

# ViaZen

## ViaZen Prostate Spec Sheet

### FOR HEALTH PROFESSIONALS

#### Presentation

60 capsules / NPN 80100536

#### Target customers

This product has been specially developed to support the symptoms of benign prostatic hyperplasia (BPH) or prostate adenoma, which is more and more common with age, especially after 50 years old. BPH precise cause is unknown, but is probably related to hormonal variations, including variations in testosterone and, in particular, dihydrotestosterone. ViaZen Prostate ingredients work synergistically, first by helping to reduce difficulty in urination and relieve the associated urological symptoms. In addition, it ensures an optimal supply of nutrients (vitamins, minerals), and antioxidants. It will be used in the presence of one or more of the clinical manifestations listed below in the following table.



#### Anticipated results

- Urologic symptoms associated with mild to moderate benign prostatic hyperplasia (BPH)
- Helps reduce difficulty in urination
- Help relieve the urologic symptoms
  - weak urine flow
  - incomplete voiding
  - frequent daytime/nighttime urination
- Improve the quality of life

#### Secondary anticipated results

- Helps to prevent zinc and selenium deficiency
- Helps to maintain healthy bones, skin, nails, and hair
- Source of vitamins and minerals
- Source of antioxidants that helps protect cells against cell damage caused by free radicals
- For maintaining general health
- Source of minerals to support biological functions which play a key role in the maintenance of good health

#### Clinical symptoms of benign prostatic hyperplasia (BPH)

- Difficulty starting to pass urine
- Intermittent and weak flow of urine
- Decreased volume and strength of urine flow
- Urination feels incomplete
- Need to urinate becoming more urgent
- Dripping of urine appearing after urination
- Low amount of urine
- Need to urinate at night
- Involuntary urine loss
- Need to urinate more frequently

#### Medicinal ingredients of ViaZen Prostate

The synergy of the ingredients in ViaZen prostate is the key to effectiveness of this SUPERIOR FORMULA

Medicinal ingredients	Dosage (per capsule)	Daily dosage (for 2 capsules)
<b>Saw palmetto</b> (Fruit) ( <i>Serenoa repens</i> ) Extract 12:1, equivalent to 1920mg of crude material	160mg	320mg
<b>Stinging nettle</b> (Root) ( <i>Urtica dioica</i> ) Extract 10:1, equivalent to 1000mg of crude material	100mg	200mg
<b>Small-flower willowherb</b> (Flower) ( <i>Epilobium parviflorum</i> ) Extract 10:1, equivalent to 500mg of crude material	50mg	100mg
<b>Green tea</b> (Leaf) ( <i>Camellia sinensis</i> ) Extract 10:1, equivalent to 300mg of crude material, standardized to 23% Epigallocatechin 3-gallate / 65% Catechins	30mg	60mg
<b>Turmeric</b> (Root) ( <i>Curcuma longa</i> ) Extract 20:1, equivalent to 300mg of crude material	15mg	30mg
<b>Cranberry</b> (Fruit) ( <i>Vaccinium macrocarpon</i> ) Extract 50:1, equivalent to 2500mg of crude material	50mg	100mg
<b>Broccoli</b> (Herb top) ( <i>Brassica oleracea italica</i> )	50mg	100mg
<b>Selenium</b> ( <i>Selenomethionine</i> )	50 mcg	100 mcg
<b>Zinc</b> ( <i>Zinc citrate</i> )	15mg	30mg

**Non-medicinal ingredients:** Black pepper, microcrystalline cellulose, vegetable magnesium stearate, gelatine (bovine origin)

Note: ViaZen Prostate is free from wheat, soya, corn, yeast, peanuts, gluten, egg and dairy products. It does not contain preservatives, sweeteners, colouring agents, artificial flavours and is exempt of GMO.

## Recommended use

Used in Herbal Medicine to help reduce difficult urination, relieve urologic symptoms (weak urine flow, incomplete voiding, frequent daytime/nighttime urination) associated with the early stage of benign prostatic hyperplasia (BHP).

## Adults dosage

- Take 2 capsules 1 time per day. Take with food to minimize gastric disturbance.
- Take a few hours before or after taking medications or natural health products.

## Action mechanism

**Saw palmetto** fruit provides polysaccharides, fixed oils, volatile oils, steroids including  $\beta$ -sitosterol. Saw palmetto reduces symptoms of benign prostatic hyperplasia by inhibiting the binding of dihydrotestosterone to androgen receptors and by inhibiting the conversion of testosterone to dihydrotestosterone by 5- $\alpha$ -reductase, a substance believed to be involved in the development of benign prostatic hyperplasia.

It also has an anti-inflammatory effect and is said to have a beneficial effect on the estrogen / testosterone ratio. The results of a study of tissues from patients treated with saw palmetto indicate that it promotes the natural death (by apoptosis) of prostate cells, which would prevent or slow down its hypertrophy.

