

Superior Defense  
for Your Cellular Well-Being!

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**ESTROGEN BLOCKER  
CELL DEFENDER**

Educational Purposes Only

### Estrogen Blocker Cell Defender Benefits

Numerous immune-fighting substances! • Helps nutrients cross blood-brain barrier!  
Helps to oxygenate all vital organs and cells! • Attacks unhealthy cells that mimic healthy cells!  
Combats estrogen dominance! • Activates p53 protein—a tumor-suppressor gene!

### The Challenge

A main reason for **female estrogen dominance** is because conventional medicine often prescribes estrogen replacement therapy for menopausal women to alleviate symptoms, or hormonal birth control for premenopausal women, which just adds more estrogen on top of excess estrogen. Hormonal birth control releases synthetic progesterone, which suppresses natural progesterone production. Progesterone balances the effects of estrogen, and without enough, symptoms of estrogen dominance result. But you don't have to be a long-time Pill user to develop hormone imbalance problems.

There are numerous sources of which **male and female alike can experience estrogen dominance**, such as using personal care products that contain a huge amount of man-made xenoestrogens, which means they mimic estrogen and disrupt hormone balance. Also, the conventional foods we eat (i.e. consuming processed foods, refined flours and sugars) contain growth hormones and sprayed-on pesticides which have endocrine disruptors will impair our cells. Smokey flavoring and smoked foods can damage DNA, as well as aging, exposure to dangerous chemicals, smoking, stress, and high-energy radiation such as X-rays. And these same chemicals and estrogens often end up in our water supply.

These days, there are estrogen hormones in our dairy products. They pass into our food chain. Cows are injected with estrogen hormones to get bigger faster. The results are children are much bigger. Male high school students have full beards. Young girls are fully developed. And kids are taller.

### Just what is estrogen dominance?

Men need estrogen at the proper levels to maintain sex drive, keep fat production in check, and prevent male menopause and prostate cancer. Women need estrogen for female fertility, bone density, and reproductive growth. Estrogen is crucial for day-to-day functioning, but too much estrogen can cause a host of health problems. **Estrogen dominance** is essentially too much estrogen.

**Male Estrogen Dominant Symptoms**—Sexual dysfunction • Infertility • Enlarged breasts  
• Increased abdominal fat • Loss of muscle mass

**Female Estrogen Dominant Symptoms**—Increased PMS • Fibrocystic breasts • Endometriosis or fibroids  
• Abnormal periods • Infertility • Weight gain (hips, tummy, thighs) • Brain fog

### Just what are ill-boding cells?

The word mutation just doesn't sound like something good. By definition, a mutation is a permanent change in DNA. Mutations, for the most part, are harmless except when they lead to tumor formation, which are ill-boding cells that mimic healthy cells. Hence, the body's immune system doesn't know what to attack. However, the p53 protein is located in the nucleus of cells throughout the body, where it attaches (binds) directly to DNA. (It is actually the p53 gene that provides instructions for making the tumor-suppressor gene.) P53 regulates cell division by keeping cells from growing and dividing too fast or in an uncontrolled way, meaning p53 plays a critical role in determining whether damaged DNA will be repaired or a damaged cell will self-destruct (undergo apoptosis). If the DNA can be repaired, p53 activates other genes to fix the damage. If the DNA cannot be repaired, this protein prevents the cell from dividing and signals it to undergo death. By stopping cells with mutated or damaged DNA from dividing, p53 helps prevent the development of tumors.

### The Solution

The good news is really exciting, which is that p53—a repair gene—a **cell defender**—which protects cells from becoming cancerous, can be highly activated by many natural substances—substances that do not have the negative side effects of drug therapies. The ability to activate p53 within cells may stop cell and DNA damage, or even cause cancer cell death. Cruciferous vegetables, such as kale, tend to have high PEITC content and have been found to support p53. PEITC (phenethylisothyanate) decreases the levels of mutated p53 and helps to restore normal activity of this protein. High amounts of vitamin C, as in Acerola Berry, is another promoter of p53. Resveratrol also activates the p53 gene. Zinc, found in rosemary and sage, helps protect the p53 gene against cancer-forming mutations. Ingredients in the **Estrogen Blocker Cell Defender** formula all support the p53 gene.

***We can change the way our genes and our hormones behave by making good dietary choices!***

### **Rosemary**

- Helps trigger the death of ill-boding cells
- Studies show that rosemary inhibits the proliferation of ovarian cancer cells
- Helps to oxygenate all vital organs and cells (cancer is a cell deprived of oxygen)
- Is chemopreventive which prevents, reverses, or blocks the development of invasive cancer cells

### **Sage**

- Strong antioxidant defense properties
- From the Latin verb that means “to cure”
- Has free radical scavenging and anti-tumor activities
- Inhibits development of new blood vessels in tumors

### **Kale**

- Has numerous immune-fighting substances
- Powerhouse veggie that filters estrogen metabolites from your body
- Contains sulforaphane which induces cancer cells to destroy themselves
- Works to block estrogen absorption—a significant role in cancer prevention
- Has powerful inducers of cancer-destroying enzymes and inhibitors of carcinogenesis
- Has compounds that break down into potent anticancer compounds called isothiocyanates

### **Astragalus**

- Produces faster recovery survival rate of compromised immune systems from chemotherapy
- Regulates immunity by increasing macrophage activity (white blood cells) which engulf invaders
- An adaptogenic herb which enables cancer cells to be “picked up” on the immune system’s radar
- A study concludes that *Astragalus membranaceus* restores immune function in 90% of cancer patients

### **Chaparral**

- Great blood purifier and weight loss agent
- Protects healthy cells during heavy metal detoxification
- A powerful antioxidant to neutralize free radicals; anti-viral and anti-inflammatory properties
- A powerful anti-neoplastic (anti-cancer) agent and strong analgesic effects against rheumatoid arthritis

### **Acerola Berry**

- Antifungal properties
- Fights infections, viruses and even cancer
- Extremely rich in vitamin C—a powerful antioxidant

### **Diindolylmethane (DIM)**

- Blocks aromatase which converts testosterone to estrogen
- Restores healthy hormone balance by adjusting the balance of bad to good estrogens
- May reduce prostate cancer, interferes with cancer cell growth and stimulates cell suicide
- Combats male issues such enlarged breasts and erectile dysfunction, caused by too much estrogen
- Effective against acne and female issues such as PMS, mood swings, fibroids, menopause symptoms

### **Resveratrol**

- Helps to activate P53 gene
- Strong cancer-blocking activity
- May keep hormone-dependent cancers from spreading
- Can help correct hormone imbalance in women with PCOS
- Lowers elevated testosterone levels in women, which commonly cause infertility

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, cure or prevent any disease.