



AIM

ReAssure® SP



ReAssure SP is a prostate health, dietary supplement that combines saw palmetto berry extract, pumpkin seed oil, zinc citrate and lycopene from tomato extract.

## How is ReAssure SP Unique? \_\_\_\_\_

- Clean extraction without the use of solvents
- Formulated with ingredients that have been researched for their prostate health benefits
- The pumpkin seed oil is cold-pressed virgin oil
- Quick absorption

## Approach \_\_\_\_\_

For many years, most medical and health-related research was done solely on men, and it was assumed that women had the same health problems and needs. We now realize that this is not true. The symptoms and progression of health issues differ between men and women due to their unique physiology, and both genders may benefit from different health strategies. One concern exclusive to men involves the prostate.

As a man ages, his prostate will often change. It may become enlarged or inflamed, which can result in a variety of difficulties with urination.

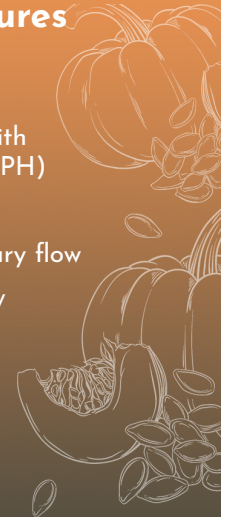
Issues that begin with slightly more frequent urination and less ability to start a stream of urine may initially go unnoticed. However, over time, the prostate can become so enlarged that it may block urine from passing from the bladder to the urethra. While the exact amount of enlargement varies, the prostate is approximately the size of a walnut at age 30 but can grow to the size of a lemon by the age of 70. Eventually, this enlargement can cause a backup of urine, resulting in the incomplete emptying of the bladder, which can lead to urinary tract infections. Additionally, due to the blockage of the urethra, the bladder muscles have to work harder. This can cause them to thicken and become overly sensitive, which may further increase the frequency of both urination and nightly sleep interruptions.

Men in their early 50s may experience inflammation of the prostate gland (prostatitis) or BPH: non-cancerous prostate enlargement. 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 may relate to testosterone's conversion to a potent hormone called dihydrotestosterone (DHT).

## Key Benefits and Features

- Inhibits overproduction of dihydrotestosterone (DHT)
- May alleviate common issues with benign prostatic hyperplasia (BPH)
- Supports urinary health
- Helps to maintain healthy urinary flow
- May reduce urination frequency
- Contains antioxidants that help neutralize free radicals
- Acts as an aphrodisiac and uterine supplement
- Improves enzyme efficacy
- Gelatin capsule is certified Halal and Kosher
- Saw palmetto derived from berry oil extract

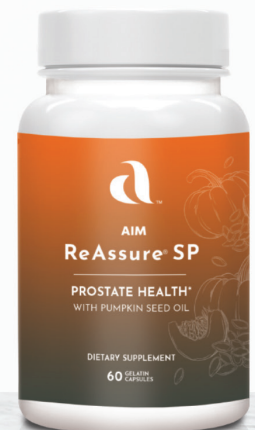


Overproduction of DHT has been linked to enlargement of the prostate.

## Saw Palmetto Berry Oil Extract \_\_\_\_\_

Traditional saw palmetto has been used for general wellness for the past 200 years. Recent research in relation to saw palmetto extract and prostate health has been extensive. The extract is rich in fatty acids and phytosterols, which are a type of lipid found in plant cell membranes. AIM's saw palmetto berry oil extract contains sitosterol and campesterol, two plant sterols that may block the absorption of cholesterol through the intestine [1]. Many poor quality supplementers use saw palmetto berry powder instead of the berry extract in order to keep costs down, but this alternative provides only a fraction of the benefits.

Saw palmetto suppresses DHT activity by inhibiting 5-alpha-reductase, the enzyme responsible for conversion of testosterone into DHT. Furthermore, the Journal of the American Medical Association reported that 320



mg a day of saw palmetto extract improves urinary symptoms as effectively as prescription drugs. ReAssure SP provides 320 mg of saw palmetto extract standardized to 85 percent fatty acid content per serving.

## Pumpkin Seed Oil

Some European countries have been using pumpkin seed extracts to treat prostate symptoms because they contain  $\beta$ -sitosterol (plant sterol) that inhibits DHT in a 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.

Pumpkin seeds also contain nutrients that can aid in bone health and ease the symptoms of arthritis.

The pumpkin seed oil used in the ReAssure SP formula is pure virgin oil produced only by cold-press and filtration without using any solvents, additives or other synthetic agents. ReAssure SP contains 240 mg of pumpkin seed oil per serving, providing optimal results when combined with saw palmetto berry oil extract.

## Zinc Citrate

Clinical evidence indicates that healthy prostate cells contain more zinc than unhealthy ones. Furthermore, healthy men have much more zinc in the prostate than in other soft organs, such as the liver and kidneys. Although the reason for this is not clearly understood, zinc's natural abundance in the prostate of healthy men suggests it is an important natural defense.

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 also an essential component in the body's enzyme process, acting as a stimulant for nearly 100 different enzymes. ReAssure SP provides 15 mg of zinc (as zinc citrate) per serving.

## Lycopene

Lycopene is an antioxidant in the carotenoid family, giving tomatoes their red color. Although it is a carotenoid just like beta-carotene, lycopene is not linked to vitamin A activity. As an antioxidant, lycopene protects cells from free radical damage that can cause many health-related issues.

## FAQs

### Can ReAssure SP benefit women as well?

Yes. The ingredients in ReAssure SP may have benefits for both men and women. Saw palmetto can promote urinary health by improving urine flow. Saw palmetto may also increase female libido.

## How to use ReAssure SP

- Take 2 capsules daily with food, a few hours before or after taking medications. Use for a minimum of three months.
- Do not use if you are pregnant or breastfeeding. Consult a health care practitioner prior to use if you are taking hormone replacement therapy, birth control medication or blood thinners.
- Keep out of reach of children. Do not use if seal is broken or missing.
- Contains soy.

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

Yes. ReAssure SP can be used in combination with all AIM products and contributes to the overall health of our bodies.

### 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.

### Literature Cited

[1] "Consumption of a Functional Oil Rich in Phytosterols and Medium-Chain Triglyceride Oil Improves Plasma Lipid profiles in Men" (Article (PDF)). *Journal of Nutrition* (133): 1815-1820.

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