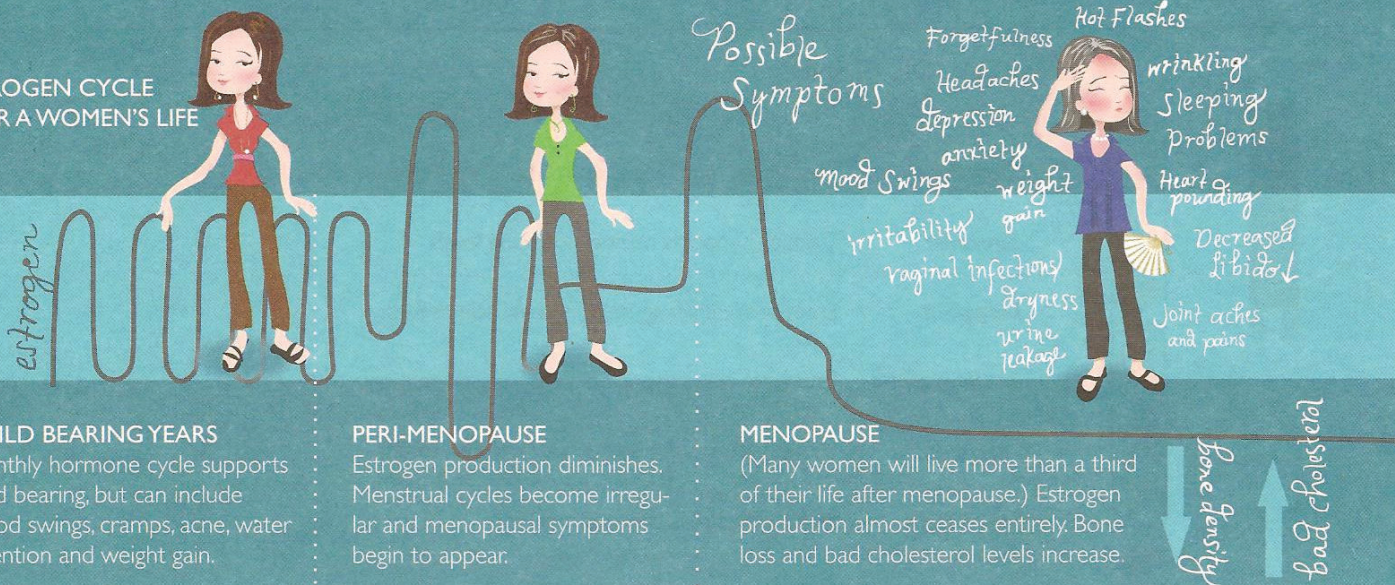


estrogen and women's health

A woman's body is profoundly affected by her hormone cycle, especially the fluctuation of estrogen. Besides the formation of sexual characteristics, estrogen affects mental health, bone growth, the cardiovascular system including cholesterol levels, skin health, protein synthesis and fluid balance.



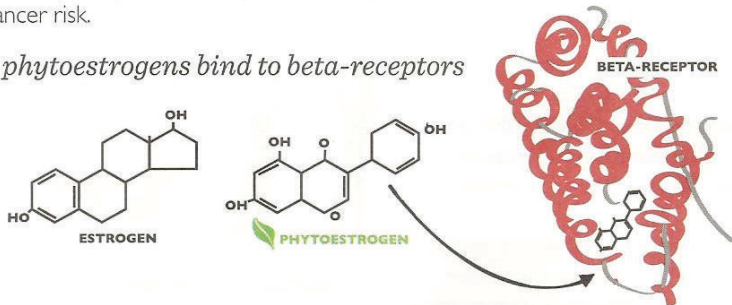
ESTROGEN CYCLE OVER A WOMEN'S LIFE



PHYTOESTROGENS HELP EQUALIZE ESTROGEN LEVELS

Phytoestrogens are naturally occurring *plant* compounds chemically similar to the estrogens produced in the body. They provide mild estrogenic effects that are healthy because they can bind to certain estrogen receptors called *beta-receptors*. Beta-receptors are found mainly in the cardiovascular system, bones and skin, and are not found in any of the sex organs where overexposure to estrogen and estrogen-like compounds has been shown to increase cancer risk.

phytoestrogens bind to beta-receptors

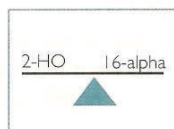


If a woman has *too much estrogen*, milder phytoestrogens can bind with receptors that would otherwise be filled by stronger estrogens.

For a woman with *not enough estrogen*, the phytoestrogens help fill this void naturally.

ESTROGEN METABOLITES

Metabolites are chemical compounds produced by the body as a result of digesting or "metabolizing" hormones. Estrogens are metabolized along two general pathways. The "bad" metabolite (16-alpha) is considered negative because high levels of this metabolite have a close link to cancer risk and other health negatives.



2-HO is considered the "good" metabolite because of its neutral effect on the body. For optimum health these two should be balanced toward 2-HO.

Several things help create a healthy metabolite balance: increasing phytoestrogens (isoflavones and lignans), powerful antioxidants, E and B vitamins, magnesium, calcium and other vitamins. Also, eat a healthy diet with lots of cruciferous and green vegetables, exercise, increase fiber and reduce fat. Also, essential oils that cleanse the liver, such as citrus oils and geranium promote estrogen detoxification.¹

¹Douglas C. Hall, M. D., Nutritional Influences on Estrogen Metabolism.