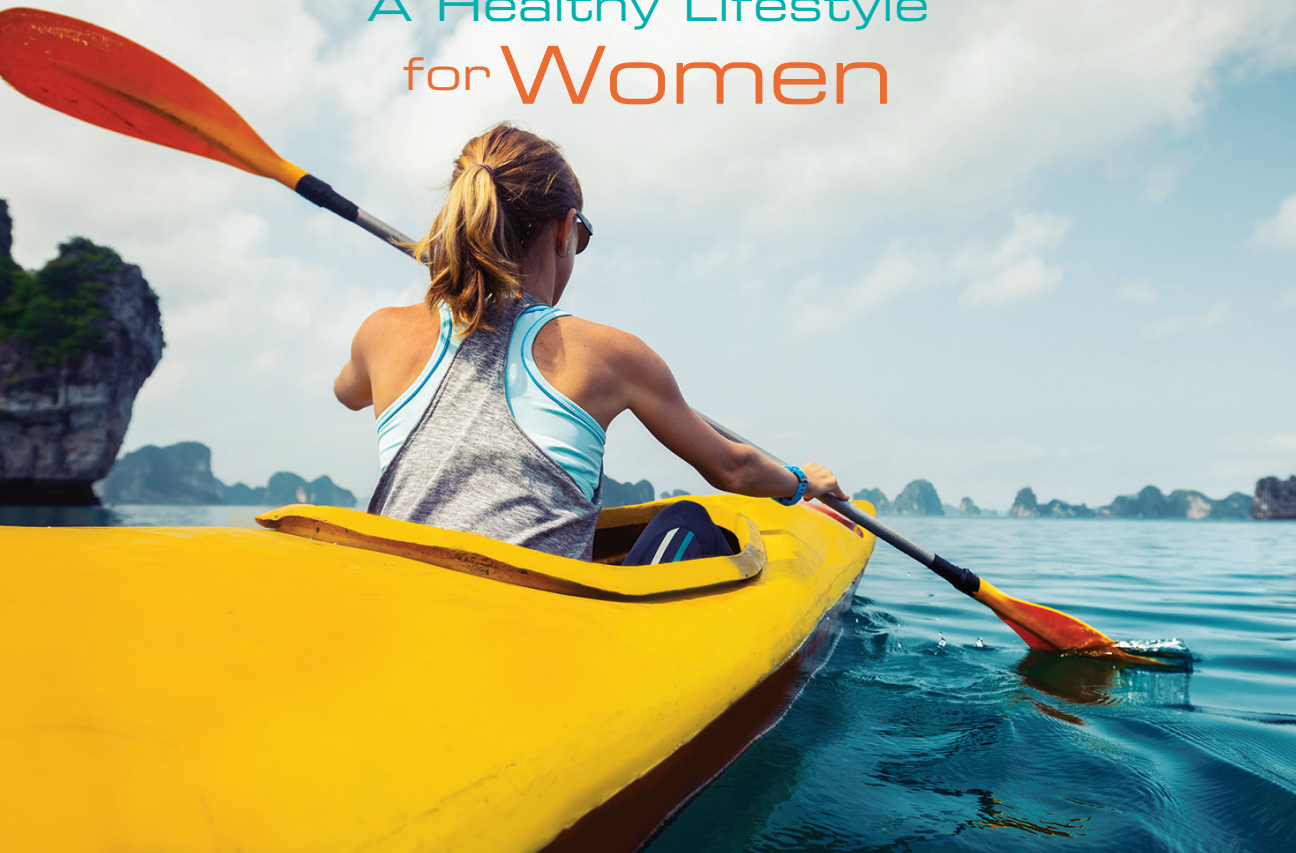


Women's Wellness



NOW® Guide to Women's Wellness

A Healthy Lifestyle for Women



Make Yourself a Priority

Is wellness just another check on your to-do list? It can be hard to make health and well-being a top priority in our modern, fast-paced world — especially when juggling the demands of life, work, and family.

Making health and wellness a priority can do wonders for not only you, but also those around you. Finding time to plan a healthy diet and getting daily exercise (even if it is just a 15 minute walk at lunchtime) can make all the difference. Leading by example, when it comes to a healthy lifestyle, is a proven winning strategy.

From adolescence and young adulthood to pregnancy and menopause, women go through many unique life stages and need distinct wellness strategies at these key points in life to support the demands of each. Sometimes, healthy meal planning and daily exercise aren't the only answer:

Life can throw us curve balls and with demanding schedules, unexpected health conditions, and additional factors, at some point, you might need additional minerals and nutrients, and this is where nutritional supplements can play a major role in optimizing health and wellness.

Create a Foundation for Lifelong Wellness

A well-balanced meal plan and daily movement create a solid foundation for lifelong wellness.

No matter what age or stage of life you're at, it's never too late to make healthy eating and exercise a part of your wellness regimen. While HIIT, Pilates, and protein powders can help, true wellness begins with developing and maintaining smart lifestyle choices on a daily basis.



