

# Prostate™ FIRST

**AN ADVANCED PROSTATE FORMULA FOR  
LIFE LONG HEALTHY PROSTATE HEALTH.**

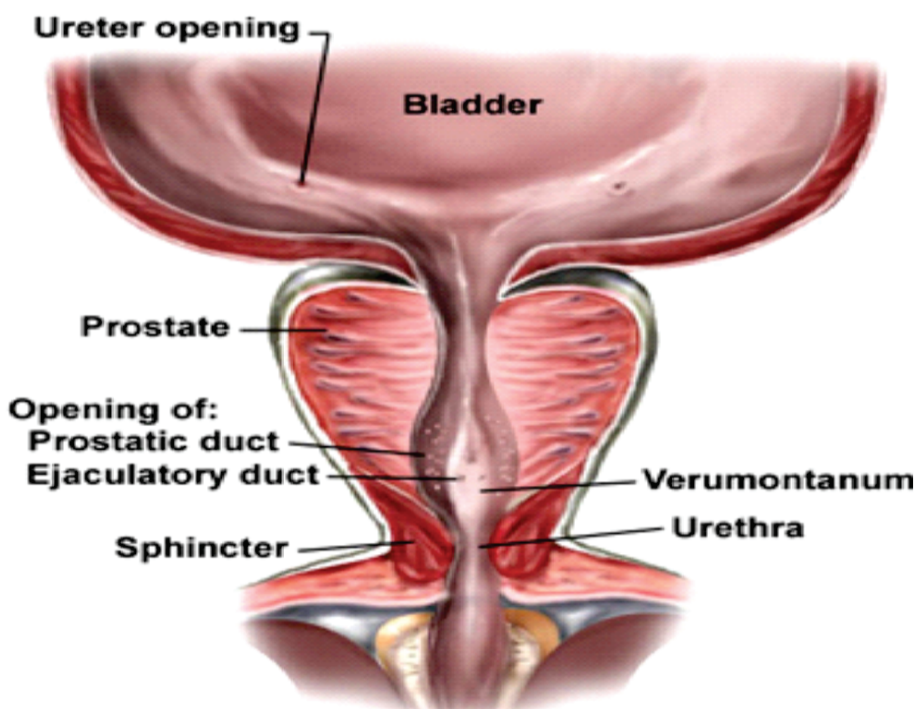


# Prostate™

## FIRST

Saw Palmetto	160mg	Zinc	20mg
Stinging nettle	50mg	Copper	1mg
Pumkin seed extract	50mg	Vitamin E 50%	50IU
Betasitostriol	50mg	Lycopene	500mcg
Pygeum Africana	50mg	Glutamic acid	50mg
Soy_isoflavones	30mg	L-Alanine	50mg

## Xena's formula for BPH



## Prostate Glands

The prostate gland is the male organ that produces semen, the milky-colored fluid that nourishes and transports sperm during ejaculation. It sits beneath the bladder and surrounds your urethra — the tube that drains urine from the bladder.

## Benign prostatic hyperplasia

It is the increase in size of the prostate in middle-aged and elderly men and an age related condition. It results in the enlargement of prostate glands and over a period functioning of prostate glands deteriorates. When it becomes enlarged, the prostate can put pressure on urethra and cause difficulty urinating.

Most men have a period of prostate growth in their mid- to late 40s. At this time, cells in the central portion reproduce more rapidly, resulting in prostate gland enlargement. As tissues in the area enlarge, they often compress the urethra and partially block urine flow and it is called as benign prostatic hyperplasia - BPH

## Causes:

- 1.Aging.** Prostate gland enlargement rarely causes signs and symptoms in men younger than 40, but about half the men in their 60s have some signs and symptoms.
- 2.Heredity.** A family history of prostate enlargement can increase the odds of developing problems from prostate enlargement.
- 3.National origin.** Prostate enlargement is more common in white and black men, Asian men.

