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Competitive Solutions
Not all competitor formulas contain the three ingredients found in ProstAvan, in fact they may only contain one!

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The Melaleuca Solution
ProstAvan, with therapeutic doses of lycopene, saw palmetto berry and pumpkin seed, promotes prostate and urinary tract health.

Recommended Dosage
Take one ProstAvan capsule daily.

Consult your physician, health care practitioner, and/or pharmacist regarding any health problem and before using any supplements or before making changes in prescribed medications. The information presented herein is in no way intended as a substitute for medical counselling. Always read and follow label directions and warnings.
**What Causes BPH?**
The exact cause of Benign Prostatic Hyperplasia (BPH) is unknown. However, the majority of scientific evidence points to hormonal changes that naturally occur in middle-aged and elderly men. Testosterone levels begin to decrease after about age 50, while other hormones increase. These hormonal shifts cause two significant changes in a man’s prostate:
1. DHT level increases and
2. DHT binds to prostate cells.

**The level of DHT increases.** As testosterone enters the prostate, it is converted to a hormone called dihydrotestosterone or DHT. An enzyme called 5-alpha reductase (5-AR) acts on DHT causing the change. This process of converting testosterone to DHT occurs in all men, but in older men, the activity of the 5-AR enzyme increases and its primary focus is the prostate. As a result, 5-AR converts more than the usual amount of testosterone to DHT. While younger men can break down DHT and excrete it from their prostates, older men simply cannot break down DHT as efficiently and, as a consequence, have more DHT in their prostates.

DHT binds to prostate cells. Scientists have found that when DHT is at elevated levels, it tends to bind with prostate cells—causing those cells to multiply, which results in prostate growth. Given that the prostate encircles a man’s urethra, its growth can interfere with urine flow and cause all the other problems associated with BPH.

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**Supporting Research**

1. Prostate Cancer Foundation of Australia “Be a man pamphlet” accessed online 26/10/2007 http://www.prostate.org.au

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**Healthy Prostate**

![Healthy Prostate Diagram]

ProstAvan contains a blend of lycopene, saw palmetto and pumpkin seed—all-natural ingredients that can support prostate health when combined with a balanced diet and healthy lifestyle.

**Lycopene**
ProstAvan contains 2.7 mg of pure lycopene. Lycopene is the compound responsible for making tomatoes red. It’s believed to be a super-powerful antioxidant, which is the reason men are encouraged to get more tomato-based foods in their diets.

In 1995, Harvard University researchers conducted detailed studies of 52,000 men over a six-year period. They found that men with the highest intake of lycopene had a 21% lower risk of prostate cancer than men with lower lycopene intake. A 1999 study provided further evidence that increased consumption of tomato products and lycopene-containing supplements might reduce the occurrence or progression of prostate cancer.

**Saw palmetto**
ProstAvan also contains 2.88 g of saw palmetto. First used in the treatment of BPH late in the nineteenth century, saw palmetto has been the subject of numerous laboratory and clinical studies. These experiments demonstrated saw palmetto’s anti-oestrogenic and anti-androgenic (-testosterone) effects and confirmed that the extract affects many hormonally dependent pathways for prostate growth. These are considered significant interventions in the treatment of BPH.

A number of clinical studies have shown the success of saw palmetto in treating BPH. For example, 110 men took 320 mg of saw palmetto or a placebo for 28 days. Those who used saw palmetto experienced less pain in urination, less frequent night time awakenings, and an increase in urinary flow rate. A follow-up study conducted over a 15 to 30 month period showed continued success.

**Pumpkin seed**
In addition to lycopene and saw palmetto, ProstAvan includes 80 mg of pumpkin seed extract. Pumpkin seed is known to have anti-inflammatory action. Like saw palmetto, pumpkin seed extract may help reduce prostate gland swelling.

**ProstAvan Is Your Connection to Healthier Prostate Function**

Working together, the lycopene, saw palmetto and pumpkin seed in ProstAvan assist a man’s body in maintaining proper urinary function and sustaining a normal, healthy prostate.

**Lifestyle Changes Doctors Recommend**

1. Reduce or eliminate beer or other alcohol from your diet.
2. Keep blood cholesterol below 220 mg/dL.
3. Increase water intake to stimulate urine flow and help prevent urinary retention and kidney infection.
4. Eat a diet rich in natural whole foods.
5. Exercise regularly.
6. Limit exposure to pesticides and other environmental contaminants.
7. Use a well-designed supplement that supplies the nutrients important to prostate health.