

For many years, most medical and health-related research was done on men, and it was assumed that women have the same health problems and needs. We now realize that this is not true. The symptoms and progression of diseases differ between men and women. Men and women have unique needs due to their unique physiology, and each may benefit from different health strategies. One concern unique to men revolves around the prostate.

As men age, their prostate often changes. It may become enlarged or inflamed, which may result in a variety of difficulties with urination.

You can do a number of things to help maintain prostate health. Drink water. Avoid caffeine, alcohol, and spicy foods. Watch your weight. Exercise. And use supplements. One unique supplement to maintain prostate health is pollen extracts.

## Pollen extracts

Pollen extracts have been used for years in parts of Europe and Asia to maintain prostate health. Extensive research on these extracts, including both animal studies and clinical trials, has been published. All research indicates that pollen extracts help maintain a healthy prostate.

Pollen extracts are also proving to be superior to saw palmetto, another herb known for maintaining prostate health. This is because while saw palmetto works to maintain health through one mechanism, pollen extracts work through three. This means that pollen extracts users may experience greater benefits more quickly.

According to Dallas Cloutre, Ph.D., author of several books on supplements and health, "Saw palmetto does have an established track record with prostate health. Unfortunately, it typically takes a very long time to work, about two to three months minimum, and you have to take quite a bit.

"But the truth is the anti-inflammatory effect, the antioxidant effect, the smooth muscle-relaxing effect of the flower pollen extracts are extremely important as part of their influence on the prostate. And so, what you're looking at is an item that either has only one mode of action, the saw palmetto, or a compound, the



flower pollen extracts, which have at least three modes of action. This is how I would compare the two different items. It's not that saw palmetto is bad, I think the flower pollen extracts are better."

## AIM ReAssure®

AIM ReAssure® is a unique product that capitalizes on the power of pollen extracts. It is an excellent supplement to support overall health and prostate health as men age.

The pollen in AIM ReAssure® is largely gathered from the rye plant. Specially cultivated fields in Sweden are carefully monitored. Air surveillance is often used to determine the best time to harvest the pollen. Once this is done, meshes are moved through the fields to trap the pollen.

From here, a proprietary method is used to extract active substances from the rye pollen. It takes about 10,000 plant tops to produce one kg (2.2 lbs) of pollen extracts.

## How to use AIM ReAssure®

- Take one to two tablets at breakfast and dinner. You may take more or less, depending on your needs. Most users start with two tablets at breakfast and dinner and, after experiencing the desired results, use one tablet at breakfast and dinner for maintenance.
- Close tightly after opening and store in cool, dry, dark place (70-75 F; 20.1-23.8 C). Do not refrigerate. Do not use if allergic to pollen. If you have asthma, consult a health practitioner before using this product.

## Q & A

*How does AIM ReAssure® compare to other men's health products?*

Saw palmetto, often combined with zinc, is sometimes used for prostate health. Saw palmetto affects men's health through one mechanism, while pollen extracts work through three mechanisms. Thus, pollen extracts are more efficient, often producing desired benefits in a shorter period of time than saw palmetto.

## *Can I take AIM ReAssure® with other AIM products?*

Yes; however, because the fiber in AIM Herbal Fiberblend® may inhibit the absorption of AIM ReAssure®, we recommend that you take AIM ReAssure® 30 minutes before or one hour after taking AIM Herbal Fiberblend®.

## *How else can I help my prostate?*

Prostate health can be affected by nutrition. Drinking adequate water and avoiding caffeine, alcohol, and spicy foods can help, as does nutritional supplementation. The powerful antioxidant properties of the mineral selenium and the vitamins A (beta carotene), C, and E may be instrumental in protecting the prostate gland. AIM Proancynol® 2000 contains selenium; AIM BarleyLife® contains the vitamins A, C, and E; AIM Just Carrots® contains vitamin A; and AIM CellSparc 360® contains tocotrienols, a form of vitamin E. The carotenoid lycopene, also in AIM Proancynol® 2000, has been shown to be a more potent inhibitor of human cancer cells than all other carotenoids.

Enlarged prostate tissue contains elevated levels of cholesterol and its metabolites, so it is advisable to watch cholesterol levels. Selenium may also be helpful in this regard because it has been shown to increase HDL (good) cholesterol levels. Cultures that consume high-fat, high-sugar diets have higher rates of prostate problems; so a low-fat, low-sugar diet is recommended.

Finally, moderate exercise, such as walking, can be helpful, as can hydrotherapy: sitting in a hot bath for 15 to 20 minutes. Consider adding AIM Cell Wellness Restorer® for a relaxed, rejuvenated feeling.

## *Is there anyone who should not take AIM ReAssure®?*

While AIM ReAssure® is safe and effective for many, those with asthma or allergies may wish to consult with a health care practitioner for advice about their specific situation before supplementing with pollen extract.

## *Do women benefit from AIM ReAssure®?*

Yes. In women, AIM ReAssure® helps tone the smooth muscle of the bladder and helps to relax tension in the urethra. This helps to improve bladder control and reduce urinary incontinence.

## **Benefits & Features**

### *Benefits*

- Maintains men's health
- Maintains prostate health naturally
- Three mechanisms
  - Smooth muscle relaxant
  - Anti-inflammatory
  - Antioxidant

### *Features*

- More than nine years of safe and beneficial use by AIM Members
- 74 mg of pollen extracts per tablet
- Works through three mechanisms, not one, as saw palmetto does
- Proprietary blend of flower (rye) pollen extracts
- Extract guarantees standardized product
- Extensively tested
- Safe and economical
- 120-count tablets

*AIM ReAssure® is a Men's Health product. The complete Men's Health line consists of AIM ReAssure and AIM GinkgoSense®. Use these products to help men maintain their health.*

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