BPH
One of the most common ailments men face as they age is BPH—Benign Prostatic Hyperplasia—enlargement of the prostate caused by a rise in 5α-DHT levels as testosterone decreases and estrogen increases. Increased 5α-DHT causes the prostate to enlarge and compress the urethra, making urination difficult. Reducing the effect of 5α-DHT can halt or reverse the advance of BPH, but current prescription medications often have undesirable side effects (see “Equol vs. Rx Enzyme Blockers”).

Introducing Prostizine™ with Equol
Equol is the only known molecule that directly and exclusively binds 5α-DHT. It is one of the most studied isoflavonoids in the world, with proven benefits for the prostate. Studies prove that Equol is more effective than any other option in reducing symptoms associated with prostate enlargement—with no observed side effects. Prostizine™ with Equol also includes ingredients that have shown some success traditionally such as beta sitosterol, lycopene, and saw palmetto. This combination of ingredients makes Prostizine™ with Equol the safest, most effective next-generation prostate supplement available today.

Equol vs. Rx Enzyme Blockers
The most common treatments for BPH are enzyme blockers such as Proscar™ and Avodart™. These medications work by blocking the action of 5α-Reductase, an enzyme that normally converts testosterone to 5α-DHT. By blocking this conversion, enzyme blockers reduce levels of circulating 5α-DHT, thereby inhibiting prostate growth. But 5α-Reductase (the blocked enzyme) has other positive functions in the body. Enzyme blockers inhibit both the positive and the negative effects of the enzyme. This disruption of the normal enzymatic process is one of the key factors in the unwanted side effects that often accompany these medications. Equol binds directly with 5α-DHT, inhibiting prostate growth without interfering with normal enzymatic actions. As a result, Equol supports prostate health with no known side effects.

CLINICALLY PROVEN:

Study: Equol’s Other Positive Effects in the Body
Equol has been extensively studied and researched with over 1,500 articles published in 150 peer-reviewed journals. In addition to promoting prostate health in men, Equol has been shown in animal and human studies to reduce body weight, reduce leptin levels, support the thyroid, and reduce anxiety and depression.

Supplement Facts

<table>
<thead>
<tr>
<th>Serving Size: 1 capsule</th>
<th>Servings Per Container: 60</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% DV</td>
</tr>
<tr>
<td>(R,S) Equol (patented &amp; patent-pending)</td>
<td>6mg</td>
</tr>
<tr>
<td>Beta Sitosterol (Phytosterols)</td>
<td>150mg</td>
</tr>
<tr>
<td>Green Tea Ext. (Camellia sinensis)</td>
<td>100mg</td>
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<tr>
<td>(90% Polyphenols / 50% EGCg)</td>
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</tr>
<tr>
<td>d-alpha tocopheryl succinate 100 IU</td>
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</tr>
<tr>
<td>Lycopene 3mg</td>
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<tr>
<td>Saw Palmetto (95% pure extract) 100mg</td>
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<tr>
<td>* Daily Value Not Established</td>
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</tr>
</tbody>
</table>

*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.*
**MECHANISM OF HOW EQUOL WORKS (PROSTATE, WEIGHT CONTROL, BRAIN HEALTH)**

1. Lund TD et al., Equol is a novel anti-androgen that inhibits prostate growth and hormone feedback, Biol Reprod, 2004, 70: 1188-1195
   - Discovery of equol's ability to bind 5α-DHT and equol's positive influences on prostate health for relieving BPH

2. KD Setchell et al., S-equol, a potent ligand for estrogen receptor beta, is the exclusive enantiomer in the soy isoflavone metabolite produced by human intestinal bacterial flora, Am J Clin Nutr, 2005, 81:1072-1097
   - Discovery of equol’s pharmacokinetic properties (metabolism and half-life) in humans and binding and activating estrogen receptor beta (ER β) in vitro

   - Equol, in vitro, inhibits growth of benign and malignant prostatic epithelial cells

   - While equol has been shown to have positive benefits in human prostate health, there is evidence that R-equol has a strong antigrowth activity in human breast and prostate cells.

5. Tanaka M et al., Isoflavones supplements stimulated the production of serum equol and decreased serum dihydrotestosterone levels in healthy male volunteers, Prostate Cancer Prostatic Diseases, 2012: 247-252, 2009
   - Isoflavone supplementation increase circulating equol levels in the bloodstream and then significantly decrease serum (5α-DHT) levels

   - Administration of equol at different doses prenatally resulted in significant reductions in body weights of the mother and offspring and decreased depression in offspring before puberty

   - Equol > genistein inhibits amyloids aggregation in vitro

8. Ma Y et al., Dietary genistein and equol (4′, 7 isoflavandiol) reduce oxidative stress and protect rats against focal cerebral ischemia, Am J Physiol Regul Integr Comp Physiol, 2010, 299: R871-R877
   - Equol > genistein inhibits oxidative stress and focal cerebral ischemia

**SAFETY/TOXICOLOGY**

10. CE Wood et al., Effect of High-Dose Soy Isoflavones and Equol on Reproductive Tissues in Female Cynomolgus Monkeys, Bio Reprod, 2006, 75:477-486

**ANTIOXIDANT AND PROTECTIVE PROPERTIES**

10. CE Wood et al., Effect of High-Dose Soy Isoflavones and Equol on Reproductive Tissues in Female Cynomolgus Monkeys, Bio Reprod, 2006, 75:477-486
17. Munoz Y et al., Equol is more active than soy isoflavone itself to compete for binding to thromboxane A2 receptor in human platelets, Thrombosisis Res, 123:740-744, 2009

**BACKGROUND AND SOURCES OF EQUOL**

23. Mustonen EA, Equol in milk of dairy cows is derived from forage legumes such as red clover, British J Nutr, 102: 1552-1556, 2009