

# ESTERA® PHASE II

## WOMEN'S TRANSITIONS FORMULA



### POSITIONING STATEMENT

Estera® Phase II is formulated to meet the needs of women during the transitional stage known as perimenopause. This targeted supplement contains a blend of phytoestrogens, enzyme inducers, and other herbs for relief of perimenopausal symptoms. Phytoestrogens are plant based compounds that should be incorporated into a woman's diet as early in her life as possible for benefits throughout life. Estera Phase II also contains flaxseed lignans and indoles to help promote a healthy ratio of estrogen metabolites. Black cohosh works with other Estera® ingredients to help relieve symptoms associated with perimenopause.

### CONCEPT

**Normal Hormone Fluctuations.** 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. 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 quality of life during perimenopause; 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 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. It is important to incorporate diet and lifestyle choices that help the liver increase the ratio of healthy metabolites, such as 2-hydroxyestrone, and decrease the ratio 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, joint discomfort, hot flashes, a temporary and minor decrease in the ability to concentrate or recall information, changes in sexual desire, sweating, frequent urination, recurrent waking 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. 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 ten years.\*

### PRIMARY BENEFITS

- Provides phytoestrogens—plant based compounds that protect estrogen sensitive tissues. Phytoestrogens have been shown to support bone strength and heart health and decrease the occurrence of hot flashes and other related health concerns later in life.\*
- Promotes a healthy balance of estrogen metabolites with a combination of flaxseed lignans and DIM (an indole)\*
- Offers relief from mild symptoms associated with perimenopause, including, but not limited to, occasional bleeding throughout the menstrual cycle, hot flashes, anxiousness, and mild mood swings.\*

### WHAT MAKES WOMEN'S TRANSITIONAL FORMULA UNIQUE?

- Estera Phase II is the first in the industry to provide a patent-pending combination of ingredients that addresses all three primary health concerns for women in perimenopause\*
- Contains soy isoflavones with genistein, a high-potency soy extract

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

# ESTERA® PHASE II

- Contains pomegranate, delivers novel flavonoids with one of the highest ORAC antioxidant values found in nature\*
- Contains a blend of phytoestrogens and enzyme inducers\*

## WHO SHOULD USE THIS PRODUCT?

Estera Phase II is designed to benefit women during perimenopausal years.

## DID YOU KNOW?

- Menopausal transition is commonly referred to as perimenopause.
- During perimenopause, menstruation 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.

## 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.

### What is perimenopause?

The two to four-year period prior to the complete cessation of menses. During perimenopause, estrogen and progesterone levels become sporadic, resulting in irregular periods, hot flashes, mood swings, and other symptoms.

## DIRECTIONS FOR USE

As a dietary supplement, take one (1) capsule with eight (8) ounces of liquid daily. Store in a cool, dry place.

## WARNINGS

Keep out of reach of children. If you are pregnant or lactating, or taking prescription medication, consult a physician before using this product. Discontinue use of this product two weeks prior to and after surgery. Discontinue use and consult a physician if any adverse reactions occur.

## KEY SCIENTIFIC STUDIES

1. Hsu EL, Chen N, Westbrook A, Wang F, Zhang R, Taylor RT, Hankinson O. CXCR4 and CXCL12 down-regulation: a novel mechanism for the chemoprotection of 3,3'-diindolylmethane for breast and ovarian cancers. *Cancer Lett.* 2008 Jun 28;265(1):113–23.
2. Philips HA. Hot flashes: A review of the literature on alternative and complementary approaches. *Alternative Medicine Review* 2003;8:284–302.
3. McCann SE, Wactawski-Wende J, Kufel K, Olson J, Ovando B, Kadlubar SN, Davis W, Carter L, Muti P, Shields PG, Freudenheim JL. Changes in 2-hydroxyestrone and 16alpha-hydroxyestrone metabolism with flaxseed consumption: modification by COMT and CYP1B1 genotype. *Cancer Epidemiol Biomarkers Prev.* 2007 Feb;16(2):256–62.
4. Jeune MA, Kumi-Diaka J, Brown J. Anticancer activities of pomegranate extracts and genistein in human breast cancer cells. *J Med Food* 2005;8:469–475.

## Supplement Facts

Serving Size 1 Capsule

| Amount Per Capsule  | % Daily Value |
|---|---------------|
| Broccoli Powder   | 150 mg *      |
| Diindolylmethane (an indole)  | 100 mg *      |
| Black Cohosh ( <i>Cimicifuga racemosa</i> )<br>Extract Roots 2.5% Triterpene Glycosides | 40 mg *       |
| Pomegranate Fruit ( <i>Punica granatum</i> )<br>Extract                                 | 40 mg *       |
| Lignans (from Flaxseed)   | 20 mg *       |
| Genistein (from Soy Isoflavone Extract)   | 15 mg *       |

\*Daily Value not established.

**OTHER INGREDIENTS:** Gelatin, Microcrystalline Cellulose, Magnesium Stearate, Silicon Dioxide.

**CONTAINS Soy.**

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

