

Five Products in One

SELECTING SUPPLEMENTS CAN BE CONFUSING. However, if you want the quickest relief possible from hot flashes, mood swings and so on, *plus* the most complete and energetic nutrition ever offered, the choice is clear – *only ProFema™ provides it all.* And all for about half the cost of mixing and matching.



ProFema™ is like five different products:

1. A SUPERB VITAMIN & MINERAL SUPPLEMENT. We all need substantial levels of the “glamour nutrients” (like Vitamins C & E). But, mature women also need extra Vitamin B-6, folic acid, hesperidin, gamma oryzanol, selenium, etc. ProFema™ is the only product that provides these levels, as well as perfect potencies of every other vitamin and mineral.

2. A COMPLETE SKELETAL SUPPORT SYSTEM. Modern research shows that *the best mineral mix for strong, healthy bones is 500 mg. of calcium and 600 mg. of magnesium.* Boron, manganese, and several other vitamins and trace minerals are also important. Once again, ProFema stands alone in providing all these things.

3. HOT FLASH/MOOD SWING PACKAGE. ProFema™ and Transitions™ each contain two herbal formulations. The first helps balance hormones, while the second supports the organs and glands whose weaknesses cause hormone imbalances in the first place. Thus, they work at deeper, more holistic levels. Because of this, they will *ease menopausal distress more effectively than any other supplement you've ever used....* or your money back.

4. POTENT ISOFLAVONE MODULE. Isoflavones help guard against the serious health problems that excess estrogen can trigger. They also help the herbs *calm the symptoms of menopause.* Because many women are allergic to soy, the isoflavones in ProFema™ and Transitions™ are derived from kudzu root (pueraria omiensis).

5. ULTRA STRENGTH SUPERFOOD/ENERGY COMPLEX. Superfoods provide pre-made energy and countless phyto-nutrients that improve cellular function. They should be the foundation of every nutritional regimen, and will *increase your energy levels in just days.* ProFema™ provides the equivalent of over 5000 mg. of superfoods in each day's usage -- from five to 40 times more than other multiples.

Replacing ProFema™ would require at *least* four different products: A multiple vitamin and mineral with a rich base of SuperFoods (retail, \$25.00-\$30.00); a chelated calcium/magnesium complex (\$18.00); a hormone balancing isoflavone/herbal (at least \$20.00), and a good tonic formula (\$20.00) So, at \$39.99, ProFema is an incredible bargain! And, it's more effective than mixing and matching.

We welcome your questions, comments and suggestions.

Consumer Relations Dept. • Pure Essence Labs • P.O. Box 95397, Las Vegas, NV 89193
or call us toll-free at: 1-888-254-8000 • www.pureessencelabs.com

MODEL USED FOR ILLUSTRATION PURPOSES ONLY.

authorized distributor www.h2ohealthsolutions.com 877-426-4584

Each Day's Usage (six tablets) of ProFema™ Provides:

