

Estera™ Phase III

Women's Maintenance Formula



POSITIONING STATEMENT

Estera Phase III contains a blend of phytoestrogens, which are plant based compounds that have a mild estrogenic receptor binding effect.

They should be incorporated into a woman's diet from an early age for benefits throughout life. Estera Phase III also contains flaxseed powder lignans that work with the liver to help promote a healthy ratio of estrogen metabolites.

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. Postmenopausal Symptoms. Absentmindedness, vaginal dryness, frequent urination, recurrent awakening 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 phytoestrogens, plant based compounds that have a mild estrogen receptor binding effect. These phytoestrogens should be incorporated into a woman's diet to decrease the occurrence of postmenopausal symptoms and help maintain good health throughout life.
- Flaxseed powder lignans provide antioxidant protection and help promote a healthy ratio of estrogen metabolites.
- Estera Phase III also provides relief from symptoms associated with postmenopause.

WHAT MAKES THIS PRODUCT UNIQUE?

- Estera Phase III provides a combination of ingredients that addresses three primary health concerns for women in the postmenopausal years.
- Contains genistein and diadzin—two well studied phytoestrogens from soy.
- Contains pomegranate, a complementary phytoestrogen and a novel flavonoid with one of the highest ORAC antioxidant values found in nature.
- Contains phytoestrogens and enzyme inducers to provide a high concentration of phytoestrogens that have a mild estrogen receptor binding effect and are metabolized easily and safely.

Estera™ Phase III

Also contains flaxseed powder to support enzyme activity in the liver to help promote a healthy ratio of estrogen metabolites.

- Estera™ is a product line developed for women by women.

WHO SHOULD USE THIS PRODUCT?

Every woman in her postmenopausal years could take this product.

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.
- Postmenopausal women are at 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.

DIRECTIONS FOR USE

As a dietary supplement, take one (1) capsule with 250 mL of liquid twice daily, preferably with morning and evening meals. Store in a dry place below 25° C.

WARNINGS

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.

SUPPLEMENT FACTS

Serving Size 1 Capsule

Amount Per Capsule

Brassica oleracea var botrytis (Broccoli) flowering herb top powder	200 mg	*
Punica granatum (Pomegranate) extract (55:1) (equiv. to fresh fruit 1.1 g)	20 mg	*
Linum usitatissimum (Flax) extract (8:1) (equiv. to dry seed coat 600 mg, contains lignans calc as secoisolariciresinol diglucoside 15 mg)	75 mg	*
Glycine Max (Soya Bean) extract (300:1) (equiv. to dry seed 27 g, contains isoflavone glucosides calc as genistin and diadzin 18 mg)	90 mg	*

*Daily Value not established.

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

