

GENIVIDA® GENISTEIN: PROMOTES MENOPAUSAL RELIEF



During menopause, about two-thirds of North American women experience hot flashes and/or night sweats, which are caused by the drop in estrogen levels. Science shows that genistein, the primary isoflavone found in soy foods, can help to reduce the incidence and duration of hot flashes and night sweats and may help lessen the discomfort of other menopausal symptoms.

Genistein belongs to a class of plant compounds called phytoestrogens and phytoestrogens functionally mimic the role that estrogen plays in our body.

geniVida® has been clinically shown to reduce hot flashes by over 50%.

geniVida, a pure, nature identical form of genistein, has been shown in a double blind placebo controlled randomized clinical study to reduce both the number and duration of hot flashes in healthy menopausal women.

Eighty-four menopausal women, ages 44 to 65, who experienced 40 or more hot flashes per week were enrolled in the study. Half of the women were assigned a supplement containing 30 mg of geniVida® while the other half were given a placebo to be taken daily for 12 weeks.

Study results:

- Subjects on geniVida genistein experienced significantly fewer hot flashes/day (4.7/day) than subjects on placebo (7.1/day).
- Mean total duration of hot flashes/day was also significantly reduced in subjects on geniVida genistein.¹

The safety of geniVida genistein:

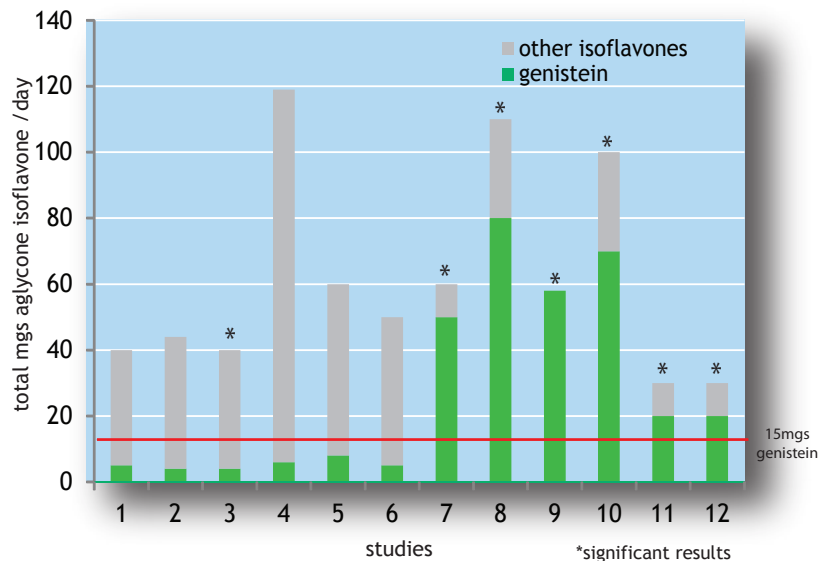
geniVida has been evaluated in a comprehensive series of safety studies involving acute, subchronic and chronic safety studies.

Safety has also been demonstrated in human studies



showing that supplementation of 30 mg geniVida genistein per day is a safe dose for postmenopausal women. In addition, 2 and 3-year studies investigating pure genistein (54mg/day) have shown no harmful effect on breast or endometrial tissue.^{2,3}

Scientific evidence suggests genistein is the key isoflavone that helps to reduce menopausal symptoms⁴



1. Evans M, et al, 2011. The effect of synthetic genistein on menopause symptom management in healthy postmenopausal women: a multi-center, randomized, placebo-controlled study. *Maturitas*. 68:189-96.
 2. Squadrito F, et al, 2002. The effect of the phytoestrogen genistein on plasma nitric oxide concentrations, endothelin-1 levels and endothelium dependent vasodilation in postmenopausal women. *Atherosclerosis*. 163(2):339-47.
 3. Squadrito F, et al, 2003. Effect of genistein on endothelial function in postmenopausal women: a randomized, double-blind, controlled study. *The American Journal of Medicine*. Vol 114:470-76.
 4. Williamson-Hughes PS, et al, 2006. Isoflavone supplements containing predominantly genistein reduce hot flash symptoms: a critical review of published studies. *Menopause*. 13:831-39.