Vitamins:	Potency:	% DV	Co-Nutrients:	Potency:	% DV
A (natural beta carotene)	15000 IU	300	Choline bitartrate	100 mg	**
D (ergocalciferol)	600 IU	150	Inositol	40 mg	**
E (d-alpha tocopherol)	400 IU	1333	Chlorophyll, mixed carotenoids	14 mg	**
C (calcium ascorbate)	1000 mg	1667	Gamma oryzanol (rice)	50 mg	**
B-1 (thiamine)	45 mg	3000	Octacosanol (spinach)	300 mcg	**
B-2 (riboflavin)	51 mg	3000	Mixed tocopherols	58 mg	**
B-3 (niacinamide, niacin)	100 mg	500			
B-5 (calcium pantothenate)	100 mg	1000	Plant Enzymes:		
B-6 (pyridoxine HCL)	60 mg	3000	Protease	HUT 6000	**
B-12 (methylcobalamin)	200 mcg	3333	Amylase	DU 2000	**
Folate (folic acid)	1000 mcg	250	Cellulase	CU 600	**
K (phyloquinone)	40 mcg	50	Lipase	LU 60	**
Biotin (d-biotin)	300 mcg	100	Also provides lactase, sucrase, glucoamylase, invertase		**
			Super Foods:	Equals:*	
Minerals:			Spirulina vegetable plankton	720 mg	720
Calcium (fumarate, citrate, ascorbate)	500 mg	50	Wheat, Barley, Oat and Kamut Grass Juice Powder Blend (33:1)	130 mg	4290
Magnesium (oxide, malate)	600 mg	150	Norwegian kelp (4.5% iodine)	38 mg	**
Potassium (glycinate)	49 mg	**			
Zinc (malate)	25 mg	167	Herbal Extracts:	Equals:*	
Manganese (citrate)	2.5 mg	125	Chaste tree (5% flavones)	80 mg	960 mg
Copper (glycinate)	1.5 mg	75	Eleuthero (.8% eleutherosides)	40 mg	2000 mg
Selenium (l-selenomethionine)	200 mcg	285	Black cohosh (2.5%, 27-deoxyactein)	40 mg	600 mg
Chromium (niacininate)	200 mcg	166	Coleus forskolii (10% forskolin)	75 mg	750 mg
Iodine (kelp)	150 mcg	100	Dong Quai (1% lingustilides)	48 mg	480 mg
Molybdenum (glycinate)	25 mcg	33	Burdock root (4:1 extract)	60 mg	240 mg
Vanadium (glycinate)	25 mcg	**	Asparagus root (40% saponins)	40 mg	800 mg
Boron (glycinate)	3 mg	**	Horsetail herb (7% silica)	15 mg	150 mg
Silica (horsetail herb)	1000 mcg	**	Motherwort (4:1 water extract)	60 mg	240 mg
			Rehmannia (40% b-pachyman)	20 mg	320 mg
BioFlavonoids:			Poria Cocos (1% catapol)	40 mg	320 mg
Hesperidin complex (98%)	600 mg	**	Wild yam root (6% diosgenin)	24 mg	270 mg
Rutin (saphora japonica)	50 mg	**	White mulberry (4:1 extract)	60 mg	240 mg
Quercetin (saphora japonica)	50 mg	**	White peony (4% paeoniflorin extract)	20 mg	320 mg
Naringen (saphora japonica)	4 mg	**	Pueraria omiensis (40% isoflavones)	80 mg	1200 mg
Eriocitrin (saphora japonica)	3 mg	**			
			Note: ProFema™ also provides scores of amino acids, lipids, trace elements, metabolic pigments and other factors that are present in its base of superfoods and herbs.		
Isoflavones: (by average)					
Daidzein, daidzin	12 mg	***			
Genistein, genestin	8 mg	***			
Puerarins	12 mg	***			

Suggested Usage: Two tablets with each meal, or three with breakfast and lunch. Not for use while pregnant or nursing.

*Approximate amount of raw herb or food required to produce corresponding extract.

No DV established. *Average present in typical analysis

Note: The FDA has not evaluated these statements. This product is not intended to diagnose, treat, cure or prevent any disease.

Each Day's Usage (two capsules) of Transitions™ Provides:

Ingredient:	Potency:	Raw Equivalent:	% DV
Black cohosh root (2.5% deoxyactein)	40 mg	400 mg*	**
Kudzu root (40% isoflavones)	40 mg	1500 mg*	**
Chaste tree fruit (5% flavones)	100 mg	1200 mg*	**
Dong quai root (1% lingustilides)	48 mg	480 mg*	**
Eleuthero root (.8% eleutherosides)	40 mg	2000 mg*	**
Burdock root (4:1 extract)	120 mg	360 mg*	**
Poria cocos (fu-ling) (40% b-pachyman)	40 mg	320 mg*	**
Motherwort flowers (4:1 extract)	60 mg	240 mg*	**
White peony root (4% paeoniflorin)	12 mg	320 mg*	**
Wild yam root (6% diosgenin)	40 mg	400 mg*	**
Rehmannia root (1% catalpol)	24 mg	320 mg*	**
Asparagus root (40% saponins)	40 mg	800 mg*	**
Coleus forskolii root (10% forskolin)	100 mg	1000 mg*	**
Hesperidin (from citrus)	650 mg		**
Gamma oryzanol (from rice)	65 mg		**

Suggested Usage: One capsule in the morning, and another at night.

*Approximate amount of raw herb used to produce corresponding extract. Standardization is achieved in a process that employs water (and occasionally alcohol) only, to insure that other compounds remain intact in their natural proportions.

