

Edition DGD

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**Lee Swanson says:**

**"Your Enterolactone levels are probably low."**

**(In case you're wondering, that's a bad thing.)**

**"But an all-natural extract from the Norwegian Spruce Tree is your solution!"**



**See pages 3, 8-9**

*Lee Swanson, standing in front of one of North Dakota's largest Norwegian Spruce Trees*



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# A Message from Lee Swanson, President of Swanson Health Products



Dear Friends and  
Valued Customers,

Up until a few months ago, I  
was only somewhat aware of the  
term “**ENTEROLACTONES**.”

I knew that **ENTEROLACTONES** were naturally occurring plant estrogens that were found in various foods, such as flaxseed, whole rye and oatmeal. I also knew that **ENTEROLACTONES** were particularly highly concentrated in certain lignans, which are a class of plant compounds beneficial to human health but not classified as vitamins. Beyond that, my knowledge of the subject was limited, at best.

That changed, however, in November of last year when I and my New Product Development staff at Swanson Health Products attended an international raw material trade show in Las Vegas where we met with representatives of Linnea Corporation, one of Europe’s largest and most respected pharmaceutical manufacturers based in Locarno, Switzerland. Swanson Health Products has done business with Linnea for many years and has always held the company in the highest regard. What so excited me about this meeting was that Linnea had just introduced in Europe, and soon in the United States, a new, highly concentrated lignan extract, not from the lignans found in flax or whole grains, but from a particular genus of the Norwegian Spruce Tree. This completely different class of lignans from the Norwegian Spruce Tree had been clinically proven in Europe to raise **ENTEROLACTONE** levels in the body safely and naturally.

What are the benefits of supplementing the daily diet with Norwegian Spruce Tree lignans and thereby raising these enterolactone levels? Linnea presented clinical research, which indicates that by taking only one capsule per day of these highly concentrated Norwegian Spruce Tree lignans, **ENTEROLACTONES** can be naturally and safely raised in the human body. Raising **ENTEROLACTONES** may be the key to unlocking answers to any number of today’s most

pressing health issues, from men’s prostate and heart health, to menopause, to women’s breast, bone and heart health.

Since reading the groundbreaking research on **ENTEROLACTONES** and how their levels can be naturally raised in the body by a 100% natural food supplement like the Linnea Norwegian Spruce Lignans, I was determined to develop and introduce this product into our Swanson Health Products catalog as soon as it was approved for use here in the United States. That time is now, and I urge you to turn to pages 8 & 9 to learn the amazing details. Raising **ENTEROLACTONE** levels in the body can benefit you in a wide variety of ways by simply and naturally supplying the body with more of a naturally occurring substance that’s unfortunately so often lacking in our typical, highly processed, chemically laden American diet...100% Natural Bioavailable Lignans.

As always, I wish you the very best of health,

A handwritten signature in black ink that reads "Lee Swanson". The signature is fluid and cursive.

Lee Swanson

## Looking for Health Information?

In my opinion the greatest source of information on the benefits of vitamins and natural health products on the Internet is at [WWW.VITASEARCH.COM](http://WWW.VITASEARCH.COM).

Produced by my good friends at Tishcon, Corporation, the maker of Q-GEL® CoQ10, [WWW.VITASEARCH.COM](http://WWW.VITASEARCH.COM) will provide you with all the information you need to make better decisions in your quest for better health. And best of all....It's Free!



Swanson Health Products is proud to be a member of the National Nutritional Foods Association, an organization dedicated to enhancing the quality of nutritional products.



[nfa.org](http://nfa.org)

# “Your Enterolactone Levels Are Probably Low:” (in Case You’re Wondering, That’s a Bad Thing!)



Lee Swanson,  
President of  
Swanson Health  
Products

Dear Friends and  
Valued Customers,

On April 19, 2005, the United States Department of Agriculture unveiled a new Food Guide Pyramid. In the USDA’s introductory report, entitled “Dietary Guidelines for Americans

2005,” under chapter 5 “Food Groups to Encourage,” the USDA placed special emphasis on consumption of whole grains. The report reads, “In the grain-refining process, most of the bran and some of the germ is removed, resulting in the loss of dietary fiber, vitamins, minerals, Lignans and Phytoestrogens.”

