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HMRLignan™: Viable Support for Women's Health Issues

Linnea Seminar At SupplySide West Focus on Applications for Women's Health Concerns

LAS VEGAS, NV – November 9, 2005 – Dr. Mikko Unkila, a published expert in lignan pharmacology from Finland, will discuss the research and merits of the novel patented compound, HMRLignan™, for use in dietary supplements and functional foods targeting women's health issues, such as breast health, cardiovascular health and the management of menopause. The presentation entitled, "HMRLignan™: A Novel Source of Dietary Lignans and a Soft Phyto-hormonal Approach for Sustainable Women's Health Support," will be featured today as a seminar at SupplySide West. The seminar is hosted by Linnea Inc.

HMRLignan™, launched summer of 2005, was developed in Finland by Hormos Medical Corporation, and is manufactured and marketed worldwide under exclusive license by Swiss-based manufacturer Linnea, SA. Derived from the Norway spruce (*Picea abies*), HMRLignan™ is distinctive from other lignans, such as those from flax, in that it is a high purity and highly bioavailable lignan and the first direct enterolactone precursor dietary supplement. Enterolactone is the human metabolite of plant lignans normally present in low concentrations as part of a healthy diet, but lacking in the modern diet due to overprocessing of foods and poor diet selection.

Research has indicated that lignan intake and blood plasma levels of enterolactone are important for women's health -- epidemiological studies have correlated low lignan intake and low blood plasma enterolactone with increased risks of cardiovascular disease and hormonally regulated cancers, such as breast cancer.

"The key is to raise circulating lignans and enterolactone as efficiently as possible, and HMRLignan™ is the only lignan compound with a proven dose response pharmacokinetic in this field," said Dr. Unkila. "For the first time women have an efficient method of supplementing lignan intake in the diet. This is especially important for women, as continual high circulating levels of enterolactone can positively influence gender-specific health concerns."

Multiple Roles in Women's Health

“The importance of certain phytonutrients in the diet such as lignans in relation to women's health, and especially in menopausal women, is being increasingly recognized by researchers,” said Robin Ward, Vice President Marketing Linnea Inc. “There is increasingly compelling evidence about the positive health benefits of lignans and their influence on the major health concerns women can face as they mature. We are excited to be able to present these findings, along with the details of mechanisms of action of our novel compound, HMRLignan™, to attendees of SupplySide West.”

In addition to an anti-inflammatory, and powerful antioxidant activity, HMRLignan™ is also converted in the gut to enterolactone, a soft phyto-estrogen. Lignans are commonly found in whole foods, seeds and grains. However, research has shown that daily lignan intake in women is typically below established levels to maintain health and this is reflected in the studies as increased risks of major diseases common to women as they age.

Several studies have reported a relationship between lignan intake and raised enterolactone levels and a lowered risk of the development of certain hormonally regulated cancers and lower incidences of cardiovascular disease.

Studies have demonstrated that between 10 and 30 mg daily of HMRLignan™ in a single dosage is sufficient to elevate blood enterolactone to the levels reported in the research to exert a positive influence on health.

About Linnea

From its headquarters and manufacturing facility in Locarno, Switzerland, Linnea specializes in the manufacture of botanicals extracts and phytochemicals, and is a leading supplier to the pharmaceutical, dietary supplement and cosmetic industries. The company's U.S. office is located in Easton, Pennsylvania.

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