**No Daily Value Established.

Note: The FDA has not evaluated these statements. This product is not intended to diagnose, treat, cure or prevent any disease.

Celebrate the Changes In Your Life!



A Revolution in Menopausal Support

Many cultures celebrate menopause as a woman's arrival into years of special wisdom and spiritual strength. Now it can be a celebration for you, too, with Transitions™ or ProFema™ – America's only holistic menopausal support.



Transitions™ or Profema™: One is Perfect for You.



BECAUSE OF THE POTENTIAL DANGERS AND SIDE EFFECTS of powerful hormone drugs, millions of women now seek midlife support from the safer haven of herbs. But, while herbal products *are* safer and gentler, until now, they have tried to work in the same way as the drugs they intend to replace. In other words, they seek only to balance surface level hormones, while ignoring the *reasons* that hormone imbalances occur. By also fulfilling the holistic requirement of addressing the *cause* of hormone imbalances, Transitions™ and Profema™ are the first dietary supplements to do more.

Transitions™ and Profema™ are the finest natural support systems ever offered for premenopause and menopause. Both provide the world's most complete package of natural hormone balancing factors (isoflavones, phyto-estrogens, progesterone enhancers, etc.), *and* a remarkable blend of the world's most profound tonic herbs for women. As the hormone balancing factors work to calm hot flashes and other discomforts, the *tonic* herbs support the organs and glands whose weaknesses trigger hormone imbalances in the first place. Thus, they help *you feel not just better, but your very best*. And, as they do this, they are also helping to build better health in general.

Herbal Support for Maximum Personal Comfort

Isoflavones and Black Cohosh

Isoflavones are a class of phyto-estrogens that are common in the Japanese diet, but rare in Western foods. Researchers believe these factors protect women against midlife discomforts, as well as more serious disease. By plugging into estrogen receptors, they serve as safe, gentle estrogen supplements. While occupying these receptors, they may also neutralize the dangers of powerful, synthetic estrogens.

Black cohosh is an herb that grows throughout most of the world. It has been used, for centuries, for a wide variety of female complaints.

In recent years, isoflavones and black cohosh have been studied extensively. Vast majorities of women engaged in such studies have reported significant relief from hot flashes, mood swings, night sweats, anxiety, depression and other midlife discomforts, with no significant side effects.

Transitions™ and Profema™ provide rich levels of isoflavones, all from soy free sources. This prevents the allergic reactions triggered by isoflavones from soy.

These formulations also provide the exact amount of black cohosh recommended by the German "Kommission E" (the worldwide authority on regulating herbal products)

for support during premenopause and menopause, and rich levels of hesperidin and gamma oryzanol. Both of these nutrients have been shown in studies to reduce the frequency and intensity of hot flashes, and also help support metabolism in other ways.

Progesterone Precursors

Dr. John Lee, author of *What Your Doctor May Not Tell You About Menopause*, believes estrogen *dominance*, which occurs when the body's ratio of estrogen to progesterone tilts too far toward estrogen, is more to blame for hot flashes, mood swings, etc., than estrogen *deficiency*. This may explain why many women experience the "symptoms of menopause" long before menopause itself actually arrives. For, as the ovaries become less active (from five to ten years before menopause), progesterone levels decline, while estrogen levels remain high.

Whether or not this is correct, progesterone remains important after menopause. It may, for example, help to maintain bone mineral density, prevent the edemic retention of water in the body, serve as a natural anti-depressant, discourage fibroids in both the breast and uterus,

No one needs to use both of these products. If you already use a multiple vitamin and mineral supplement that supplies rich levels of SuperFoods, and get all the calcium, magnesium, boron and other bone support factors you need from other sources, you'll be fine with Transitions™. If your current supplements *don't* provide all these things, or if you want to get them more conveniently and economically, Profema™ should be your choice.

Profema™, you see, is five products in one. In addition to providing the same herbal formulations as Transitions™, it provides perfect potencies of every vitamin and mineral, 100% of DV's for calcium and magnesium, *and* a robustly energetic SuperFood complex. Getting all this in separate supplements would cost at least \$80.00 per month. So, at just \$39.99, Profema™ is not only the world's finest nutritional support system for women during menopause and premenopause, but also one of the health food industry's best bargains.