**Stinging nettle** is a plant with numerous medicinal virtues. Preliminary clinical studies have shown that nettle extracts help reduce the concentration of interleukin IL-6 and TNF- $\alpha$ , two mediators involved in the inflammatory response. In cell culture, its ability to inhibit the activation of NF- $\kappa$ B, an important transcription factor in the immune response, is confirmed.

Its high nutritional value also has numerous therapeutic effects for all tissues of the body. Its antioxidant components such as carotenoids, vitamin C and bioflavonoids (quercetin, rutin, kameferol) will protect against cellular oxidation. The magnesium and calcium will help to alkalize the ground. Potassium will help stimulate the excretion of metabolic residues (including uric acid) via the kidney. In addition, the presence of B-complex vitamins and iron, produce a tonic action which will improve the level of energy and vitality, which is very favourable in the presence of pain.

Since the late 1970s and early 1980s, the medicinal use of aerial parts of **Small-flowered willowherb** has become very popular in folk medicine in several European countries for the treatment of benign prostatic hyperplasia as well as prostate, bladder, and kidney disorders. Anti-proliferative activity and the potential effect on prostate cell growth as well as anti-inflammatory activities are considered to be the primary pharmacodynamic effects in the treatment of symptoms associated with benign prostatic hyperplasia. As studied by Kincses, the Small-flowered willowherb is also known for its antioxidant properties (Kincses *et al.* 2017).

**Green tea** (*Camellia sinensis*) is classically consumed as a beverage for its beneficial effects. These are particularly studied for green tea. It is mainly to catechin that the beneficial effects of green tea could be attributed. Green tea is primarily consumed by cancer patients for its anti-cancer and natural defence-boosting effects. It may slow the progression of the disease, mainly in prostate cancer, skin cancer, and chronic lymphatic leukemia.

Curcuminoids are responsible for the anti-inflammatory action of **turmeric** and this, in several ways. They inhibit the synthesis of enzymes (lipoxygenase and cyclooxygenase) which participate in the synthesis of pro-inflammatory substances derived from arachidonic acid. They also inhibit tumour necrosis factor (TNF- $\alpha$ ), interleukin 8, interleukin 1B, thromboxane B2, leukotriene B4. Within macrophages, curcuminoids prevent incorporation of arachidonic acid into membrane lipids, as well as prostaglandin E2, leukotriene B4 and leukotriene C4.

They also prevent the secretion of collagenase, elastase, and hyaluronidase. They block the transcription of adhesion molecules of leukocytes induced by cytokines ICAM-1 and VCAM-1, and E-selectin.

Urinary tract infections increase with age in men over 60 years old. They are usually linked to an enlarged prostate, aging and other diseases found in older people. An enlarged prostate can reduce urine flow and make it more difficult to empty the bladder completely. The remaining urine can then constitute a favourable environment for the proliferation of bacteria. **Cranberry** extract contains flavonoids, anthocyanins and proanthocyanidins. These latter compounds could be able to bind to certain *Escherichia coli* bacteria responsible for cystitis and prevent them from adhering to the cells of the bladder and causing infection. Not benefiting from an anchor point, these bacteria are then naturally eliminated by natural means.

**Broccoli sprouts** enrich the formula with their indole content (indole-3-acetonitrile, indole-3-carbinol (I3C) and 3,3'-diindolymethane (DIM)) and isothiocyanates, which have anti-cancer properties. These bioactive molecules metabolize carcinogenic substances in more polar molecules (soluble in water) and make it easier to excrete without causing cell damage

Like many trace elements, **Selenium** plays a key role throughout the body. On the intracellular level, it has an antioxidant effect, as it allows the body to produce glutathione peroxidase. This enzyme protects cell membranes against oxidation caused by free radicals. Selenium also plays an essential role in the functioning of the immune system and the thyroid gland. Selenium can help protect against certain cancers, including prostate cancer.

**Zinc** is an important enzymatic cofactor necessary for the functioning of more of 300 different enzymes in the body. In addition, it will take part in the repair of tissue damaged by inflammation since it plays an important role in tissue healing.

Oxidative stress (excess of free radicals compared to antioxidants) is among the causes of inflammatory diseases. ViaZen Prostate will counteract the harmful effect of free radicals by the antioxidant action of turmeric on free radicals of the peroxide type and phenolic oxidants and by its inhibitory effect on nitric acid.

Zinc will also provide antioxidant action as a necessary cofactor for activation of the antioxidant superoxide dismutase (SOD)

## Warnings

- Consult a health care practitioner if symptoms persist or worsen, if you have a liver disorder or an iron deficiency, in case of bile duct obstruction, gallstones, stomach ulcers or excess stomach acid.
- Consult a health care practitioner prior to use to exclude the diagnosis of prostate cancer, if you are taking blood thinners, if you have a history of non-melanoma skin cancer or kidney stones.
- Stop using and consult a health care practitioner if you develop symptoms of liver trouble as yellowing of the skin and/or eyes (Jaundice), stomach pain, dark urine, sweating, nausea, unusual tiredness and/or loss of appetite.

## Contraindications

Not known

## Known adverse reactions

Rare and unpredictable cases of liver injury associated with green tea extract-containing products have been reported.

## References

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