

# Estrovera™

Featuring ERr 731®

## Menopausal hot flash relief

During menopausal transition, many women experience a variety of symptoms, including hot flashes. Hot flashes may interrupt sleep patterns and produce fatigue, anxiety, and mental and physical exhaustion. Nearly 80% of women in Western countries suffer from hot flashes, with 30% reporting hot flashes severe and frequent enough to affect quality of life.<sup>1</sup>

Conventional treatment for menopausal symptoms sometimes involves hormone therapy (HT). However, many women are either hesitant to consider HT or are not candidates due to a number of health concerns associated with long-term use of HT.<sup>1,2</sup>

*The Journal of the American Medical Association (JAMA)* recently published findings that reveal plant-based therapies to be associated with the reduction of the frequency of hot flashes—offering many individuals a non-hormonal option for the management of uncomfortable symptoms associated with the menopausal transition. The *JAMA* study included the assessment of the extract of a Siberian rhubarb (*Rheum rhaponticum* L.) root, known in scientific literature as ERr 731®—the key ingredient in Estrovera.

In addition, *Integrative Medicine: A Clinician's Journal (IMC)* published results from a comprehensive post-marketing and customer complaints survey, which confirm the safety—with minimal adverse events reported—of ERr 731® as a non-hormonal alternative therapy for the relief of common symptoms of menopause.

ERr 731® has been recommended by healthcare professionals in Europe since 1993 for menopausal symptoms. Estrovera, featuring ERr 731®, provides safe, non-hormonal menopausal hot flash relief that performs as well as low-dose HT.<sup>3</sup>

### Why ERr 731®?

- Clinically shown to reduce the number of daily menopausal hot flashes for women during menopausal transition<sup>3</sup>
- Clinically demonstrated to relieve a wide range of other menopausal symptoms<sup>4</sup>
- Excellent safety profile supported by 2 years of clinical testing in perimenopausal women<sup>4</sup>
- Clinically effective dose in just 1 Estrovera tablet daily



**Form:** 30 Tablets, 90 Tablets

**Recommended Use:** Contains clinically-studied ERr 731® to help relieve hot flashes associated with menopause.

**Recommended Dose:** Adults take one tablet with food and a glass of water once daily at the same time of day or as directed by your healthcare practitioner.

|   |                       |
|---|-----------------------|
| <b>Medicinal Ingredients:</b>               | Each tablet contains: |
| Rhapontic Rhubarb                           | 4 mg                  |
| ( <i>Rheum rhaponticum</i> , root) ERr 731® |                       |

**Non-Medicinal Ingredients:** Cellulose, stearic acid (veg.), croscarmellose sodium, silicon dioxide, and enteric coating (ethyl cellulose, ammonium hydroxide, hydroxypropylmethylcellulose, hydroxypropylcellulose, medium chain triglycerides, sodium alginate, oleic acid, and stearic acid [veg]).

**Caution:** Do not use if pregnant or breastfeeding. If taking other medications, consult your healthcare practitioner before use.

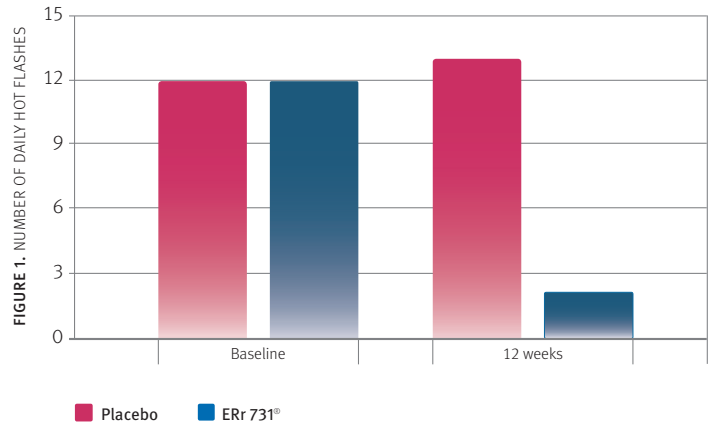
**This product is gluten free and vegetarian.**

## Scientific Rationale

*JAMA* recently published a systematic review and meta-analysis that investigated the association between plant-based therapies and improvements in menopausal symptoms. In this article, ERr 731<sup>®</sup> was found to be associated with the reduction of hot flashes.<sup>4</sup>

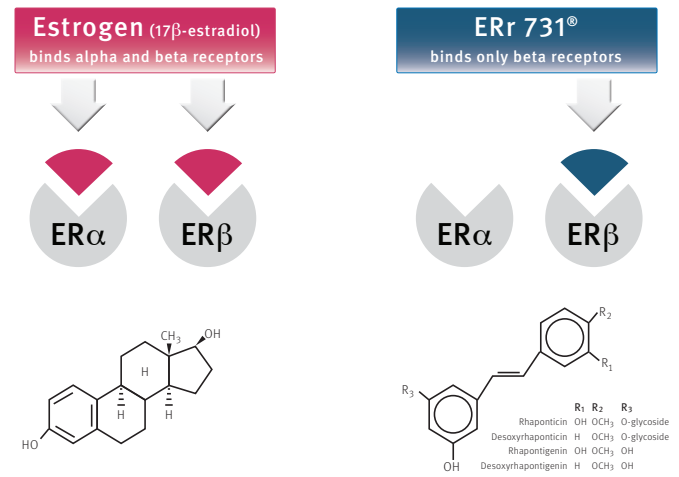
In 2 multicenter, placebo-controlled, randomised trials in perimenopausal women, ERr 731<sup>®</sup> significantly reduced menopausal symptoms as determined by the Menopause Rating Scale (MRS) total score. Also factored into the study results are daily recorded hot flash frequency (**Figure 1**) as well as other quality-of-life assessments.<sup>5-7</sup> Long-term efficacy and safety of ERr 731<sup>®</sup> has been reported in a 2-year observational clinical study (**Figure 2**) and a 6-month open-label clinical evaluation. Furthermore, data from a comprehensive post-marketing surveillance and consumer complaints indicated that ERr 731<sup>®</sup> was safe for most consumers, as the incidence of adverse events was very low.<sup>8</sup>

The clinical benefits of ERr 731<sup>®</sup> appear to be related to selective binding of Estrogen Receptor (ER) $\beta$  and lack of affinity to ER $\alpha$  (**Figure 3**).<sup>10-14</sup>

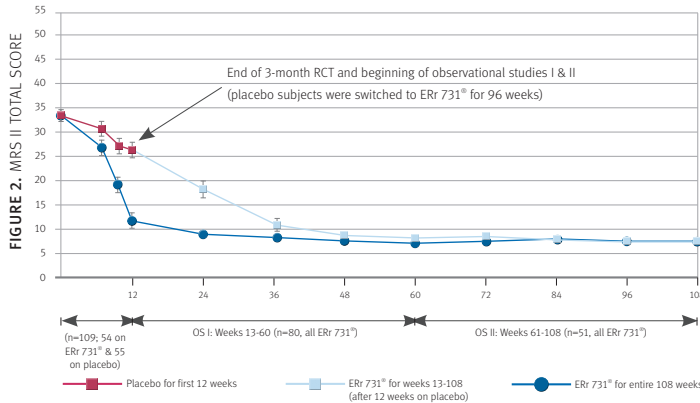


(Figure 1)

The clinical benefits of ERr 731<sup>®</sup> appear to be related to selective binding of Estrogen Receptor (ER) $\beta$  and lack of affinity to ER $\alpha$  (**Figure 3**).<sup>10-14</sup>



(Figure 3)



(Figure 2)

## References

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