

F.I.G.H.T. For Your Health - "H" is for Hormones
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In observance of Thyroid Awareness and Cervical Health Awareness month, I'm focusing on the importance of hormones in this issue of GreenLivingAZ. We will continue with Heavy Metals next month.

Hormonal balance is key to good health. Men as well as women are seeking hormone replacement therapies in an effort to find a fountain of youth. For women, estrogen turns out to be a key to healthy aging, along with other hormonal supports, nutritional supplements and exercise. Without hormonal support however, you will not enjoy optimal health or reach your maximum intended lifespan.

Unfortunately many women are now condemned to die many years too soon, suffering from chronic depression, insomnia, bone loss, vaginal dryness, frequent bladder infections, premature onset of memory loss and even Alzheimer's disease, all because of a major mistake on the part of the media. There are also many physicians who are under-informed about the facts regarding potential risks of hormonal supplementation.

Scare headlines across the country, including an article featured on the front page of the NY Times in October 2010 (1), have instilled fear into millions of women about Estrogen/progesterone hormone supplementation increasing the risk of cancer, which in this particular study was a mere increase of 1.03 cases per 10,000 women! This type of incompetent news reporting has resulted in many women forgoing estrogen replacement to avoid the risk of getting cancer. Sadly, the majority of adult women do not know that heart disease is their major cause of death, killing nearly 50% of all women affected (2). That is more than breast, cervical and ovarian cancer combined (3).

The truth is that there are natural Bioidentical hormone replacements available today that are safe and effective and do not carry the risks that lead to these headline stories. With my F.I.G.H.T. For Your Health program, combined with the most safe and effective, plant-based phytoestrogen called Puresterol® (available as H.R.T. Plus – Herbal Remedy from Thailand) breast cancer is virtually entirely avoidable even if everyone in the patient's family has had breast cancer.

Puresterol® is prepared from the root of a flowering plant that grows exclusively in the mountainous region of northern Thailand. The plant is called Pueraria mirifica, or Thai Kudzu, and has been used by the Thai people for centuries as a food and a medicine. Pueraria mirifica belongs to the same family of legumes that includes soybeans and peas, and contains a bounty of natural chemical compounds that foster good health. Most fall into the category of "phytoestrogens". The prefix "phyto" means plant, and simply put, they are estrogen-like substances found in plants. These naturally occurring compounds have structures which are similar to estrogen found in humans. Pueraria mirifica is unique in that it is the *only* plant to

contain a special phytoestrogen called 'miroestrol' – and it is this compound that explains why Thailand's northern region has the lowest rate of breast cancer in the world.

Miroestrol is extraordinarily similar in structure and function to a type of estrogen called estriol. Estriol is one of three types of estrogens found in humans; the other two are estradiol and estrone. Clinical trials have shown no links between estriol and cancer, and women who have taken it report few side effects. Functioning as an S.E.R.M. beta (Selective Estrogen Receptor Modulator of the Beta receptor), it provides favorable effects throughout the entire body. It is an adaptogen, acting to balance or moderate estrogenic effects. While hormone replacement therapy has been disreputed due to its links to cancers, the same is not true of miroestrol. As Dr. Christiane Northrup states in her NY Times bestselling book 'Women's Bodies, Women's Wisdom':

"Pueraria mirifica (PM) is very effective at relieving menopausal symptoms, including vaginal dryness, hot flashes, insomnia and irritability" and "has estrogen-like effects on bone and vaginal tissue, while also protecting the breasts and Endometrium from the adverse effects of excess estrogen. Research further shows that PM can halt the growth of cancer cells in vitro (in the lab). To obtain the benefits of PM you need a product that contains standardized miroestrol (approximately 20 mg of miroestrol per 100 grams). One such product is H.R.T. Plus (Herbal Remedy from Thailand) available from Longevity Plus." (4)

In addition to the natural aging process, we are becoming increasingly aware of serious adverse effects on our hormones from pollution, toxins and chemicals. Pollutants and toxins found heavily concentrated in many tissues. The most affected areas are the uterus and prostate, breast, brain and bone. Bisphenol-A (BPA), Dioxins and PCB's function as endocrine disruptors or "mimics". Artificial sweeteners and chemical food additives in our over-processed and fast foods are known as neurotoxicants and have been shown to severely damage nerve cells in the hypothalamus, our master hormone regulator. With increasing age and accumulation of toxic estrogen mimics occurring in everyone, hormone related problems, including bone loss, are affecting men as well. Puresterol® neutralizes toxins adversely affecting our hormones and helps to overcome today's epidemic of age-related hormonal problems.

I believe that Pueraria mirifica may be the ideal phytoestrogenic source the world has been seeking, possessing tremendous potential benefits with virtually no known significant risks. With ever increasing numbers of women – and men – searching for safe, alternative, organic, holistic approaches to health and longevity, Puresterol® is a perfect fit. Puresterol®, as found in H.R.T. Plus (Herbal Remedy from Thailand) is available exclusively from Longevity Plus at www.longevityplus.com.

Please visit my web site, Gordon Research Institute at www.gordonresearch.com for more information on hormones and my F.I.G.H.T For Your Health Program.

References:

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2. Women's Heart Foundation – Women and Heart Disease Facts
http://www.womensheart.org/content/HeartDisease/heart_disease_facts.asp
3. The American Cancer Society – Cancer Facts & Figures
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4. Northrup, C. *Women's Bodies, Women's Wisdom* (Revised edition) Random House; May 2010.