This report recognizes the value of the broad range of phytonutrients, including lignans, now missing from the typical American diet. Unfortunately, modern food processing techniques remove a great deal of the nutritive value found in food, and in this short article, I want to focus on one crucial component of a healthy diet—**Lignans and Enterolactones**.

## Lignans and Enterolactones— What Are They?

Lignans are phytonutrients, a class of plant compounds beneficial to human health but not classified as vitamins. Lignans are a normal part of a healthy diet and widely distributed in plants and foods, however, in very small amounts. Due to the over-processing of food, most people do not get enough lignans in their daily diet, and this may have a detrimental effect on health, as lignans are a precursor of **enterolactones** in the body.

## Why Are Enterolactones Important to Health?

The friendly bacteria in our intestines convert plant lignans into “human” lignans, primarily **enterolactones**, which have a very weak estrogen-like activity. Estrogens are small molecules responsible for the controlling of many critical reac-

tions in the body. Unfortunately, because many of us eat diets that are highly refined and lacking in whole grains and naturally occurring lignans, estrogen deficiencies may occur. Studies have shown that higher levels of **enterolactones** in the body are strongly associated with much **improved immunity, cardiovascular fitness, healthy blood pressure, improved prostate health in men, better breast and bone health in women and in particular may help women manage menopause more comfortably.**

## Most People (Even Men) Need More Estrogen

While most of us think of estrogen as a “woman’s hormone,” men need more estrogen, too. Not the kind prescribed for women, but the natural kind found in plant lignans. A recent issue of *The Lancet* reported that men benefited from estrogens found in plants almost as much as women did, particularly in regard to cardiovascular and prostate health. These natural plant estrogens found in lignans won’t turn a man into a woman but will help improve the health of both men and women on virtually all levels.

Unfortunately, the average lignan intake in the U.S. diet is less than 1 mg per day, well below the levels research indicates are necessary for optimal health. Fortunately, through

better diet or by taking a once daily, high-quality lignan supplement, natural **enterolactones**, and thereby estrogen levels can be brought up to normal, healthy levels—safely and naturally.

## What Type of Lignan Is Best?

Up until now, one of the best sources of dietary lignans was flaxseed. Unfortunately, the bioavailability of lignans in flax can be a problem, and the high daily dosage of 20–30 grams required to achieve optimal lignan levels can also be an issue.

Fortunately, a recent breakthrough discovery by one of Europe’s largest and most respected pharmaceutical companies, Linnea Corporation

Higher levels of  
**enterolactones in the  
body are associated with**

Improved  
immunity

Cardiovascular  
fitness

Improved male  
prostate health

Breast and bone  
health in women

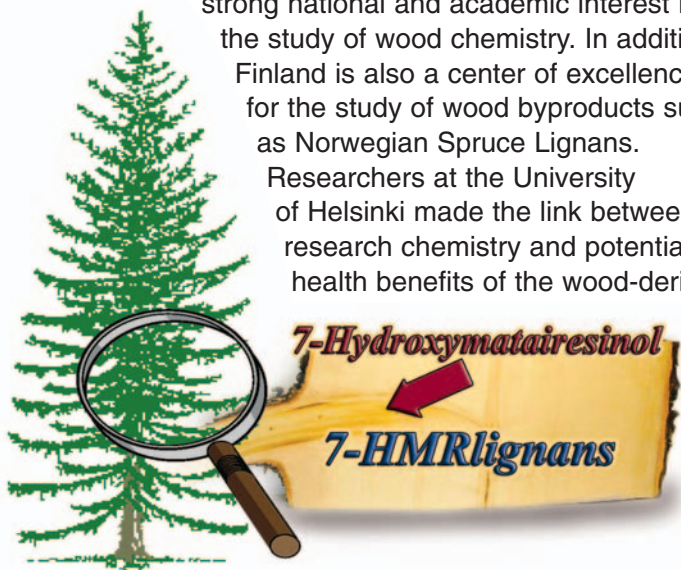
May help manage  
menopausal symptoms

based in Locarno, Switzerland, has solved the problem of how to isolate sufficient, high-quality readily bioavailable lignans that will naturally increase **enterolactones** and thereby estrogen levels in the body.

