



## Natural Prostate Support for a Healthier, More Active Lifestyle



### A Targeted Approach for Urinary and Prostate Health

It's no bigger than a walnut and weighs less than one ounce, but for men around the globe, it's critical to helping maintain normal urinary function. It's your prostate gland, and one of the best things you can do to help keep it healthy is to rely on the natural strength of *ProstAvan* every day. Each *ProstAvan* softgel includes a proprietary blend of lycopene, saw palmetto berry, pumpkin seed extract, selenium, and zinc in the research-recommended amounts to maintain healthy urinary function and support prostate health so you can live life to the fullest.\*



# The Proprietary Blend No Man Should Be Without

While prostate health should be important to all men, it should be of special concern to men over 40. And while the subject may be difficult to approach, it's not nearly as embarrassing as the potential results of ignoring it. *ProstAvan* gives you powerful, natural support that makes protecting your prostate health easy.\*



## ProstAvan: A Powerful Tool for Prostate Health

Just one *ProstAvan* a day gives you all the natural support you need to live worry-free. Each softgel contains 5 powerful natural ingredients in research-recommended amounts:

**Lycopene**—a carotenoid responsible for giving tomatoes their vibrant red color, lycopene is a powerful antioxidant. What makes it crucial is its natural ability to accumulate in the prostate where it helps protect against free radical damage. Studies have shown that daily ingestion has a measurable effect in supporting a healthy prostate.<sup>1,2 \*</sup>

**Saw palmetto berry**—Saw palmetto is an extract of the fruit of *Serenoa repens*. It is rich in fatty acids and phytosterols, and has shown promise in both maintaining urinary function and supporting prostate health.<sup>3,4 \*</sup>

**Pumpkin seed extract**—Pumpkin seed is rich with antioxidants and polyunsaturated fatty acids. Tests have shown it to have a positive effect on the prostate both alone and in combination with saw palmetto berry.<sup>5 \*</sup>

**Selenium**—A mineral that naturally occurs in seafood, garlic, eggs, and mushrooms. There is strong evidence that selenium is highly effective in supporting prostate health, especially in combination with vitamin E (found in research-recommended amounts in *Vitality Multivitamin & Mineral*).<sup>6</sup> Selenium is powered by Oligo in *ProstAvan* to help support optimal absorption.\*

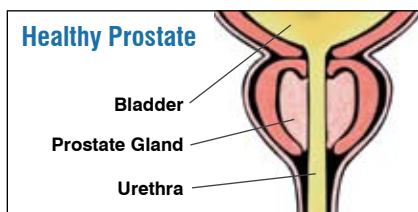
**Zinc**—A crucial mineral that becomes harder to absorb as we age. The prostate normally contains 10 times more zinc than any other male organ.<sup>7</sup> In one study, more than 2/3 of patients taking zinc supplements experienced a positive effect on prostate function.<sup>8</sup> Zinc is powered by Oligo in *ProstAvan* to help support optimal absorption.\*

## An Ideal Part of a Healthy Lifestyle

*ProstAvan* can play a crucial part in maintaining urinary function and prostate health, especially when combined with healthy lifestyle changes. Doctors have identified the following activities that support a healthy prostate:<sup>9</sup>

- Take a multivitamin daily
- Reduce or eliminate alcohol from your diet
- Keep blood cholesterol below 220 mg/dL
- Increase daily water intake
- Exercise regularly

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2. "Lycopene inhibits disease progression in patients with benign prostate hyperplasia," Schwarz S, Obermuller-Jevic UC, Hellmis E, Koch W, Jacobi G, Biesalski HK, *The Journal of Nutrition*, vol. 138, 2008, p. 49-53.
3. "Serenoa repens (Permixon). A review of its pharmacology and therapeutic efficacy in benign prostatic hyperplasia," Plosker GL, Brogden RN., *Drugs & Aging*, vol. 9, 1996, p. 379-395.
4. "Saw palmetto extracts for treatment of benign prostatic hyperplasia: a systematic review," Wilt TJ, Ishani A, Stark G, MacDonald R, Lau J, Mulrow C., *Journal of the American Medical Association*, vol. 280, 1998, p. 1604-1609.
5. "Prosta Fink Forte capsules in the treatment of benign prostatic hyperplasia. Multicentric surveillance study in 2245 patients," Friederich M, Theurer C, Schiebel-Schlosser G., *Forschende Komplementärmedizin und Klassische Naturheilkunde* (Research in complementary and natural classical medicine), vol. 7, 2000, p. 200-204.
6. "The alpha-tocopherol, beta-carotene lung cancer prevention study: design, methods, participant characteristics, and compliance." The ATBC Cancer Prevention Study Group. *Annals of Epidemiology*, vol. 4, 1994, p. 1-10.
7. *The Essential Guide to Vitamins and Minerals* by Elizabeth Somer, M.A., R.D., (HarperCollins Paperbacks) 1995.
8. "Zinc and the Prostate" I.M. Bush, et al., Presented at the Annual Meeting of the American Medical Association of Chicago, 1974.
9. "Maintaining and Regaining Prostate Health," J. Balch, M.D. and the Urology Research Center, *Prostate Health*, (Alternative Medicine Updates, Publishers), 1994.



\*These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure, or prevent disease.