## Treatment Approach:

- 1.To relieve Symptoms like pain, frequent urination...
- 2.To treat the cause like hormonal secretions
- 3.To eliminate extra tissue mass
- 4.To provide Nutrition to prevent deterioration of prostate's function
- 5.Anti inflammation

### XENA's formula for BPH:

Offers Comprehensive protection to your Prostate

#### HORMONAL CONTROL

Saw Palmetto, Pumkin Seeds, Stinging Nettle

#### RELIEF FROM SYMPTOMS

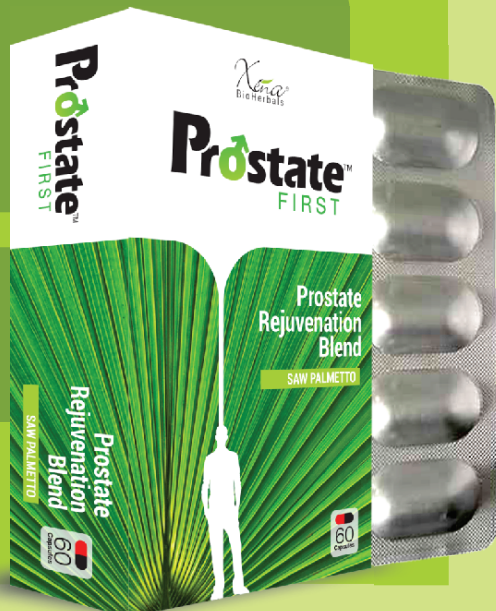
Saw Palmetto, Stinging Nettle

#### INFLAMMATORY CONTROL

Lycopene, Pumkin Seeds extract, Pygeum Africana

#### NUTRITION & SUPPLEMENTS

Zinc, Copper, B 6



# Sawpalmetto

## **Serenoa repens** (Saw Palmetto Berry Extract)

XENA's BPH formula is based on Sawpalmetto extract, derived from North American berries of dwarf palm tree. Multiple mechanisms of action have been proposed, and saw palmetto appears to possess 5- $\alpha$ -reductase inhibitory activity (thereby preventing the conversion of testosterone to dihydrotestosterone). Hormonal/estrogenic effects have also been reported, as well as direct inhibitory effects on androgen receptors and anti-inflammatory properties

## **Possible Mechanisms of Action of the Extract of *Serenoa repens*\***

1. Antiandrogenic activity
2. Inhibitory effect on type 1 and type 2 isoenzymes of 5 $\alpha$ -reductase
3. Inhibition of prolactin and growth factor-induced cell proliferation
4. Antiestrogenic effect
5. Anti-inflammatory effect
6. Antiedema effect

**Stinging nettle or common nettle**, *Urtica dioica*, is a herbaceous perennial flowering plant, native to Europe, Asia, northern Africa, and North America, and is the best-known member of the nettle genus *Urtica*. Stinging nettle : extract has been shown to block the action of dihydrotestosterone (DHT). Like saw palmetto extract, Studies in people suggest that stinging nettle, in combination with other saw palmetto, may be effective at relieving symptoms such as reduced urinary flow, incomplete emptying of the bladder, post urination dripping, and the constant urge to urinate. Laboratory studies have shown stinging nettle to be comparable to finasteride (a medication commonly prescribed for BPH) in slowing the growth of certain prostate cells.

**Soya Isoflavones** are called as Phyto-estrogen, i.e. they are derived from Soy beans. The active ingredients of Soya Isoflavones; Genestein and diadzein get converted to equol which is equivalent to actual reproductive hormones. This conversion is possible only when the body needs hormones for physiological function. They also inhibit excessive hormonal production in the body. Hence in BPH, they control hormonal levels and they are useful for both benign and malignant prostate.



**Lycopene** is found to be useful in BPH as it acts on epithelial cells of Prostate glands (The out skinny layer). More proliferative, i.e excessive growths of these cells are the risk factor to Prostate Cancer in men with BPH. Hence Lycopene is an effective food supplement in men suffering from BPH which will prevent enlarged prostate into tumor. Pumpkin Seed Extract is rich in Fatty acids which are essential to the human body like Omega 3 and Omega 6 Fatty Acids. These Poly Unsaturated Fatty Acids (PUFA) controls Testosterone secretion and its degradation in to Di-hydrotestosterone by inhibiting an enzyme called 5-alpha-reductase like Saw Palmetto. Hen Pumpkin Seed Extract is an effective alternative treatment option in BPH with the above ingredients.