In a remarkable discovery in 2001, the research scientists at Linnea found that the Norwegian Spruce Tree native to Scandinavia contained a totally unique and what is now proven to be the most powerfully bioactive lignan in existence. Called **7-HMRLignans**, short for 7-hydroxymatairesinol, it has found to be a direct metabolic precursor of **human enterolactones**. The Norwegian Spruce Tree is the only discovered source of 7-HMR that has been clinically proven to safe and naturally raise **enterolactone** levels to optimal levels.

## Norwegian Spruce Lignans— NATURE'S BEST TO YOU!

The Norwegian Spruce Tree is plentiful in the Scandinavian countries, especially Finland, where it is used extensively in the paper industry. This has led to a strong national and academic interest in the study of wood chemistry. In addition, Finland is also a center of excellence for the study of wood byproducts such as Norwegian Spruce Lignans. Researchers at the University of Helsinki made the link between research chemistry and potential health benefits of the wood-derived



## 7-HMRLignans in Food

Food Source	7-HMRLignans mg/100 grams
<b>Norwegian Spruce Tree</b>	<b>80,000 mg</b>
Flaxseed	1 mg
Rye, Wheat, Oat, Barley	0 mg
Cranberry, Stawberry	trace
Peanuts, Hazelnuts, Cashew Nuts, Pistachio Nuts	trace
Tea (different varieties)	trace
Soy (different varieties)	trace

**7-HMRLignans**. This led to a 5-year partnership between Hormos Medical Corporation of Turku, Finland, and Linnea Corporation in Switzerland to bring this remarkable new substance onto the market.

Now with its introduction into the world health marketplace, Swanson Health Products is honored to be the first company in North America to offer **7-HMRLignans** to you, our valued customers, throughout the U.S. and Canada.

## 7-HMRLignans— Just One Capsule per Day for Enterolactone Insurance and Better Health!

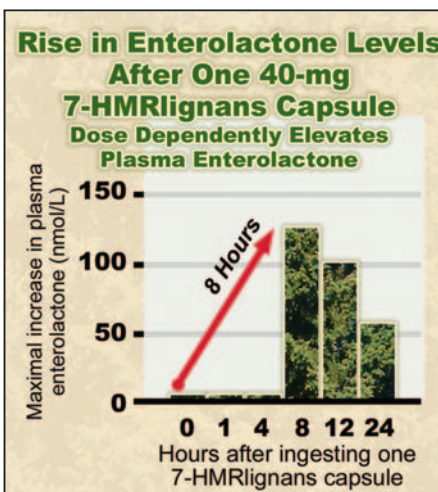
Just one 40-mg capsule per day of our new **7-HMRLignans** can naturally and safely help boost your **enterolactones** to optimal levels (see graph below). I've personally used the product for three months, and it's one of the best new supplements I've used in years. After only a couple of days, I felt healthier and energized—just more alive! I urge you to give our **7-HMRLignans** a try, too. I'm sure you'll reap the same benefits I've experienced in a very short period of time. And, as always, your purchase is risk free. If you're not completely satisfied with the product, just let us know, and your full purchase price will be promptly and cheerfully refunded. Order today, and see for yourself what higher **enterolactone** levels can do for you!

As always, I wish you the very best of health,

*Lee Swanson*

Lee Swanson

FOR MORE INFORMATION GO TO  
[www.hmrlignan.com](http://www.hmrlignan.com)



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D9SWU334 .....60 caps ....1 ..... **\$14.99**

