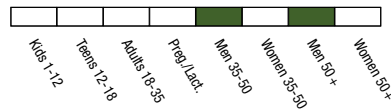




Palmetto Plus™



ITEM# 128
AUST L 92553

Palmetto Plus™ is a formulation that combines saw palmetto with lycopene and soy isoflavones. The result is a "full-spectrum" product for supporting the overall health of the male physiology.

Maintaining Male Physiology

As with the entire human anatomy, the male physiology may also be affected with age. High-fat diets, alcohol consumption, stress, pesticides, and other chemical contaminants contribute to these effects. Over a period of years muscle fibres may expand to the point where they are no longer capable of contracting effectively. As a result of this, sometimes urinary retention results and blockages may occur, necessitating medical intervention.

Palmetto Plus™

Because considerable clinical research has shown the herb saw palmetto to be a powerful aid for maintaining the male physiology, it forms the basis for our formula. Research has shown that saw palmetto inhibits the production of the enzyme 5-alpha-reductase, which is a catalyst for the conversion of testosterone to dihydrotestosterone (DHT). By inhibiting the production of 5-alpha-reductase, saw palmetto leads to a reduction in the amount of DHT in the body, and that can be beneficial to the male physiology.

Based on this research, USANA's scientists developed **Palmetto Plus**, a combination of saw palmetto and two other powerful aids, lycopene and soy isoflavones. **Palmetto Plus** provides support to the male physiology in maintaining overall health.

Proven Efficacy of Saw Palmetto

Recently, a review of the efficacy of saw palmetto supplementation in men revealed that about 80–90 percent of men treated with saw palmetto in 18 randomised clinical studies showed a positive correlation between saw palmetto and the male physiology. Saw palmetto has a gentle and

strengthening effect on the whole of the male reproductive and urinary systems.¹

Why Palmetto Plus™?

Palmetto Plus is a convenient way to obtain a comprehensive formulation of saw palmetto. USANA is one of the only major manufacturers to combine saw palmetto with lycopene and soy isoflavones into a single product at a reasonable price. Lycopene is the most abundant carotenoid (vitamin-like compound) found, and isoflavones are important phytonutrients. All of the natural botanical components of USANA's **Palmetto Plus** are standardised extracts and, as with all USANA® **Nutritionals**, are guaranteed for purity and potency.

Adequate amounts of zinc and selenium are two additional dietary factors of importance in maintaining the health of the male physiology. Zinc and selenium were not included in the **Palmetto Plus** formulation because these two minerals can be obtained in the USANA® **MultiMineral** and **Selenium 25**.

Palmetto Plus is laboratory tested, quality guaranteed. Meets British Pharmacopoeia specifications for potency, uniformity, and disintegration where applicable.

Using Palmetto Plus™

Adult men take one (1) **Palmetto Plus** capsule daily, preferably with a meal.

EACH CAPSULE CONTAINS:	
SERENOA SERRULATA (SAW PALMETTO) FRUIT EXTRACT	320 mg
EQUIVALENT DRY SAW PALMETTO FRUIT	3.84 g
EQUIVALENT FREE FATTY ACIDS	272 mg
SOLANUM LYCOPERSICUM (TOMATO) FRUIT EXTRACT	71.43 mg
EQUIVALENT DRY TOMATO FRUIT	1.42 g
EQUIVALENT LYCOPENE	5 mg
GLYCINE MAX (SOYBEAN) SEED POWDER	62.5 mg
EQUIVALENT SOY ISOFLAVONES CALCULATED AS DAIDZINEIN, GENISTINEIN, AND GLYCITINEIN	25 mg



Optimizers
Micronutrition

Palmetto Plus™

- Provides long-term support for the male physiology
- Furnishes a comprehensive formulation of clinically proven saw palmetto, plus lycopene and soy isoflavones
- Contains all-natural botanical components, which are standardised extracts, guaranteed for purity and potency



References

1. Willard, T. Vitamin Retailer. Feb 1999:58-60.

USE ONLY AS DIRECTED. ALWAYS READ THE LABEL.