

SOURCE  NATURALS<sup>®</sup>

*Strategies for Wellness<sup>™</sup>*

# GENISTEIN

*Soy's Secret for Women's Health*



*For most of human history, we existed in a world that was very different from the one today. Our endocrine systems evolved in an environment without synthetic chemicals. Unfortunately, today we're surrounded by*

*artificial hormone-mimicking compounds that disrupt the subtle biological processes that determine growth and reproduction. Receptors on our cells meant to receive natural bodily hormones can also accept molecules other than the ones they were intended to receive, placing our endocrine systems under considerable duress.*

*Fortunately, certain plants contain estrogen-like compounds that are also accepted by hormone receptors in the human body – but with beneficial effects. Soybeans, which contain the isoflavone Genistein, can help regulate and maintain normal menstrual cycles and menopausal transitions. Source Naturals GENISTEIN is a concentrated form of the essence of the soybean.*



## The Secret of Soy

Not surprisingly, it was Ben Franklin who first introduced America to soybeans. Always on the lookout for beneficial imports, he was intrigued by the soybean cheese he saw in England. Today, tofu and other soy products are gaining popularity here in the West, in good part due to the reported benefits to populations that consume a considerable amount of soy products.

Some researchers have postulated that the high intake of soy foods by Asians may be a key factor in their low incidence of certain health problems that are common in the West. For example, epidemiological studies show that women in Asia have a higher occurrence of normal trouble-free menopause. There is no Japanese word for *hot flashes*.

Soy foods contain high concentrations of phytonutrients including phytosterols and *isoflavones*. Isoflavones are an important class of bioflavonoids whose properties have been well researched. Of the seven isoflavones contained in soybeans, the most active are *genistein* and *daidzein*. Source Naturals GENISTEIN contains over 11 mg of genistein, 42 mg of daidzein, and 86 mg of total isoflavones per four 1000 mg tablets.

## Genistein and Estrogen

The subject of scientific studies since 1966, genistein research has been published in many journals including the *American Journal of Clinical Nutrition* and the *Annals of the New York Academy of Science*. Genistein has been shown to bind to the same receptor sites as estrogen. This helps to maintain normal menstrual cycles and menopausal transitions. By competing for human estrogen receptors, genistein causes excess estrogen to be sent to the liver for elimination. Conversely, when there is too little estrogen (the situation during menopause), phytoestrogens – genistein and daidzein – substitute for the lack of human estrogen, mitigating the effects of its absence.

## Genistein and Cell Growth

One of genistein's most promising functions is its ability to inhibit capillary proliferation. By neutralizing a growth factor called vascular endothelial (vegF), genistein protects cells. Genistein also shows pronounced inhibition of *tyrosine kinase*, the enzyme that interferes with normal cell growth.

Soybeans are the only significant dietary source of genistein; however, the amount of soy foods necessary to meet the body's needs can be difficult to incorporate into today's diet. In Asia, the daily intake can be up to 20 times that of a Western diet.

Source Naturals GENISTEIN is made from the germ of isoflavone-rich soybeans, using a chemical-free process that yields a consistent standardized isoflavone content. It requires approximately 400 pounds of soybeans to yield just one pound of finished product. With GENISTEIN, Source Naturals brings the remarkable properties of a time-honored food plant into your wellness program today.

## References

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