



Innovative  
by nature

PRIVATE LABEL

OUR BRAND OR YOURS.

# NATURE'S TRANSITION

Hormonal balance is important for women during every stage of their life, however, the need for balance is especially critical during menopause. There is compelling data to indicate that the application of natural compounds to support underlying physiology and hormone balance can work well during this transition.\*

**Nature's Transition** brings together the most well researched, clinically tested ingredients that have been shown to support various aspects of female physiology and seamlessly allow nature to run its course with minimal impact on the activities of daily living.\*

### FenuSMART®

First we've included FenuSMART®, which uses a unique composition and process (PATENTED) of fenugreek seeds that retains all essential phytonutrients.\*

With peer-reviewed, double-blinded, randomized and controlled trial & safety data,<sup>1</sup> FenuSMART® has been proven to support hot flashes, sleep patterns, mood, and libido among peri & post-menopausal women by establishing hormonal balance by way of its phytoestrogen constituents.\*

Fenugreek seed, due to having diosgenin, exhibits phytoestrogen properties, i.e. the chemical structure is similar to estrogen and, as such, can adhere to  $\alpha$  and  $\beta$  receptors and may have estrogenic properties.\*<sup>2</sup>

Incidentally, Fenugreek seed extract acts in a similar fashion to that of insulin by promoting glucose uptake into cells through a dose-dependent manner, and this is key because it is said that blood sugar dysregulation has been shown to initiate a 20% increase in hot flashes and night sweats.\*<sup>3</sup>

### HMRLignan™

The active ingredient of HMRLignan™ is 7-hydroxymatairesinol (thus, HMR). HMRLignan™ is extracted from the Norwegian Spruce tree, and, when consumed, it is converted by gastrointestinal bacteria into the major-endogenous-mammalian lignan, enterolactone. When found in abundance, enterolactone has the potential to provide hormone, specifically estrogen, support.\*<sup>4\*</sup>

HMRLignan™ reportedly is readily and completely absorbed from the gastrointestinal tract, thus, better bioavailability and a more rapid uptake occurs for enterolactone. HMRLignan™'s bioavailability is superior to that of other lignans, allowing for a lower daily amount to achieve the desired effect.\*

### Soy Isoflavones

Isoflavones have been well known for helping to support women during menopause for decades. In the last 15 years, soy has garnered a less than flattering reputation and, as such, supplements containing soy have diminished. The pendulum is swinging back, however, due entirely to its profound clinical support for women during menopause and a lack of substantial evidence that it causes any negative health effects.\*

Soy isoflavones are known to have weak estrogenic or hormone-like activity due to their structural similarity with 17- $\beta$ -estradiol. Soy isoflavones can preferentially bind to and transactivate estrogen receptor- $\beta$  (ER- $\beta$ ) mimicking the effects of estrogen in some tissues and antagonizing (blocking) the effects of estrogen in others.\*<sup>5</sup>

### Supplement Facts

#### Serving Size 2 Capsules

#### Amount Per Serving:

FenuSMART® Fenugreek (*Trigonella foenum-graecum*)

Seed Extract	500 mg
Soy Isoflavones	200 mg
Hops ( <i>Humulus lupulus</i> ) Flower Extract	40 mg
HMRLignan™ (a Norway Spruce ( <i>Picea abies</i> ) Standardized Lignan Extract)	30 mg

Other ingredients: hypromellose (capsule), microcrystalline cellulose, vegetarian leucine.

### Contains: Soy.

**Warning:** If pregnant or nursing, consult your healthcare practitioner before taking this product.

**Caution:** Discontinue use 2 weeks prior to surgery.

**Suggested Use:** As a dietary supplement, take 2 capsules daily, or as directed by your healthcare practitioner.

Sold Exclusively Through Healthcare Practitioners.

020086J.060 (60 Capsules)

### FenuSMART®

FenuSMART® is the registered trademark of Akay USA LLC.

HMRLignan™ is a trademark used under sublicense from Linnea S. A.

<sup>1</sup>Shamshad Begum, S., Jayalakshmi, H. K., Vidyavathi, H. G., Gopakumar, G., Abin, I., Balu, M., Krishnakumar, L. M. (2016). A Novel Extract of Fenugreek Husk (FenuSMART™) Alleviates Postmenopausal Symptoms and Helps to Establish the Hormonal Balance: A Randomized, Double-Blind, Placebo-Controlled Study. *Phytotherapy Research: PTR*, 30(11), 1775-1784. <https://doi.org/10.1002/ptr.5680>

<sup>2</sup>Patisaul, H. B., & Jefferson, W. (2010). The pros and cons of phytoestrogens. *Frontiers In Neuroendocrinology*, 31(4), 400-419. <https://doi.org/10.1016/j.yfrne.2010.03.003>

<sup>3</sup>Poole, C., Bushey, B., Foster, C., Campbell, B., Willoughby, D., Kreider, R., Wilborn, C. (2010). The effects of a commercially available botanical supplement on strength, body composition, power output, and hormonal profiles in resistance-trained males. *Journal Of The International Society Of Sports Nutrition*, 7, 34. <https://doi.org/10.1186/1550-2783-7-34>

<sup>4</sup>Setchell K. "Phytoestrogens: the biochemistry, physiology, and implications for human health of soy isoflavones." *Am J Clin Nutr*, 68(suppl):1233S-46S, 1998

<sup>5</sup>Wang, L.-Q. (2002). Mammalian phytoestrogens: enterodiol and enterolactone. *Journal Of Chromatography. B, Analytical Technologies In The Biomedical And Life Sciences*, 777(1-2), 289-309. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=mdc&AN=12270221&site=ehost-live>

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

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