



AIM ReAssure[®] SP

PREVENTION is one of the best ways to avoid health issues in your future. As men age, their prostate will often change. It may become enlarged - BPH (benign hyperplasia non-cancerous prostate enlargement) or inflamed (prostatitis), which may result in a variety of difficulties with urination. According to figures from the Cleveland Clinic, half of all men will have symptoms of BPH by the age of 50, and that number increases to 80 percent by the age of 60.

Although the exact cause of BPH is unknown, studies indicate that it relates to hormonal changes as men age. Testosterone, the primary sex hormone in males, is converted to its far more potent hormone, dihydrotestosterone (DHT), by 5-alpha-reductase, an enzyme that increases its activity with age. Overproduction of DHT has been linked to enlargement of the prostate. A 1994 issue of *Cancer Epidemiology Biomarkers & Prevention* by the American Association for Cancer Research states that suppression of DHT activity may have an impact on prostate cells inhibiting carcinogenic transformation. The Canadian Cancer Society states, prostate cancer is the most common cancer among Canadian men. In 2008, an estimated 24,700 men will be diagnosed with prostate cancer and 20 percent will die of it.

Take action now in regard to the health of your prostate rather than having to endure serious issues later in life. Take a preventative step by supplementing your diet with **AIM ReAssure[®] SP**, a unique, synergistic combination of herbal extracts formulated to assist in the maintenance of prostate health.

Medicinal Ingredients:

(Each softgel capsule contains —)

Saw Palmetto Berry Oil Extract (160 mg): Saw palmetto has been used for general wellness for the past 200 years. The Prostate Cancer Research Foundation of Canada states, "saw palmetto is the best researched of all herbal remedies

for prostate problems...an acceptable option for treatment of BPH symptoms."

The saw palmetto (SP) oil used in ReAssure[®] SP is extracted from the berry of this dwarf palm tree, which is found in the southeastern United States. This SP extract is rich in fatty acids and phytosterols (sitosterol and campesterol), or a type of lipid found in plant cell membranes. An added bonus, these two plant sterols may reduce the risk of cardiovascular disease by blocking the absorption of cholesterol through the intestine^[1]. Many poor quality supplements use saw palmetto berry powder instead of the berry extract in order to keep costs down but this only provides a fraction of the benefits.

Studies indicate that saw palmetto supports prostate health because it suppresses DHT activity by inhibiting 5-alpha-reductase, the enzyme responsible for conversion of testosterone into DHT. Furthermore, the *Journal of American Medical Association* published the results of a thirty-year study concluding that 320 mg a day of saw palmetto improves urinary symptoms as effectively as prescription drugs. A daily serving of two ReAssure[®] SP capsules provides 320 mg of saw palmetto extract.

Pumpkin Seed Oil (120 mg): Some European countries have been using pumpkin seed extracts to treat prostate symptoms because they contain β -sitosterol (plant sterol) that inhibits DHT in similar way as saw palmetto. A study found that more than 80 percent of patients taking 300 mg of pumpkin seed oil daily experienced improvement in bladder function, stronger urinary flow, and reduction in the frequency of nighttime urination.

The pumpkin seed extract used in the ReAssure[®] SP formula is



a pure, virgin oil produced by cold-press and filtration, without the use of any solvents, additives, or other synthetic agents. The oil also contains nutrients that can aid in bone health and ease the symptoms of arthritis.

Zinc Citrate (7.5 mg): Clinical evidence indicates that cancerous prostate cells contain less zinc than healthy prostate cells. Healthy men have much more zinc in the prostate than in other organs, such as the liver and kidneys. Although the reason for this is still not clearly understood, zinc's natural abundance in the prostate of healthy men suggests it is an important natural defence.

Studies have shown that zinc inhibits 5-alpha-reductase (similar in action to saw palmetto and pumpkin seed extract) and the secretion of some estrogens (also linked to prostate issues). In addition to prostate benefits, zinc is an essential component in the body's enzyme process, acting as a stimulant for nearly 100 different enzymes. Based on the Natural Health Product Directorate (Health Canada) monograph, the adult dose of zinc is within a range of 0.7–50 mg. Two capsules of ReAssure® SP provides 15 mg of zinc.

Lycopene (2.5 mg): Lycopene, a carotenoid, may hinder the growth of prostate cancer cells. Harvard University conducted a six-year study of 50,000 men and concluded that those who ate foods containing high amounts of lycopene were up to 45 percent less likely to develop prostate cancer. As an antioxidant, lycopene helps neutralize free radicals that can contribute to prostate cancer and other cancers. ReAssure® SP provides a natural source of lycopene from tomato extract.

Recommended Use: Used in Herbal Medicine to help relieve the urologic symptoms (e.g. weak urine flow, incomplete voiding, frequent daytime and nighttime urination) associated with mild to moderate benign prostatic hyperplasia.

Recommended Dose: Take 2 capsules daily with food, a few hours before or after taking medications.

Risk Information: Consult a health care practitioner prior to use to exclude a diagnosis of prostate cancer or if symptoms persist or worsen.

Q & A

Can ReAssure® SP benefit women as well?

The ingredients of ReAssure® SP may have benefits for both men and women. Saw palmetto can promote urinary health by reducing bladder infections and improving urine flow. Saw palmetto may also increase female libido.

Can I take ReAssure® SP in conjunction with other AIM products?

Yes. ReAssure® SP can be used in combination with all AIM products to contribute to overall health.

Why must I use ReAssure® SP for a minimum of three months?

We recommend taking ReAssure® SP for three months to experience all aspects of the formula. Some benefits will be noticeable within weeks. However, some benefits will not be fully achieved until three months of use.

Key benefits and features

- Inhibits overproduction of dihydrotestosterone (DHT), which can lead to benign hyperplasia (BPH) and prostate issues
- Supports urinary health
- Improves urinary flow
- Reduces frequency of urination and bladder infections
- Provides antioxidant properties that help fight off free radicals
- Acts as an aphrodisiac and uterine supplement
- Improves enzyme efficacy
- Saw palmetto derived from berry oil extract
- Each 2-capsule serving contains 320 mg saw palmetto extract, 240 mg of pumpkin seed oil, 15 mg of zinc citrate and 5 mg lycopene
- 60 softgel capsules

Distributed by:

1. St.-Onge, MP, Lamarche, B, Mauger, JF, Jones, PJH. Consumption of a Functional Oil Rich in Phytosterols and Medium-Chain Triglyceride Oil Improves Plasma Lipid profiles in Men. *Journal of Nutrition* 133 (6): 1815–20. 2003.