**Pygeum africanum**, a member of the Rosaceae family, is an evergreen species found across the entire continent of Africa at altitudes of 3,000 feet or higher. This study stated that “evidence suggests that *P. africanum* modestly, but significantly, improves urologic symptoms and flow measures” (Ishani A, MacDonald R, Nelson D, Rutks I. *Pygeum africanum* for the treatment of patients with benign prostatic hyperplasia: a systematic review and quantitative Am J Med 2000; 109:654-64). It provides no less than 5 active principles to the formulation. The active constituents of Pygeum extract include phytosterols (e.g., beta-sitosterol) that have anti-inflammatory effects by inhibiting production of pro-inflammatory prostaglandins in the prostate. Pygeum also contains pentacyclic triterpenes (ursolic and oleanic acids) that have anti-edema properties, and ferulic acid nesters (n-docosanol and tetracosanol) that reduce prolactin levels and block the accumulation of cholesterol in the prostate. Prolactin is purported to increase the uptake of testosterone by the prostate, and cholesterol increases binding sites for dihydrotestosterone (DHT).

### **Pumpkin Seed Extract**

pumpkin seed extract functions in part to regulate BPH, by inhibiting the prostate enzyme 5-alpha reductase. This protein, in the prostate, converts testosterone into the dihydrotestosterone, or DHT. While this is a normal process necessary for male development and reproduction, excessive DHT can act as a potent growth inducer of prostate cells. Too much DHT can lead to BPH.

### **Glutamic Acid:**

The fluid produced by the prostate gland contains significant amounts of glutamic acid, and this amino acid play a role in normal function of the prostate. In one clinical study, men using these amino acids alone, with no other treatment, observed that they had an 80 percent reduction in night time awakenings and over 70 percent of them reported a reduction in the urgency to urinate.

The amino acid Glutamic acid have shown to help relieve prostate symptoms such as getting up at night, frequency and urgency of urination, and impaired urine flow.

## Beta Sitosterol

Among phytosterols,  $\beta$ -sitosterol is usually used for heart disease, hypercholesterolemia, modulating the immune system, prevention of cancer, as well as for rheumatoid arthritis, tuberculosis, cervical cancer, hair loss and benign prostatic hyperplasia.

- Reduced urinary flow and speed of voiding
- Having to urinate again soon after urinating (called urinary retention because there's a significant amount of urine left in your bladder after going the first time)
- Having to urinate three, four, or more times at night
- Painful urination
- Blood in the urine
- Uncontrollable dribbling of urine, especially with a full bladder or right after urinating (the embarrassing "pee spot" the little boy's grandfather experienced)
- Discomfort when sitting
- Feminization of your body, and
- Reduced sexual interest and performance

## Zinc, Copper and B6

enhance better function of Prostate. Normal Prostate gland contains significant amounts of Zinc and the deficiency is attributed to the enlargement of prostate glands. Hence Zinc is an essential micro nutrient in patients suffering from BPH.

# Prostate<sup>TM</sup> FIRST



**A NATURAL SUPPLEMENT  
PROVEN TO BE EFFECTIVE  
IN RESTORATION OF  
PROSTATE HEALTH.**

Manufactured in India By  
**Vign Neutraceuticals**  
Plot No. 404/A, Ramakrishna Nagar, Chengicherla,  
Ghatkesar Mandal, R.R. Dist - 500 099

*Xena*<sup>TM</sup>  
BioHerbals

Marketed By

**Xena Bio Herbals Pvt. Ltd.,**  
3-6-294, Hyderguda, Hyderabad-500029, Telangana, India.  
Telefax : +91 40 2326 6112

Email : [prem@xenabioherbals.com](mailto:prem@xenabioherbals.com), [sales@xenabioherbals.com](mailto:sales@xenabioherbals.com)  
[www.xenabioherbals.com](http://www.xenabioherbals.com)