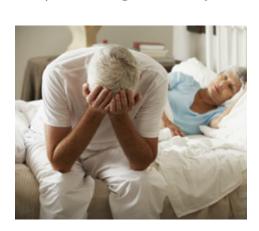


"75 percent of men over 50 years have measurable enlargement of their prostate gland."

One of the most important glands to a man is his prostate gland. Only the size of a walnut, this



gland is at the centre of what makes a man masculine. However, as a man ages this little gland can make its presence known with a range of discomforting complica-

tions from urinary difficulties, loss of libido, to life-threatening cancer. For many men, serious prostate problems begin with a slightly enlarged prostate—a common condition in middle-aged men known as benign prostatic hyperplasia (BPH).

Nothing exemplifies masculinity more than

the characteristic male traits of strength, confidence, stamina and sexual prowess. For today's typical middle-aged and older male, however, these are characteristics of days gone by. Now, into his middle-age and beyond, his appearance is sagging with increased abdominal fat and loss of muscle mass. He lacks vitality, a sense of well being, and experiences bouts of depression and moodiness. His sexual desire and performance has all but vanished, for which he goes to his doctor to get a "little blue pill."

He's told that these are the inevitable signs of aging; he is getting older and can expect further decline in his physical, sexual and cognitive functions. But what is really happening here is that he's experiencing hormonal imbalance during a time in his life known as andropause.

Andropause Defined

Starting at around age 30, men experience a drop in testosterone by about 10% every decade. And amounts of the hormone that are still being manufactured at that age may not be as effective because of increased production of another hormone called SBHG and estrogen dominance. This decrease in testosterone and higher estrogen levels results in a condition called andropause. Some men experience more severe symptoms than others, but for all men this time of life known as andropause is a major turning point. However, with the right lifestyle changes and a tailored nutritional program, this time in a man's life does not have to be one of declining masculinity. The range of andropause symptoms include:

- lower sex drive
- difficulties getting erections or erections that are not as strong as in the past (ED)
- lack of energy
- depression
- irritability and mood swings
- loss of strength or muscle mass
- increased body fat
- hot flashes or sweats
- restlessness and difficulty concentrating
- generalized aches and pains

Preserving Health and Masculinity

Guide To Hormonal Balance For Men

or men nothing beats testosterone—it defines masculinity and beyond, touching every aspect of male health. But as a man ages his testosterone levels can begin to dwindle. Lower testosterone levels are related to weight gain, loss of muscle mass, lack of energy, loss of strength, depression, decreased sexual desire and function, heart disease, and prostate problems.

At the centre of dwindling testosterone levels are four factors: **1)** There is a rise in the female hormone estrogen; **2)** His own testosterone is being converted into even more estrogen; **3)** His testosterone is susceptible to conversion into a transformed and disruptive type of testosterone known as dihydrotestosterone (DHT), and; **4)** Testosterone is being bound-up by a protein called sex hormone binding globulin (SHBG) making it is no longer available to support masculinity.

The result is too much female hormone competing with testosterone; plus, not enough quality testosterone in circulation where it can work its male magic. Both estrogen dominance and testosterone conversion and/or binding make up a double whammy that's responsible for declining masculinity. Here are 3 ways guys can preserve their masculinity as they age:

Lose Abdominal Fat

Of all body fat abdominal fat is the most stubborn and problematic. According to nutrition researcher, Brad King, "a major area of research over the last few years has concentrated on the fact that our sex hormones (estrogen and testosterone) play a large role in the way we look, feel and perform—not to mention how much belly fat we accumulate with each advancing year." Abdominal fat cells churn out an enzyme called aromatase, which is responsible for converting testosterone into estrogen, a process aptly called aromatization. Lose the abdominal fat and you lose a source of estrogen production.

Resistance Exercises

Science has discovered that even moderate weight lifting, at any age, stimulates the secretion of testosterone. This is because weight lifting builds lean muscle, and to build muscle the body requires testosterone.



Free Up Your Natural Testosterone Preserve Your Masculinity With These 4 Select Natural Supplements



Saw Palmetto: According to Dr. Whitaker M.D., this herb is an effective testosterone helper and aid to the prostate gland, for three reasons: 1) It inhibits the enzyme 5-alpha-reductase, which means less testosterone is converted to dihydrotestosterone (DHT); 2) It inhibits the enzyme 3-alpha-reductase, which plays a role in inhibiting prostate enlargement; and, 3) It keeps DHT from binding to the cell receptors in the prostate gland. DHT causes the prostrate cells to multiply too quickly and leads to the enlargement of the prostate gland.



Stinging Nettle: Stinging nettle extract has been found to inhibit the binding of testosterone to sex hormone binding globulin (SHBG). By inhibiting the binding of testosterone to SHBG, there is more free testosterone to carry out its positive influence on male health.



Zinc: Commonly referred to as the "male mineral." The mineral zinc is a natural aromatase enzyme inhibitor. An adequate intake of zinc can halt the conversion of testosterone into estrogen. Zinc also has an affinity to the prostate gland, where its antioxidant potency helps prevent prostate enlargement.



MACA: Researchers believe that Maca promotes optimal functioning of the hypothalamus and the pituitary glands, thus improving the function of the entire endocrine system. "What we see in Maca is a means for normalizing our steroid hormones like testosterone, progesterone and estrogen. Therefore it has the facility to forestall the hormonal changes of aging. It acts on men to restore them to a healthy functional status in which they experience a more active libido," states Dr. Gary Gordon, M.D., former president of the American College for Advancements in Medicine.



Supplement Guide



MEN'S FORMULA

USE — Men's Formula is a unique blend of nutrients and herbs specifically designed for men over age 40 in the adropause time of life. It includes the mineral zinc with saw palmetto, stinging nettle and ginkgo biloba leaf.

BENEFITS INCLUDE:

- Contains Zinc which is commonly referred to as the "male mineral."
- A traditional male formula of saw palmetto, stinging nettle and ginkgo biloba leaves.



SAW PALMETTO

USE — Once called the "plant catheter" due to its effect on the urinary system. Today, it is best known for its ability to help shrink an enlarged prostate gland (BPH) in men and as a mild diuretic. Benign prostatic hypertrophy or hyperplasia (BPH) is considered to be caused by testosterone converted to dihydrotestosterone (DHT), which causes the cells to multiply too quickly and leads to enlargement of the prostate.

BENEFITS INCLUDE:

- Saw palmetto has been used traditionally in North American herbal medicines for over 200 years. Its primary use has been in treating disorders of the urinary tract.
- Used in Herbal Medicine to help relieve the urologic symptoms (e.g. weak urine flow, incomplete voiding, frequent daytime and night time urination) associated with mild to moderate benign prostatic hyperplasia (BPH).



MACA

USE — Researchers believe that maca promotes optimal functioning of the hypothalamus and the pituitary glands, thus improving the function of the entire endocrine system. The herb is popular among athletes and body builders for it's believed ability to help maintain testosterone levels and promote lean muscle mass.

BENEFITS INCLUDE:

- Helps to support healthy mood balance.
- Provides antioxidants.



WHEY PROTEIN

USE — Loss of muscle mass in aging men is a sign of andropause and hormonal imbalance. According to researchers, the amino acid leucine — found in abundance in whey protein — boosted muscle mass by 25% in older adults. Whey protein also helps increase bone growth and strength. Furthermore, whey protein increases the levels of the body's most powerful antioxidant, glutathione, which has many health benefits.

BENEFITS INCLUDE:

- Excellent source of high quality protein.
- Helps build and repair muscle and bone tissues.
- Supports the immune system by building antibodies.