

Estera™ Phase III

WOMEN'S MAINTENANCE FORMULA



Positioning Statement

Estera™ Phase III contains a patent-pending 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™ Maintenance also contains flaxseed powder lignans and indole 3-carbinol (I3C) that work with the liver to help promote a healthy ratio of estrogen metabolites. Estera™ Maintenance supports cardiovascular health, healthy bones, cognitive functions, and helps maintain existing normal lipid profiles.*

Concept

Normal Hormone Fluctuations. Hormones are involved in almost every function of the body—from the reproductive cycle to how fast your heart beats and your skin grows and wrinkles, from how much you remember and how sharp your thinking is to how much energy you have on any given day. They affect how your bones and muscles grow or disintegrate, where your body puts on fat, and the strength and direction of all your emotions. 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 an important concern during postmenopause because of the protective role estrogen plays.

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 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 powerful phytoestrogens should be incorporated into a woman's diet to decrease the occurrence of postmenopausal symptoms, maintain healthy bone density, maintain existing normal lipid profiles, and help maintain good health throughout life*
- A combination of flaxseed powder lignans and I3C provide antioxidant protection and help promote a healthy ratio of estrogen metabolites*
- Estera™ Phase III also provides relief from symptoms associated with postmenopause such as night sweats, hot flashes, decreased sexual desire, and slowed recall or concentration*

What Makes This Product Unique?

- The Estera™ Phase III Maintenance 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, provided at an optimal dosage for women in postmenopause*
- Contains a proprietary source of soy isoflavones—64% soy isoflavones with genistein—a high potency soy extract on the market that retains the natural isoflavone ratio of soybeans

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- Contains pomegranate, a complementary phytoestrogen and a novel flavonoid with one of the highest ORAC antioxidant values found in nature
- Contains a patent-pending blend of 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. This blend also contains flaxseed powder and I3C 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 should 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

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.

How is genistein standardized in Estera™?

Isoflavones are found naturally in soy products. However, the level of isoflavones in soy products varies based on harvesting, manufacturing, and preparation methods. Therefore, to provide a consistent intake of phytoestrogens in your daily diet, Pharmanex provides a proprietary standardized 64% isoflavone extract with 40% genistein. Soy products currently on the market are only standardized to 40% isoflavones or less. While extracts higher than 64% are rare, this high concentration of genistein can disrupt soy's natural isoflavone ratio.

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. Michnovicz JJ, Adlercreutz H, Bradlow HL. Changes in levels of urinary estrogen metabolites after oral indole-3-carbinol treatment in humans. *J Natl Cancer Inst* 1997;89(1):718-723.
5. 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 One Capsule

Amount Per Serving		%Daily Value*
Genistein (from 64% Soy Isoflavone Ext.)	45 mg	*
Lignans (from Flaxseed)	20 mg	*
Pomegranate Extract (Punica Granatum) Extract (55:1) 2.5% minimum ellegic acid	40 mg	*
Broccoli Powder (with Indole 3-Carbinol)	300 mg	*

*Daily Value not established.

Other Ingredients: Gelatin, Dietary Indoles, Maltodextrin, Magnesium Stearate, Silicon Dioxide.

Directions for Use

As a dietary supplement, take two (2) capsules daily, preferably one capsule with your morning and evening meals. Store in a cool, dry place.

Warning

Keep out of reach of children. If you are pregnant or lactating, or taking a prescription medication, consult a physician before using this product.

*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.

