

SOY AND MENOPAUSE RELIEF



Does soy spell R-E-L-I-E-F from hot flashes?

As many as 85 percent of women in menopause suffer from hot flashes. Concerned about the possible side effects of traditional Hormone Replacement Therapy (HRT), many women seek alternative ways to alleviate menopause symptoms.

A Natural Solution

Soy isoflavones may provide benefits for hot flashes similar to HRT while protecting the heart and bones.

Specifics of Soy

In a new study published in the journal *Menopause*, a particular soy isoflavone called genistein reduced frequency of hot flashes.

Who It Helps Most

A 2003 study found that women with the highest frequency of hot flashes benefited most from soy isoflavones.

424 2ND AVE W • SEATTLE, WA 98119

For more information and interview arrangements, please contact Brie Baltzell at brie.baltzell@publicis-usa.com.

Want to learn more about soy and women's health issues?

Please visit:
www.talksoy.com

