

Estera™ Phase I

WOMEN'S BALANCE FORMULA



Positioning Statement

Estera™ Phase I 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™ Balance also contains flaxseed powder lignans that work with the liver to help promote a healthy ratio of estrogen metabolites. Chasteberry works with other Estera™ ingredients to provide relief from common PMS symptoms like fatigue, mild mood swings, breast tenderness, and water retention. Evening primrose oil and borage seed oil have also been added for their complementary benefits.*

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, normal symptoms of PMS, where your body puts on fat, and the strength and direction of all your emotions. In the childbearing years, it is essential for women to understand the impact of normal monthly hormone fluctuations on their quality 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. 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.

Premenstrual Syndrome (PMS). Periodic bloating and weight gain, breast discomfort, occasional anxiousness and sleeplessness, mild mood swings, decreased concentration, and joint discomfort are just a few of the common symptoms of normal PMS. Up to 150 symptoms have been experienced by women, and eight out of 10 women suffer at least some symptoms. PMS is a physiological response to changes in estrogen and progesterone levels that occurs just prior to menstruation. It is clear that nutrition and exercise can significantly affect PMS symptoms and that poor nutrition and a sedentary lifestyle parallel a tremendous increase in PMS symptoms.

Primary Benefits

- Provides phytoestrogens—plant based compounds. The powerful phytoestrogens should be incorporated into a woman's diet from an early age to decrease menopausal symptoms as well as the occurrence of hot flashes and other health concerns later in life*
- Flaxseed powder lignans help promote a healthy ratio of estrogen metabolites early in life*
- Estera™ Phase I also provides relief from PMS symptoms including fatigue, mild mood swings, breast tenderness, and water retention*

What Makes This Product Unique?

- The Estera™ Phase I Balance is the first in the industry to provide a patent-pending combination of ingredients that addresses three primary health concerns of women in the child-bearing years*
- Key ingredients in Estera™ are provided at levels found to be effective in clinical trials
- Contains a proprietary source of isoflavones—64% soy isoflavones with genistein—a high potency soy extract on the market that retains the natural isoflavone ratio of soybeans
- Contains pomegranate, complementary phytoestrogen and a novel flavonoid with one of the highest ORAC antioxidant values found in nature

*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.

Estera™ Phase I

- Contains a patent-pending blend of phytoestrogens and enzyme enducers*
- Estera™ is a product line developed for women by women

Who Should Use This Product?

This product is designed to benefit women during childbearing years. Women who are pregnant or lactating, or taking a prescription medication, should consult a physician before using 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

What is PMS?

The constant fluctuation in hormones, especially estrogen and progesterone, during the menstrual cycle creates a condition known as Premenstrual Syndrome (PMS).

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 Two Softgels

Amount Per Serving		% Daily Value
Vitamin B ₆ (Pyridoxine Hydrochloride)	50 mg	1250%
Borage Seed Oil	250 mg	*
Evening Primrose Oil	500 mg	*
Chasteberry Fruit (Vitex Agnus/Castus L.) Extract (3:1) 0.3% casticin	250 mg	*
Pomegranate (Punica Granatum) Extract (55:1) 2.5% minimum ellagic acid	40 mg	*
Lignans (from Flaxseed)	15 mg	*
Genistein (from 64% Soy Isoflavone Ext.)	10 mg	*

*Daily Value not established.

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

Directions for Use

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

Warnings

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

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