

## SOY ISOFLAVONES 40%

### RESEARCH REVIEW

Soy contains many types of Isoflavones, but the most beneficial are genistein and daidzein. The highest amounts of Isoflavones can be found in soy nuts and tempeh. Isoflavones are fairly stable.

The chemical structure of Isoflavones is very similar to that of our own estrogen.

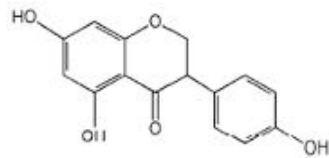


Figure 1 Genistein



The best way to consume Isoflavones is in the form soy or soy foods, so you can benefit from other healthy components of soy.

The **Soy Isoflavones 40%** manufactured by Bio-gen Extracts Pvt. Ltd. is in **Aglycone Form** (Daidzein & Genistein being the major individual Isoflavones).

Isoflavones appear to protect against hormone-related disorders such as breast cancer and prostate cancers.

Research & Clinical Trials Literature clearly advocates the advantage of Soy Isoflavones 40% in Aglycone Form to Glucoside Form.

The isoflavone aglycones are absorbed faster and in greater amounts than their glucosides in humans.

Isoflavone aglycone-rich products may be more effective than glucoside-rich products in preventing chronic disease such as coronary heart disease.

#### Health benefits of Isoflavones

Research in several areas of healthcare has shown that consumption of Isoflavones may play a role in lowering risk for disease. Isoflavones can fight disease on several fronts. The following potential health benefits are attributed to Isoflavones:

*Ease menopause symptoms* - The benefits of soy go beyond reducing long-term cancer risk. Recent studies have found that soy Isoflavones can reduce menopause symptoms such as hot flashes and increase bone density in women. Indeed, many menopausal and post-menopausal health problems may result from a lack of Isoflavones in the typical Western diet. Although study results are not entirely consistent, Isoflavones from soy or red clover may be helpful for symptoms of menopause.

*Reduce heart disease risk* - Soy Isoflavones also appear to reduce cardiovascular disease risk via several distinct mechanisms. Isoflavones inhibit the growth of cells that form artery clogging plaque. These arteries usually form blood clots which can lead to a heart attack. A

**RESEARCH REVIEW****Isoflavones are natural plant hormones**

Isoflavones can be found in many foods but the best known source of Isoflavones is the soy bean (*Glycine max*). The soy Isoflavones are responsible for most of the soy health benefits. The Soy bean is a plant cultivated as foodstuff whose health properties have recently been discovered. Thorough studies have revealed that the consumption of the soy beans or soy foods containing Isoflavones have favourable effects on people's health.

**Isoflavones are natural antioxidants**

A recent study has demonstrated that Isoflavones have potent antioxidant properties, comparable to that of the well known antioxidant vitamin E. The anti-oxidant powers of Isoflavones can reduce the long-term risk of cancer by preventing free radical damage to DNA. Genistein is the most potent antioxidant among the soy Isoflavones, followed by daidzein.

For more information please visit [www.bio-gen.in](http://www.bio-gen.in)

review of 38 controlled studies on soy and heart disease concluded that soy is definitely effective for improving cholesterol profile.

There is some evidence that Isoflavones are the active ingredients in soy beans that are responsible for improving the human cholesterol profile.

*Protect against prostate problems* - Eating Isoflavones rich products may protect against enlargement of the male prostate gland. Studies show Isoflavones slowed prostate cancer growth and caused prostate cancer cells to die. Isoflavones act against cancer cells in a way similar to many common cancer-treating drugs.

*Isoflavones improve bone health* - Soy Isoflavones help in the preservation of the bone substance and fight osteoporosis. This is the reason why people in China and Japan very rarely have osteoporosis, despite their low consumption of dairy products, whereas in Europe and North America the contrary happens. Unlike estrogen, which helps prevent the destruction of bone, evidence suggests that Isoflavones may also assist in creating new bone. Other studies are not entirely consistent, but evidence suggests that genistein and other soy Isoflavones can help prevent osteoporosis.

*Reduce cancer risk* - Isoflavones act against cancer cells in a way similar to many common cancer-treating drugs. Population-based studies show a strong association between consumption of Isoflavones and a reduced risk of breast and endometrial cancer. Women who ate the most soy products and other foods rich in Isoflavones reduced their risk of endometrial cancer by 54%