

PURE BALANCE

100% Natural Dietary Supplement

ENDOCRINE HEALTH



- Supports Estrogen Balance
- Supports Proper Estrogen Metabolism for Women and Men
- Improves Estrogen Detoxification Pathways and Hormone Excretion

- Provides Cellular Antioxidant Support for DNA Stability



This product is a targeted supplement that combines the synergistic benefits of the cruciferous vegetable metabolites Indole-3-carbinol (I3C) and diindolylmethane (DIM) to support proper estrogen metabolism. Formulating I3C and DIM together creates the ideal combination of beneficial metabolites to support estrogen balance and breast and prostate health.

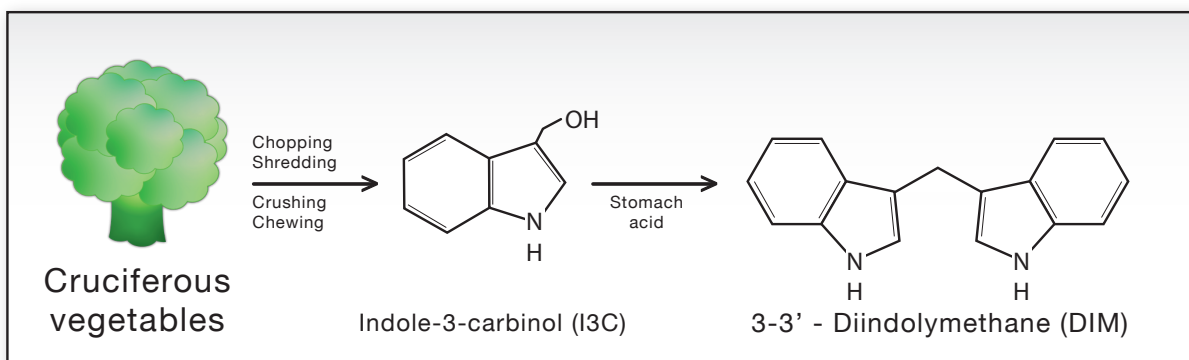
The Health Benefits of Cruciferous Vegetable Metabolites[†]

Many of the health benefits derived from eating cruciferous vegetables (cabbage, brussels sprouts, broccoli, etc.), especially those that may be beneficial for breast and prostate health, are thought to be derived from the group of secondary metabolites known as glucosinolates. When these vegetables are cut, crushed or chewed the enzyme myrosinase (released from the cells) hydrolyses these glucosinolates into other compounds. For instance, glucosinolates from broccoli and brussel sprouts readily convert into I3C when consumed. I3C can then be further converted via stomach acid into other health promoting compounds, including DIM. These compounds have generally

are generally thought to be responsible for the various cellular activities that lead to hormone health.

Overview

Estrogen collectively refers to the female hormones estradiol, estrone and estriol. Hormones have important functions in every area of the body. They are chemical messengers that interact with cells all over the body (especially tissues that are more sensitive to them, including breast and prostate tissues). The most important message they deliver to cells is to grow, divide and multiply. For this reason, hormones are critically important in human development and tissue repair. Supporting proper estrogen synthesis, metabolism and detoxification is essential for proper hormonal balance. The means in which estrogen is metabolized can result in different metabolites, each with individual biological activity. By keeping hormones in balance and ensuring the body is able to process hormones properly, cruciferous vegetable metabolites (such as I3C and DIM) work together to reduce hormone overload and maintain cellular health. Current data on I3C and DIM suggests that these phytonutrients have strong potential for supporting



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