



Soy Remains a Nutrition Powerhouse

Soy is perhaps the most thoroughly studied nutritional ingredient in the world. Yet for all our knowledge about this powerful little bean, fascinating new discoveries are emerging all the time.

Last month I attended the Soy New Horizons Symposium in Chicago. This major event takes place every

two years and brings together the most respected researchers, companies and soy experts to discuss new findings and trends in the industry. I was particularly excited about new research findings that significantly expand the known benefits of soy.

There was also much discussion about a recent study that claimed soy may pose a danger to women. I saw results of several well-designed research studies that offer strong evidence against such claims, and we are confident that in the end, it will be clear there is no connection between soy and breast cancer.

In fact, ongoing research continues to show that soy is a safe, valuable and truly extraordinary food ingredient. It remains one of the cornerstones of Reliv's product development strategy. And we continue to focus on providing our customers and Distributors with the highest-quality soy available.

It's important to recognize, as well, that soy is just one important part of a total package. Soy alone offers an array of benefits ranging from menopause relief to disease prevention and weight loss. But it's the additional ingredients that work synergistically to make soy such a powerhouse in our products.

Put Reliv to work for you, and enjoy a healthier, happier quality of life.

To Your Health,

Dr. Carl W. Hastings
Reliv Vice Chairman and Chief Scientific Officer

Soy Simple, Soy Healthy!

Soy has come a long way since the bland tofu bricks of the 70s. Today, soy is available in a wide array of foods, from soy milk and drink mixes to soy-based snack foods, pastas and frozen entrees.

When it comes to soy, however, both quantity and quality are important. Research conducted by Dr. John R. Crouse at Wake Forest University's Baptist Medical Center showed that 25 grams a day of soy protein with isoflavones was adequate to tap into soy's amazing health-enhancing potential.

Getting your "daily 25" is easy with the help of Reliv's wide array of nutritional supplements that offer significant amounts of soy per serving:

- **Reliv Classic® and Reliv Now® — 7 grams each**
- **Reliv Now® for Kids — 5 grams**
- **ProVantage® — 14 grams**
- **Slimplicity® meal replacement — 10 grams**
- **SoySentials® — 10 grams**

Whether you're looking to reduce cholesterol, minimize menopausal symptoms, or protect against health problems, soy is a simple, effective way to take control of your health. And with Reliv's advanced line of soy-based products, harnessing the power of soy has never been easier!



These statements have not been evaluated by the Food and Drug Administration. Reliv products are not intended to diagnose, treat, cure or prevent any disease.

Soy Promotes Healthy Bones

It is estimated that osteoporosis currently affects some 10 million Americans — 80 percent of whom are women. Another 34 million have low bone mass, putting them at risk for the disease. But a growing body of research shows that consuming soy and soy isoflavones can significantly reduce bone fractures.

New research from Japan, published in the journal *Geriatrics & Gerontology International*, showed that supplementation with soy isoflavones by post-menopausal women significantly improved bone metabolism, both decreasing the resorption, or breakdown of bone, and improving the formation of new bone.



These findings support a 2005 study published in the Archives of Internal Medicine (“Prospective Cohort Study of Soy Food Consumption and Risk of Bone Fracture Among Postmenopausal Women”) that studied the associations between soy consumption and bone fractures in more than 24,000 post-menopausal women over a 4 1/2-year period. The study showed that high soy consumption resulted in a 48 percent decrease in bone fractures among women who had been menopausal for less than 10 years.

Many soy foods are naturally high in calcium, and also contain magnesium and boron, which are important co-factors of calcium for bone health. Soy foods such as tofu, miso, tempeh, soy milk, and soy flour are readily available in most grocery stores. Reliv also offers an array of supplements containing soy protein and soy isoflavones, including Reliv Now[®], Reliv Classic[®], Slimplicity[®] meal replacement, SoySentials[®] and ProVantage[®].

Sources: Daniells, Stephen, “Kill two birds with one stone: soy boosts bone and insulin,” NutraIngredients-usa.com, March 3, 2008 (<http://www.nutraingredients-usa.com/news/ng.asp?id=83664-soy-isoflavones-aglycones-osteoporosis>)

Tsang, Gloria RD, “Benefits of Soy: Healthy Bones,” Healthcastle.com, February 2006 (http://www.healthcastle.com/herb_soy.shtml)

For further information regarding the studies referenced in this article, email ezinefeedback@relivinc.com.

A Bean for Your Thoughts

Any menopausal woman knows the frustration of groping for words left hanging on “tip of the tongue.” That may be because the area of the brain that regulates verbal memory is rich in estrogen receptors, and during menopause estrogen levels decline rapidly.

While most of the research on soy isoflavones has focused on treating hot flashes, several small studies indicate that the estrogenic effects of soy isoflavones may help improve cognitive function in postmenopausal women. A 2003 study published in *Pharmacology, Biochemistry and Behavior* found that after 12 weeks, women taking 60 mg of soy isoflavones daily had significant improvements in recall, logical thinking, planning tasks, and attention compared with women taking a placebo.

The 2003 Soy and Postmenopausal Health in Aging Study (SOPHIA) showed similar improvements in verbal memory over a six-month treatment period. These findings were supported again in a 2005 study that found significant improvements in mental flexibility, role reversal and planning ability after six weeks.

The first large-scale study of soy and cognitive function is now underway. The Women’s Isoflavone Soy Health (WISH) trial, will follow 300 women for two and a half years and will measure the impact of soy on a variety of factors.

Sources: Hudson, Tori, ND. “Isoflavones and Cognition: Women’s Health Update,” Townsend Letter for Doctors and Patients, October 2003. (http://findarticles.com/p/articles/mi_m0ISW/is_243/ai_109946573)

Ingels, Darin, ND, MT (ASCP). “Soy May Improve Cognition in Postmenopausal Women.” Healthnotes, 2003. Bastyr Center for Natural Health, (<http://www.bastyrcenter.org/content/view/577/>)

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Boost Weight Loss With Soy

Low-calorie meal replacement shakes are a powerful ally in the battle of the bulge. And growing evidence shows that soy protein shakes may be among the best alternatives for losing weight.

Soy is naturally low in calories and carbohydrates. Researchers at Iowa State University, however, discovered two additional properties of soy that boost weight loss beyond simply cutting calories. The Iowa State study showed that consuming soy protein rich in isoflavones decreases fat deposition (storage) while increasing muscle mass. This is especially important since lean muscle tissue burns up to 17 times more calories than the same amount of fat tissue, even at rest.

Other weight loss benefits of soy include: low-glycemic index that minimizes insulin fluctuations, which in turn reduces sugar cravings and binge eating; improves energy levels; stimulates metabolism so you burn more stored fat; and reduces serum cholesterol levels, which improves overall health and may slow the development of metabolic syndrome.

Source: National Women’s Health Information Center, U.S. Dept. of Health and Human Services, Office of Women’s Health. <http://www.4woman.gov/bodyimage>