For most women, we recommend Profema™, because every woman needs *everything* it provides. But, if you already follow a strong nutritional regimen that you can't, or don't want to change, you can simply add Transitions™ to it, and get all the specific support you need to overcome mid-life discomforts and overcome the weaknesses that cause them.

help maintain libido, and serve as a precursor for other hormones made in the adrenal cortex. In short, it serves many purposes beyond reproduction.

Transitions™ and Profema™ provide rich concentrations of wild yam, which contains factors that may mimic progesterone in the body. They also provide the equivalent of 960 mg. of chaste tree (vitex), which promotes internal progesterone production. Chaste Tree is the most widely recommended herb in Great Britain for menopausal discomforts, and is revered throughout the world for the many women's complaints it helps address. These factors help many of Transitions™ and Profema's™ users to get along without a progesterone cream.

Support for the Organs and Glands

Most midlife herbals provide isoflavones or phyto-estrogens, and some add herbs that may help enhance progesterone levels. Only Transitions™ and Profema™, however, add deeper support for the body's organs and glands.

Western medicine, of course, tells us that mid-life discomforts are triggered by hormone deficiencies. Yet, for thousands of years, holistic disciplines have thought they

stem from weaknesses in the Kidney System and the blood. *Because the Kidney System produces (and the blood distributes) estrogen and progesterone*, their weaknesses are seen as the *causes* of hormone imbalances and deficiencies.

In Traditional Chinese Medicine, the *Kidney System* includes the kidneys themselves, the adrenal glands, the ovaries, the uterus, etc. In the years preceding menopause, the ovaries produce progressively less progesterone, until finally, they shut down completely. At this time, the adrenal glands become our primary source of progesterone. If the Kidney System is weakened beyond a certain point, however, the adrenals will be unable to produce all the progesterone we need.

The tonic herbs in Transitions™ and Profema™ (eleuthero, prepared rehmannia, poria cocos, white peony, dong quai, wild yam, etc.) form a superb balancing tonic for all of the body's major organ systems, with special emphasis on the Kidney System and the blood. These herbs make Transitions™ and Profema™ the finest midlife support systems ever offered, and help them to calm midlife discomforts more quickly—and completely—than any other supplements.

Calming Hot Flashes, Mood Swings, etc.

WHILE THERE IS LITTLE DOUBT that the "symptoms of menopause" are triggered by hormone imbalances or deficiencies, there is great disagreement as to why these imbalances or deficiencies

occur. Modern medicine, of course, holds that they are part of Nature's plan. But, if that were true, every woman, in every culture, throughout all of history, would have suffered more or less equally at this time of life, and medical texts from every era would be *stuffed* with reports of it. The truth, however, is that menopausal distress was relatively rare before the industrial age. And, in many cultures, it still is.

In South America, for example, while 60% of upper class women experience midlife distress, lower class women (who eat simpler foods) are nearly symptom free. In Japan, hot flashes are so rare that the language doesn't even have a word for them. Yet, when Japanese women move to the United States, and begin eating American foods, they suffer just as we do.

Clearly, then, hormone imbalances do not "just happen." Instead, they are the predictable results of poor diet, extreme stress, and constant exposure to synthetic chemicals. In short, what we call the "symptoms of menopause" are really the "symptoms of modern lifestyle that *appear* during premenopause (perimenopause) or at menopause."

The world's great holistic traditions, such as Traditional Chinese Medicine, Tibetan Medicine and Ayurveda, explain that modern diet and lifestyle impair the function of various organs and glands. One of the effects of this is that such organs and glands are prevented from producing and distributing hormones as they should.

For many years, physicians have prescribed powerful hormone drugs to help women overcome hot flashes and other mid-life discomforts. Meanwhile, the health food industry has offered the weaker, but safer variety of hormones from soy, wild yam, and other plants. From a holistic point of view, neither of these approaches is enough.

If we want to feel our *very best*, and to insure the best possible health in the future, we must also strengthen the organs and glands whose weaknesses caused the problems in the first place. If we do not, we are inviting more serious health challenges to develop later in life.

P. S. If you do not see the results you desire within 30 days, you may also need a natural progesterone creme. This is because, even with all of Transitions or Profema's support, your adrenal glands may be unable to produce the amount of progesterone you need. If you need such a creme, we recommend our own FemCreme. Ask your retailer for a free brochure about it.



authorized distributor www.h2ohealthsolutions.com 877-426-4584