints, hot flashes, a temporary and minor decrease in the ability to concentrate or recall information, changes in sexual desire, sweating, frequent urination, recurrent awakening at night, vaginal dryness, night sweats, occasional anxiousness, and mild mood swings are just a few of the symptoms generally associated with the perimenopausal years. In addition to these, some women experience many symptoms associated with PMS. While some may only experience minor symptoms or none at all, some women suffer from one or multiple symptoms that can last from eight to 10 years.

PRIMARY BENEFITS

- Provides phytoestrogens—plant based compounds that bind to the body's estrogen receptors. These should be incorporated into a woman's diet from an early age to decrease the occurrence of hot flashes and other related health concerns later in life
- Flaxseed powder lignans promote a healthy balance of estrogen metabolites
- Offers relief from symptoms associated with perimenopause, including, but not limited to, hot flashes and night sweats

WHAT MAKES THIS PRODUCT UNIQUE?

- Estera Phase II provides a combination of ingredients that addresses all three primary health concerns for women in perimenopause.

Estera™ Phase II

- Contains genistein and diadzin—two well studied phytoestrogens from soy.
- Contains pomegranate, a complementary phytoestrogen and a novel flavonoid.
- Contains a blend of phytoestrogens and enzyme inducers.
- Estera™ is a product line developed for women by women.

WHO SHOULD USE THIS PRODUCT?

This product is designed to benefit women during perimenopausal years. Women who are taking a prescription medication should consult a physician before using this product. Pregnant or lactating women should not use Estera Phase II.

DID YOU KNOW?

- Menopausal transition is commonly referred to as perimenopause.
- During perimenopause, periods may become less regular and menopausal symptoms begin to appear.
- Perimenopause usually begins about two to four years before the last menstrual period and lasts for about one year after the last period.
- Menopause is marked by a woman's last menstrual period.
- As a woman advances through perimenopause to postmenopause she is at a greater risk for bone and cardiovascular concerns.

FREQUENTLY ASKED QUESTIONS

How can a woman identify which phase of Estera she should take?

Although Estera products are formulated to address phases of a woman's life, the best way to select the appropriate Estera product is to assess symptoms—no matter what a woman's age, and no matter what her chronological phase (whether childbearing, perimenopause, or postmenopause). There may be some cases in which a woman—who is chronologically in her perimenopausal phase—will not experience the symptoms typically associated with perimenopause; she should move straight to Estera Phase III. Similarly, a woman who is chronologically in her postmenopausal years may experience temporary periods of hot flashes, which are more typical of perimenopause; she should use Estera Phase II during such periods. Recognizing that hormone phases do not always progress in a simple sequential manner may necessitate that a woman alternate in her usage of Phases II and III.

In markets where Estera Phase I is not available can a woman in her childbearing years use Estera Phase II or Estera Phase III?

Estera Phase II is not appropriate for women in their childbearing years, however in markets in which Estera Phase I is not available, women in their childbearing years (who are not pregnant or lactating) can take Estera Phase III in a dose of one capsule per day. Phytoestrogens and liver enzyme inducers should be incorporated into a woman's diet from an early age to decrease health related concerns later in life.

KEY SCIENTIFIC STUDIES

1. Setchell KDR, Lydeking-Olsen E. Dietary phytoestrogens and their effect on bone: evidence from in vitro and in vivo, human observational, and dietary intervention studies. *Am J Clin Nutr*, 2003;78(suppl):593s–609s.
2. Cotter AC, Cashman KD. Genistein appears to prevent early postmenopausal bone loss as effectively as hormone replacement therapy. *Nutr Rev*, 2004; 61(10):346–51.
3. Atkinson C, Compston JE, Day NE, Dowsett M, Bingham SA. The effects of phytoestrogen isoflavones on bone density in women: a double-blind, randomized, placebo-controlled trial. *Am J Clin Nutr*, 2004;79(2):326–33.
4. Morabito N, Crisafulli A, et al. Effects of genistein and hormone replacement therapy on bone loss in early postmenopausal women: a randomized, double-blind, placebo-controlled study. *J Bone Min Res*, 2002;17:1904–1912.

SUPPLEMENT FACTS

Serving Size 1 Capsule

Amount Per Capsule

Brassica oleracea var botrytis (Broccoli) flowering herb top powder	150 mg	*
Trifolium pratense (Red Clover) extract (30:1) (equiv. to dry flowering herb 2.4 g)	80 mg	*
Punica granatum (Pomegranate) extract (55:1) (equiv. to fresh fruit 2.2 g)	40 mg	*
Linum usitatissimum (Flax) extract (8:1) (equiv. to dry seed coat 1.2 g, contains lignans calc as secoisolariciresinol diglucoside 30 mg)	150 mg	*
Glycine Max (Soya Bean) extract (300:1) (equiv. to dry seed 18 g, contains isoflavone glucosides calc as genistin and diadzin 12 mg)	60 mg	*

*Daily Value not established.

Other Ingredients: Gelatin, Stearic Acid, Microcrystalline Cellulose, Colloidal Anhydrous Silica, Maltodextrin.

DIRECTIONS FOR USE

As a dietary supplement, take one capsule daily with 250 mL of liquid. Store in a dry place below 25° C.

WARNING

Keep out of reach of children. If you are taking a prescription medication, consult a physician before using this product. If symptoms persist, consult your health care practitioner.

