

PROSTATE PLUS

The prostate gland – most men don't even think about it until their doctor tells them it's the cause of their nocturia – getting up several times every night to go to the bathroom – and the less-than-satisfying results of those trips.^{1,2} By that time the abnormally enlarging prostate gland already has become a problem that might need surgery, radiation treatments or cryotherapy, and certainly, drugs. "Prostate care" is not a subject taught in health class, but failing to care for his prostate can cost a man his life.

Studies show that half of men over 50, and all men over the age of 80, have an enlarged prostate gland unless they've been taking care of it.¹ It might not be swollen with cancer yet, but it can squeeze enough pressure on the upper urinary tract to be a major inconvenience. Although men differ in the rates that their prostates go from normal to enlarging to inflamed to cancerous to deadly, every man walks the same path.^{1,2}

Is there a sure-fire way to prevent your prostate from blowing up? Absolutely, but that approach – castration – is rarely the first (or even the last!) choice of most men who feel otherwise healthy and who wish to continue partaking of the pleasures of a full and well-rounded life.

Yeah, well, OK, so what else can you do? Drugs, surgery, radiation, cryotherapy – all last-ditch efforts to avert a life-threatening situation...How could it get so bad?

Is Your Prostate a Lemon?

Prostate Growth
According to the
National Cancer Institute



Walnut - Ages 18-39



Apricot by Age 40



Lemon by Age 60

By Age 60
50% of Men Suffer
from a Prostate
Related Health Issue

Most simply, the function of the prostate gland (to produce seminal fluid for ejaculation) requires this gland to be responsive to the male hormone, testosterone. Although no one really knows why, over time the gland becomes sensitive to this hormone, and eventually begins to misinterpret the message being communicated by testosterone, in effect mistaking the instruction to “make and secrete seminal fluid” to mean “you’re not making enough seminal fluid, grow bigger so you can make more.”¹ So, the prostate splits its functions; part of it continues to create seminal fluid and part of it stops working and begins to grow. This duality in function produces the annoying combination of poor urinary function and decreased ejaculate volume – there’s no silver lining.^{1,2}

Drugs, surgery, radiation, cryotherapy – must it get this bad?

No, of course not. We have news you can use.

Nutrition – the Prostate-Friendly Health Plan

Mother Nature understands the challenges men face and has sprinkled natural prostate health-promoting substances among the abundance of plant foods and herbs. The problem is, we’ve forgotten about them, about which plants to use, how to prepare them and how to consume them. If they were still part of our everyday world, we could nip the excessive growth of this walnut-sized gland in the bud.

That’s why our experts have combined several prostate health-sustaining plant extracts and plant-based nutrients into a simple dietary supplement – **Prostate Plus**. No muss, no fuss, and you’re on your way to cancelling that appointment with the grim reaper. Here’s what we’re talking about –

Sam palmetto berries – an extract of the berries of the American dwarf palm tree (*Serenoa repens*) is widely used by European men to control the growth of the prostate gland.²⁻⁵ Experts agree that this extract encourages the maintenance of normal size and function of the prostate, improves urinary function and control, and decreases night time “bathroom breaks.”³⁻⁸



Stinging nettle roots – an extract of the roots of the Stinging nettle plant (*Urtica dioica*) has been found to complement extract of Saw palmetto berries, helping to support normal and healthy urinary functions – strong flow, more complete emptying of the bladder, less after-the-fact dribbling, and fewer uncontrollable urges to urinate.⁷



Graninex Flower Pollen – an extract of flower pollen contains compounds that interfere with the prostate’s responses to testosterone, shielding the prostate from

excessive stimulation by testosterone, with increased completeness of bladder emptying and decreased frequency of “need to go.”⁹⁻¹³

Lycopene – this carotenoid phytonutrient, most abundant in tomatoes and watermelons, reduces the sensitivity of normal and hyperactive cells of the prostate to hormonal growth stimulators,¹⁴⁻¹⁶ helping to prevent them from stimulating gland enlargement.¹⁶⁻¹⁸

Quercetin – a powerful natural antioxidant, common in fruits and vegetables, quercetin also reduces the sensitivity of both normal and hyperactive cells of the prostate gland to hormonal growth stimulators^{14,19} and reinforces the native defenses of cells of the prostate gland against stimulators of excessive reproduction and growth.²⁰

Prostate Plus
Because sometimes size *does* matter

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PHYSICIANS WELLNESS
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