



# Practical Prostate Support

## Reassure SP

by Madaleine Helm

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Prostate problems are ever on the increase, affecting younger males, many beginning in their forty's. About one half of males will probably have prostate problems by the time they are 60, and the majority by the time they are 65. These problems can range from mild inflammation, to infections, to chronic hypertrophy (enlargement), to growths and possibly cancer.

It is my belief that many of our health problems, including those of the prostate, are the result of a lack of proper nourishment. Most South Africans are simply lacking knowledge in the field of nutrition and how to feed the body. The result is the breakdown of the body, in this case, specifically the prostate gland.

The prostate gland in men is about the size of a walnut and develops as the male child develops. This gland is located below the bladder, and it surrounds the urethra, the tube through which urine flows from the bladder. When it is enlarged, it can push against the urethra, pinching it and causing it to narrow.

This results in a number of urinary discomforts:

- An urgent feeling of the need to urinate;
- Increased frequency of urination: waking multiple times during the night to urinate;
- Some difficulty when beginning to urinate;
- A urine stream that is weak and thin;
- Difficulty stopping urinating, often followed by dribbles;
- A feeling that the bladder has not completely emptied; urinary retention;

- The possibility of stagnant urinary residue, which can lead to infection and blockage of the bladder outlet and prostatitis.

### Prostatitis

Prostatitis as the name implies, is inflammation of the prostate gland. This is common in men of all ages. The usual cause is a bacterial infection that may have traveled from another part of the body. The inflammation caused from the bacterial infection may result in urine retention.

This causes the bladder to be distended, weak, tender and itself susceptible to infection. Infection in the bladder is in turn easily transmitted via the urethra to the kidneys. Hormonal changes associated with aging may also be a contributing factor.

### Benign prostatic hyperplasia (BPH)

Benign prostatic hypertrophy (BPH) is the enlargement of the prostate gland. Known traditionally as "old man's disease" because so many elderly men develop it. It occurs in approximately 50% of all men aged over the age of 50 and 75% of men over the age of 70. This condition is related to the hormonal changes that occur after the age of 50. At this stage, testosterone levels start to decrease whilst the levels of other hormones such as prolactin and estradiol (a type of oestrogen) increase. This creates an increase in the amount of dihydrotestosterone (DHT), which is a very potent form of testosterone, within the prostate. An overproduction of prostatic cells results and this is the cause of the prostatic enlargement.



The most common symptom of BPH is the need to pass urine frequently with the frequency increasing as the condition progresses. There can also be accompanying pain and discomfort and increasing difficulty in actually passing the urine. The presence of blood in the urine is also not uncommon.

## Prostate cancer

Prostate cancer is the second leading cause of cancer deaths in men living in westernized populations. 80% of those diagnosed with prostate cancer are men over the age of 65 years. In addition, 80% of men over the age of 80 years have some form of prostate cancer.

There is a link between a high-fat diet and prostate cancer. (Please note that just because the prostate may be enlarged it does not necessarily imply that there is cancer. A careful but relatively simple rectal examination can reveal if there are any abnormalities).

Attention to lifestyle and supplementation with natural products can greatly ease the discomfort of BPH and prostatitis

## Here are some things you can do:

1. Drink water. Although the natural reaction to frequent and urgent urination is to cut back on fluid intake, this is a mistake. You risk dehydration, and the likelihood of developing a bladder infection increases because the urine becomes stronger. Drinking lots of fluid keeps the retained urine in the bladder fairly diluted and reduces the risk of bladder infection and dehydration.
2. Change your diet. Make sure the bulk of your diet is made up of fresh fruits and vegetables – at least 9 - 11 portions of fruits and vegetables per day. Avoid meat completely. There is a high correlation between meat intake and prostate cancer. Avoid processed foods, saturated fats, dairy products, spicy foods, coffee, tea, alcohol, tobacco and food additives.
3. Watch your weight. Studies have shown that men with larger than a 109 cm waist are more than twice as likely to have enlarged prostates.
4. Avoid decongestants and antihistamines. These medications appear to cause the prostate to contract, which decreases urine flow.

5. Exercise. Walking will often help relieve prostate problem symptoms.
6. Stay in love. Making love can also help forestall prostate problems.
7. Use supplements. Supplement with whole food supplements like barley grass and use vegetable juices to enhance vegetable intake. Carrot, beetroot and cabbage juices are especially effective. These are used in cancer clinics worldwide. A great way to make sure you get your daily greens is to take AIM Garden Trio on a daily basis.
8. Use AIM ReAssure SP. It contains the following ingredients for a healthier prostate:

Saw Palmetto – the saw palmetto extract used in ReAssure SP is rich in fatty acids and contains the plant sterols campesterol, sitosterol, stigmasterol, and many others. Saw Palmetto promotes an anti-swelling effect of the prostate and also eliminates the change of testosterone into an altered form of DHT that causes the actual swelling of the prostate.

Lycopene – a new study from Germany suggests that lycopene may show benefits against benign prostate hyperplasia (BPH), or enlarged prostate, and may reduce prostate-specific antigen (PSA) levels, a marker of prostate health. Lycopene is not produced by the body and must, therefore, be obtained from food, like tomatoes, or supplements like ReAssure SP.

Pumpkin seed oil – pumpkin seed oils have plant sterols that inhibit the harmful hormones associated with prostate problems. Researchers found that the essential fatty acids in pumpkin seeds have positive effects on maintaining a healthy prostate and in improving the health of a woman's bladder. There is 240 mg of pumpkin seed oil in each serving of ReAssure SP.

Zinc citrate – the American Journal of Epidemiology published a study showing that lycopene and zinc are associated with protection against prostate disease. The 15mg of zinc per serving in ReAssure SP provides 100 percent of the reference daily intake of zinc.

ReAssure SP, with its new formula of saw palmetto oil, lycopene, zinc, and pumpkin seed oil, is designed with your prostate health in mind.