

“Find Out Why Prosta-Power Rx Is a Cut Above the Rest”

There is a real life fact that all men must inevitably face: prostate problems. It is a well known fact now that this reality faces older men in particular.¹ But before the panicking begins, just know that hope is on the way. Viva Vitamins' Prosta-Power Rx has recently hit the scene with an awesome prostate-protecting formula that should be present in the medicine cabinets of every man concerned with prostate problems.

What is the Prostate Gland For?

Ironically, the word *prostate* literally means “one who stands over”, or “guardian/protector”. For a gland that has such a name, it’s interesting that this “protector” needs protection once men have reached a certain age. The prostate is an exocrine gland whose main purpose is to store and secrete male reproductive fluid. It is a highly vascularized tissue comprising of some smooth muscle. Women do not have a prostate gland, hence Prosta-Power Rx is geared more toward men. Sorry ladies. As the prostate ages during the lifespan of men, this tissue becomes more and more at risk of prostatitis (inflammation of the prostate gland). There are two main types of prostatitis: Acute prostatitis and chronic bacterial prostatitis. Of these two, chronic non-bacterial prostatitis makes up about 95% of all prostate diagnoses. So far, the treatments include alpha blocking agents, physical therapy, phytotherapy psychotherapy, antihistamines, and nerve modulators just to name a few. Another factor to consider is the unpleasant reality of prostate cancer. Prostate cancer is one of the most common cancers affecting older men world wide and is considered a significant cause of death within certain age brackets for men. Again, it’s ironic

to think that there is some definite protection required for “the protector”.

What's in Prosta-Power Rx?

Recent research is discovering new phytonutrients that protect the health of prostatic tissue (Verhamme KM et al., 2002). Nutraceuticals is a field that is now taking the world by storm and Prosta-Power Rx is an example of how this field is applied to solving real health issues using phyto medicine. Now let's find out what's in Prosta-Power Rx that's protecting the “protector”.

The following are descriptions and actions of the nutrients found in Viva Vitamins' Prosta-Power Rx. Saw Palmetto (*Serenoa repens*) is an herb that is rich in fatty acids and phytosterols that lower the risk of benign prostatic hyperplasia significantly by mechanisms similar to modern medicine (i.e., inhibition of 5-a reductase, alpha adrenoceptor antagonization, phytoestrogen mimicking, etc.).^{2,3} This is why Saw Palmetto is one of the first and foremost ingredients in the formula. Pygeum africanum is an herb in which one of the key ingredients, atraric acid, has been shown to actually reduce prostate cancer cell growth (Papaioannou M et al., 2008). Zinc is a powerful mineral when it comes to reducing the progression of prostate cancer. There is

incriminating evidence that zinc has the unique ability to induce apoptosis in human prostate cancer cells and benign hyperplasia cells, while leaving normal, healthy prostate cells alone (Lin SF et al., 2008). Stinging Nettle leaf extract has been of interest in BPH due to its recently discovered active compounds that reduce TNF- α and other inflammatory cytokines (Teucher T et al., 1996). Selenium has been recently studied and suggested that some selenoproteins inhibit the transformation of normal prostate epithelium into neoplasm (Zachara BA et al., 2005). Low levels of selenium in prostatic tissue have been linked to prostate cancer. There is no doubt that vitamin E shows promise in the attack on prostate cancer and inflammation due to its role as an anti-oxidative stress agent and anti-inflammatory (Aryal M et al., 2007). Pumpkin seed extract also contains fatty acids and other beneficial alkaloids that have been demonstrated to have exemplary results in the fight against prostatic hyperplasia (Friederich M et al., 2000). Lycopene is a distinguishably bright red carotenoid pigment found in tomatoes and other red fruits. Its inhibition and reduction of increased serum prostate-specific antigen (PSA) levels has been well noted in the nutraceutical realm (Schwarz S et al., 2008). Although green tea is fun to drink as a beverage and an outstanding antioxidant to supplement with, there is compelling evidence that the green tea polyphenol, (-)-epigallocatechin-3-gallate (EGCG) inhibits the development and progression of prostate cancer in men (Chuu CP et al., 2008). Interestingly, it's been known for several decades that cancer cells, just like normal cells, rely on certain amino acids for their growth and development. The idea of overloading cancer cells with certain amino acids they don't particularly care for (i.e., arginine, alanine, glycine, etc.) and then starving them of ones they do, has been shown to be a viable approach to cancer

treatment (Tachibana K, et al. 1985). Genistein (a common isoflavone found in soy) has been demonstrated in its inhibition of human cancer cells through the modulation of genes that are related to the control of cell cycle and apoptosis. Moreover, it has been shown that genistein inhibits the activation of NF-kappa B and Akt signaling pathways, both of which are known to maintain a homeostatic balance between cell survival and apoptosis (Sarkar FH, Li Y, 2003). Quercetin is the aglycone form of a number of flavonoid glycosides, such as rutin and quercitrin, found in various citrus fruits. It has the amazing capability to inhibit the function of certain receptors vital for cancer cells' life cycle (Xing N et al., 2001). Garlic research is now on the rise reporting that certain extracts from aged garlic is highly effective in halting the growth and proliferation of human prostate cancer cells (John Thomas et al., 1997). Researchers speculate that enlarged prostate tissue contains more retinol (Vitamin A) than normal and cancerous tissue either because it is less efficient in converting vitamin A to retinoic acid or because enlarged prostate tissue is more efficient in absorbing retinol from the blood. They also suggest that the low level of retinoic acid in cancer patients could be due to a more rapid degradation of retinoic acid in cancer tissue. New research concludes that retinol (vitamin A) and carotenoids may be useful both in the prevention and treatment of prostate cancer (Pasquali, Daniela, et al., 1996). All these phyto medicines and more found in the Prosta-Power Pack act as a powerhouse team in combating attacks on the prostate gland.

Purpose:

As men age, prostate health begins to be a concern. Viva Vitamins' Prosta-Power Rx utilizes the latest research in phyto chemistry and applies it to fight the battle of one of the most prevailing

evils facing men worldwide. Through a combination of herbs, amino acids, minerals, vitamins, etc., Prosta-Power Rx delivers modern science to an age-old problem.

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