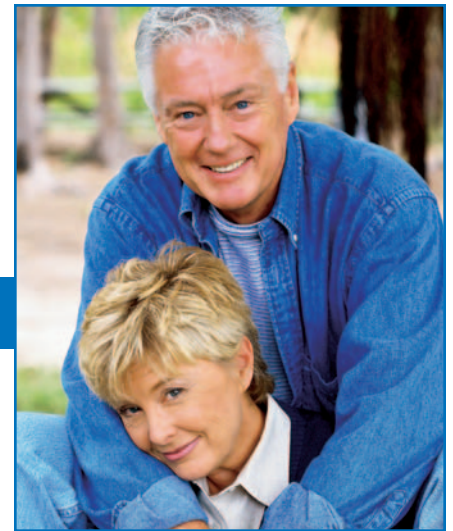


Aging & Your Prostate

What Every MAN Needs To Know

A Patient Education Tool

Complementary Prostate Care



Prostate Statistics

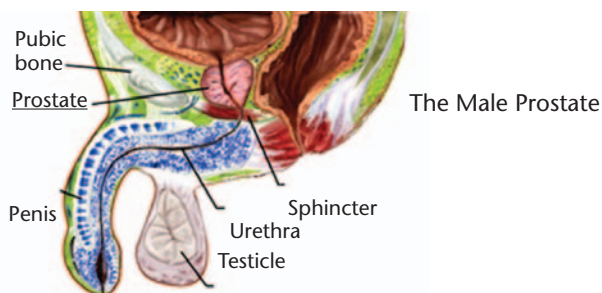
- 50% of men over age 40 experience problems with their prostate.
- By age 70, over 60% of men will have an enlarged prostate gland. At age 80, this number increases to 85%.
- 70% of adult men will have to make lifestyle changes due to an enlarged prostate, necessitating a visit to their physician.

What is the male prostate?

- The prostate is a small organ approximately the size of a walnut.
- It lies below the bladder (where urine is stored) and surrounds the urethra, the tube that carries urine from the bladder.
- The prostate plays a key role in proper sexual function and also helps protect against bladder infections.

Prostate changes as one ages

- Enlargement
- Hardening
- Decreased Fluid Secretions



What are the current options for an enlarged prostate?

BPH Treatment Choices

- *Watchful Waiting*
- *Drugs*
- *Surgery*
- *Complementary Approach*

Many physicians are now recommending complementary therapies in addition to classical treatments for BPH. The mainstay of these therapies are nutraceuticals containing botanical extracts, such as Saw Palmetto, Pygeum, Beta-Sitosterol, and Zinc.

A Complementary Medical Approach

Numerous studies have yielded positive data regarding the clinical efficacy of nutraceuticals containing botanical extracts. A significant benefit of these substances is they have virtually no adverse side effects and can also be used to support a healthy prostate as one ages.*

The leading complementary nutraceuticals with strong supportive research for prostate health include:

Saw Palmetto
Beta-Sitosterol
Pygeum Africanum

Nettle
Pumpkin Seed Oil
Zinc

These substances have been shown to be clinically effective in promoting prostate health and addressing the challenges of an enlarged prostate.*

A Positive Impact with Natural Ingredients

Clinical research suggests the following mechanisms of action for the substances listed below:

Saw Palmetto

- Reduces the amount of dihydrotestosterone (DHT) binding in the prostate.
- Mildly augments the action of 5-alpha-reductase, the enzyme that converts testosterone to DHT.
- Influences the actions of growth factors and inflammatory substances that may contribute to prostate challenges.*

Beta-Sitosterol

- A purified plant substance that is the main active sterol found in saw palmetto, pumpkin seed, and pygeum.
- Similar action in the prostate to saw palmetto and pygeum, but also alters the absorption of cholesterol.*

Pygeum

- The extract of evergreen trees in central and southern Africa has three main constituents:
 - Phytosterols, including beta-sitosterol, have anti-inflammatory effects.
 - Pentacyclic terpenes have a decongesting effect.
 - Ferulic esters influence testosterone and DHT binding in the prostate.*

Nettle

- The nettle leaf has anti-inflammatory actions.
- The nettle root influences the carriers of sex hormones (such as testosterone and DHT).*

Pumpkin Seed Oil

- Contains several major groups of active constituents: essential fatty acids, amino acids, phytosterols (i.e. beta-sitosterol), minerals and vitamins.
- Studies have suggested it can promote the health of the bladder and urethra.*

Zinc

- Zinc is found in high concentrations in the human prostate gland. It plays a role in the normal physiologic processes that help promote a normal functioning prostate gland.*

What do I look for in a Nutraceutical prostate product?

- Pharmaceutical Grade Liquid Ingredients
- Formulation and Selection Based on Scientific Studies
- All-Natural Ingredients
- Free of Fillers and Binders
- High-potency Ingredients for Clinical Effect
- **Doctor Recommended**

* 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. Research is ongoing.

How long will it take to see a difference?

Most studies indicate a noticeable difference will be seen between 4-6 weeks. At a minimum, an individual who is integrating a complementary approach should stay on their program for **at least 6 weeks** before evaluating whether or not there has been improvement.



Consult your physician about information and advice on supporting the health of your prostate through a complementary approach. Isolated minerals or nutrients are best taken as part of a comprehensive supplement program containing a broad spectrum of nutrients.

The Natural Choice Eniva Prostate Care Formula

The Eniva Prostate Care Formula is a *doctor recommended* nutraceutical that has demonstrated results in helping men address the challenges of an enlarged prostate and is an answer for men interested in *maintaining* a healthy prostate.* In addition, it provides the further benefit of helping promote healthy cholesterol levels.*

Ingredient Ratings for Clinical Effect

Ingredient	Nutritional Rating	Minimum used for Clinical Effect	Amount/ Serving in Eniva Prostate Care Formula
1. Saw Palmetto	★★★★★	320 mg ¹⁻⁴⁹	400 mg
2. Beta-Sitosterol	★★★★★	130 mg ⁵⁰⁻⁵⁸	325 mg
3. Pygeum	★★★★★	100 mg ⁵⁹⁻⁸⁰	200 mg
4. Nettle	★★★★	240 mg ⁸¹⁻⁹⁶	250 mg
5. Pumpkin Seed Oil	★★★★	480 mg ⁹⁷⁻¹⁰¹	500 mg
6. Zinc	★★★	15 mg ¹⁰²⁻¹⁰⁹	15 mg

¹⁻¹⁰⁹ Data on file. Eniva Corp., 2005.

Available in 2 Prostate Care Formulas:

- **Prostate Health-Rx™ (with Zinc)** • **Motor Oil for Men®**

A powerful complementary approach which includes natural nutrient supplements can empower men to maintain prostate and urinary tract health as they age.*