GENIVIDA® GENISTEIN: PROMOTES BONE HEALTH



The decline of estrogen production after menopause tips the balance of bone turnover in favor of bone loss. Bone density is lost faster than it is replaced, resulting in an increased risk of osteoporosis. This, in turn, increases the likelihood of bone fractures, especially hip fractures, which occur annually in an estimated 1.5 million Americans.

But, because genistein functionally mimics the positive actions of estrogen in our bodies, supplementing with adequate amounts of genistein can help to maintain bone mineral density which in turn helps to keep our bones strong.

geniVida® Bone Blend helps reduce bone loss and build density.

In a randomized, double blind, placebo-controlled trial, geniVida Bone Blend - a patented formula containing pure geniVida genistein, vitamins D3 and K1 and DHA & EPA omega-3s - reduced bone loss in the hip and increased bone mineral density (BMD) in the Ward's Triangle of the hip in early postmenopausal women.

Fifty-eight postmenopausal women were randomized to receive either a calcium-containing placebo or 30 mg of geniVida genistein (plus Vit D3, K1 & DHA/EPA omega-3) daily for 6 months.

Study results:

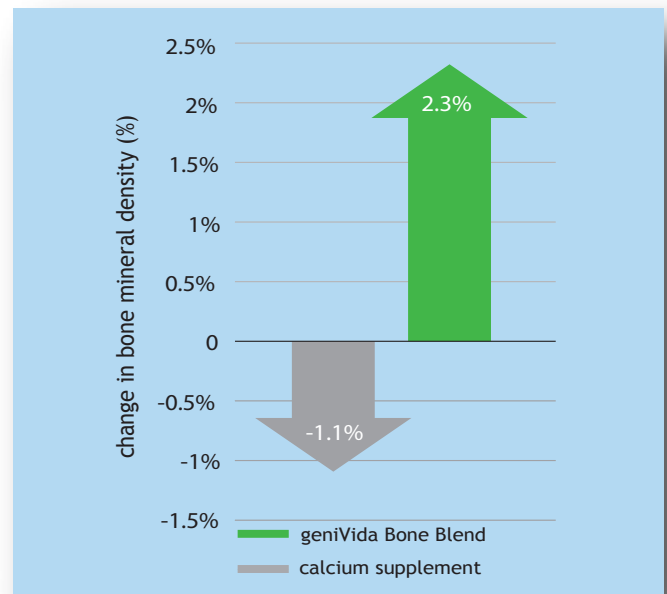
- While the calcium group lost 1.2% of bone mineral density in the femoral neck, the geniVida group maintained, and even slightly gained, BMD at this site.
- At the site of the Ward's Triangle in the hip, the calcium group lost 1.1% of BMD while the geniVida group gained 2.3% - a net gain of 3.4% in BMD.⁵

The combination of calcium, vitamin D and genistein effectively increased bone mass density.

In a large 2-year randomized, double blind, placebo-controlled trial, 389 postmenopausal women with measurable bone loss were randomized to receive either a combination of genistein (54 mg/day), calcium and vitamin D or a calcium/vitamin D supplement for 2 years.



geniVida® Bone Blend improves BMD after six months in menopausal women



Study results:

BMD at the femoral neck and lumbar spine both increased significantly in the genistein group and declined in the placebo group.⁶

For more information please contact DSM North America at 1-800-526-0189 or visit www.dsm.com/human-nutrition.com

5. Lappe J, et al, 2012. Effect of a combination of genistein, polyunsaturated fatty acids and vitamins D3 and K1 on bone mineral density in postmenopausal women: a randomized, placebo-controlled, double-blind pilot study. Eur J Nutr.
6. Marini H, et al, 2007. Effects of the phytoestrogen genistein on bone metabolism in osteopenic postmenopausal women: a randomized trial. Ann Intern Med. 146:839-47.