

# BioGenistein Plus

OPTIMUM HORMONAL BALANCE FOR MEN AND WOMEN



## Optimum Hormonal Balance for Men and Women

Our bodies use the hormone estrogen on a daily basis to perform a number of important functions including regulating sexual function, promoting bone health, and keeping proper cholesterol balance in the body. We need estrogen in our bodies but as we get older hormonal balancing becomes increasingly important, yet is more difficult than ever.

Men and women are both at risk for the damaging effects of hormone levels that are out of balance. BioGenistein Plus provides key ingredients genistein, genistin and phytoestrogens from soy that are structurally similar to estrogen and mimic estrogen when processed by the body. Recent research shows the benefits of phytoestrogens, or soy isoflavones, in helping to maintain healthy hormone levels for both men and women.<sup>1,2,3</sup> Additionally the formulation contains Indole-3-Carbinol, sulforaphane, and curcumin, to provide proper and natural hormonal support for both men and women.

## Key Points

- **Genistein and Genistin:** Phytoestrogens like genistein and genistin help maintain a healthy hormonal balance by mimicking the action of estrogen in the body. As estrogen levels drop with age, phytoestrogens can help replace the lost hormone and naturally restore balance to the body.
- **Support Ingredients:** Support ingredients like sulforaphane, indole 3 carbinol, Quercetin and curcumin provide a synergistic support blend that work with the soy isoflavones to keep you hormonally balanced.

## Did you know?

Estrogen levels drop prior to and during menopause, causing a woman's risk for osteoporosis and heart disease to rise significantly. And as men age, the balance between testosterone and estrogen in their body becomes disrupted, eventually leading to a higher risk for prostate conditions.

Studies on Eastern cultures like China, Japan and Korea show a lower percentage of hormonal problems, specifically the discomforts of PMS and menopause. Researchers believe this is a result of a higher soy intake than most Western cultures, and particularly the isoflavone content of the soybean.

## Technical Points

- Broccoli powder contains two important ingredients for hormonal balancing: indole 3 carbinol and sulforaphane. These two compounds work to achieve balance in the levels of estrogen in the body and protect against excessive amounts of estrogen.
- Soy isoflavones have many other health benefits. Evidence shows that they help support cardiovascular health and promote healthy cholesterol levels.<sup>4</sup>
- Quercetin and curcumin are from the bioflavonoid family, a special group of antioxidants that work to control inflammation in the body, an often damaging by-product of estrogen.



**DIRECTIONS:** Take one (1) or two (2) capsules twice daily with 8 oz of fluid.

**Serving Size:** One (1) Capsule  
**Servings Per Container:** 30

## Supplement Facts

Amount Per Serving	DV%
Proprietary Blend	400 mg *
Soy isoflavone extract (contains 35 mg of genistein and genistin and 40 mg of total isoflavones)(Glycine max.)(seeds)	
Broccoli powder extract (contains highly concentrated sulforaphane compounds) (Brassica oleracea)(sprouts)	
Quercetin	
Curcumin (from tumeric)(Curcuma longa L.)	
Dietary indoles (including Indole-3-carbinol)	
*Daily Value (DV) not established	
Other Ingredients: gelatin capsule, peppermint leaf and vegetable oil.	

1. Kuiper GG, Lemmen JG, Carlsson B, et al. "Interaction of estrogenic chemicals and phytoestrogens with estrogen receptor beta." *Endocrinology* 1998. 139(10): 4252-63.

2. Husband AJ. "Phytoestrogens and menopause. Published evidence supports a role for phytoestrogens in menopause." *BMJ* 2002. 324(7328): 52.

3. Albertazzi P, Pansini F, Bottazzi M, et al. "Dietary soy supplementation and phytoestrogen levels." *Obstet Gynecol* 1999. 94(2): 229-31.

4. Head KA. "Isoflavones and other soy constituents in human health and disease." *Alt Med Rev* 1997. 2(6):433-450.

## Ordering Information

Item # 22510 - 30ct/bottle

Item # 22511 - 12 30ct/bottles  
for the price of 11