



June 2003

New Proactive Breast Health Product is a Ray of Hope for Women Concerned with Breast Cancer

SAN DIEGO Mounting scientific evidence is pointing toward a nutrient-like compound called lignan, found in trace amounts in plant based diets as a powerful ally in the battle against breast cancer. Brevail is the first lignan-based product to address the maintenance of orderly cellular division in the preservation of healthy breast tissue.

Brevail, a new proactive breast health product, raises lignan concentrations in women to levels demonstrated in women with an extraordinary history of breast health.

Brevail was researched and developed after scientific research revealed that women who ingest plant-based diets, habitually high in lignans, exhibit an extraordinary history of breast health. Today's modern diet, high in refined foods lack lignans and consequently women have exceedingly low levels of protective lignans in their body. After only 48 hours of Brevail supplementation women participating in a university based, oral dosing study achieved lignan concentrations in plasma and urine equivalent to a reference group of women with a well-established history of extraordinary breast health.

"The importance of eating a diet rich in lignans for prevention of chronic disease cannot be understated. High lignan levels in the body indicate a healthy diet abundant in plant-based foods, known to offer one of the best approaches to cancer prevention. Taking just one daily capsule of Brevail has been clinically proven to raise lignan levels comparable to women with an extraordinary history of breast health, according to Kenneth Setchell, PhD. Chief Scientific Advisor, Lignan Researcher."

Increased lifetime exposure to estrogen is the most well-known cause of breast cancer. Brevail directly addresses the estrogen factor.

The most well-known cause of breast cancer is an increased lifetime exposure to estrogens. This fact flies in the face of the wide-held public perception that breast cancer is primarily a hereditary disease. Only 10% of breast cancers are attributed to direct genetic heredity, while an astounding 90% are attributed to dietary, lifestyle and unknown causes. Undue exposure to estrogens can both initiate and fuel breast cancers. Lignans are structurally similar to estrogens and gently buffer the more powerful hormone by competing and displacing estrogen on estrogen receptor sites.

According to April Fison, an executive assistant in Ferndale, Washington, "I too fell under the misconception that breast cancer was largely a hereditary disease and that I was safe. I know now that I am not immune and am taking proactive steps to insure a healthy future."

Lignan Research, makers of Brevail, are championing the concept of the “estrogen window” a model depicting a women’s cumulative lifetime exposure to estrogen. Factors that increase estrogen exposure, such as late menopause, open your window and increase risk for breast problems. Factors that decrease estrogen exposure, such as pregnancy, close your window reducing risk. Brevail is designed to displace excessive or toxic estrogens addressing the leading cause for breast related problems. The effect is a narrowing of the estrogen window.

Hormonal Harmony: Brevail Trial Usage Program

One hundred women participated in an exclusive 3-month trial usage program with Brevail. Many of these women reported greater peace of mind and sense of well-being associated with Brevail usage. Additionally, to the pleasant surprise of the participants, many experienced relief from symptoms related to PMS, peri, pre, and post-menopausal discomforts. In the wake of reports citing negative consequences associated with estrogen replacement therapy including the potential for increased risk for breast cancer, Brevail has come as welcome news to these women.

“After eight years in the making, we are thrilled to empower women with Brevail, the first ever proactive product to address breast health,” said Jade Beutler founder and CEO of Lignan Research.

A percentage of each sale of Brevail is donated to the Breast Cancer Prevention Foundation, a non-profit entity dedicated to the memory of Debra Demos-Palys, the late wife of company president Raymond Palys. Debra lost her battle to breast cancer at the age of 31, prompting Ray to join forces with Lignan Research in 2001.

Brevail is protected by patent pending technology developed to isolate, concentrate, purify and standardize lignans resulting in optimal absorption and metabolism of lignans in the body with just one small capsule daily.

Brevail is a two time, research and development grant award winner issued by the Washington Technology Center, University of Washington.

Brevail is offered in convenient, once-daily capsules in 30-day supply packs for a \$19.99 suggested retail price, and will be available nationwide in select health, drug and grocery stores beginning in October, 2003. To learn more, visit www.brevail.com or call 888-503-8300.

###

Brevail® was carefully researched and developed for express use by adult females 18 years or older, and may be used before, during and after menopause. There are no known adverse side effects related to lignan supplementation. As with all nutritional supplements or pharmaceutical drugs, suggested dosages of Brevail should not be exceeded without the advice of a licensed health care professional. Though no negative effects have been reported, Brevail has not been researched in pregnant, lactating, or in women attempting to conceive. Therefore it is advised that use of Brevail be discontinued during these times. Brevail is not intended for use as a breast cancer treatment. Complete scientific validation and research references, are available in the Brevail white paper available online at www.brevail.com.

Brevail® is a registered trademark of Lignan Research, L.L.C.