The majority of the nutrients your body needs come from whole foods such as fruits, vegetables, whole grains, nuts, and beans. Modern food processing methods can reduce or destroy the nutrient content of some foods, so choosing unprocessed foods, especially non-GMO, like raw fruits/vegetables and whole/enriched grains should be a priority.

A good way to ensure you're eating a healthy diet is to focus on color. A colorful diet is a nutritionally diverse diet, so try to eat a broad spectrum of colorful foods each day for the greatest positive impact on your well-being.

Optimal Nutrition for Wellness

A lifestyle filled with the healthiest, freshest foods available can provide almost all of the nutrients needed for optimal health and wellness. In addition to giving energy, food provides us with vitamins, minerals, essential fatty acids, and more that keep each individual body optimized. For many of us though, eating healthy isn't always feasible or convenient, even in our modern world.

Not to mention, food manufacturers sneak in a variety of natural and unnatural food additives to improve food characteristics such as taste, shelf life, and ease of preparation, and at the same time, deplete the important minerals and nutrients. These processed foods are quick and easy, a seemingly healthy solution for busy people and families with limited time and energy.

While these fast food and convenient processed foods may fill your belly, they may not be satisfying your body's nutritional needs.

If you find yourself always reaching for the most convenient foodstuff option, then you might need to consider more help from nutritional supplements based on your life stage.

Adapting Nutrition for Life Stages

When looking to start a supplement regimen, it's always advised to consult your family doctor first. Here are some recommended supplements based on life stages.



Adolescence & Young Adulthood

Adolescence is an exciting and challenging time. During this transition from childhood to the teenage years a girl's body undergoes substantial and sometimes surprising changes. With the reproductive milestones that puberty brings, like the start of the menstrual cycle, the body is in flux and needs a variety of vitamins and minerals to achieve balance and sustain well-being.

During this important stage of life there are a few nutrients that are vital for continuing growth and development.

- Zinc is an important mineral that helps support the developing immune system as well as hormonal balance.*
- Calcium, vitamin A, vitamin D, and vitamin K are essential for an adolescent girl's skeletal structure, since bone mass is still increasing.*
- With menstruation comes accompanying blood loss, making iron more important.
- Emotional and mental development take center stage, making B-complex vitamins extremely important.*

As a youthful bonus, most adolescent girls enjoy optimal nutrient absorption. A young, healthy body is great at utilizing nutrients. Poor diet choices in adolescents due to a focus on weight loss or lack of availability to healthy foods can cause nutrient deficiencies. In these situations, nutritional supplements may help bridge any nutrient gaps.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.



Adulthood & Childbearing Years

The transition from young adulthood to full-fledged womanhood brings the possibility of pregnancy and increased focus on hormonal balance.

- Iodine helps with hormone production and normal thyroid function.*
- Omega-3 is beneficial for mood support and a proper immune response to certain stressors.*
- Collagen production starts to decline in your mid-20s. Collagen supplements support bone and joint health as well as promoting healthy skin.*
- Folic acid is a B vitamin your body uses to make new cells, and it's critically important for a baby's developing brain and spine.*

- DHA is another critical nutrient for a baby's cognitive growth and development.*
- Prenatal choline intake is very important for cognitive development postnatally.*



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Perimenopause & Menopause

With the approach of menopause, estrogen production starts to decline in the mid-40s; skeletal growth ceases and begins to decline; and nutrients that were important during earlier stages of life become less important yet are still essential for overall well-being.

- Phytoestrogens become more important for hormonal balance.* Soy beans, legumes, flax, red clover, and other foods and herbs are natural sources of naturally occurring phytoestrogens.
- Probiotics and fiber help with maintaining good digestive health, which becomes increasingly important with age for quality of life and optimal utilization of nutrients obtained from both food and supplements.*



- Melatonin supports healthy sleep/wake cycles.*
- Magnesium may also support relaxation and sleep.*
- Chasteberry helps support hormonal balance.*
- Black cohosh may help manage menopausal symptoms.*
- Keratin and biotin, usually found in a high-quality hair, skin, and nails supplement, help to promote healthy hair, as thinning may normally occur with age.*

Beyond Menopause & Maturity

Sound nutrition is extremely important throughout life, including our golden years, for a good quality of life.

- Estrogen production continues to decline, so phytoestrogens continue to be important, because they help the body nudge hormones down the proper metabolization pathway, which is important for emotional (and overall) health.*

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- DHA, an omega-3 fatty acid, can help to maintain normal, healthy cognitive function during maturity.*
- Curcumin may help with minor aches and pains brought on by physical exertion.*
- Vitamin D, calcium, and magnesium take on added importance due to a process known as bone resorption. Optimum dietary intake of calcium is important to offset this imbalance as we head into our later years, and both vitamin D and magnesium increase the body's utilization of calcium.*
- Vitamin K-2 (MK-7) can help bones retain calcium and to maintain healthy, flexible blood vessels.*
- Mature women need balanced nutrition, with a greater focus on protein for muscles, B vitamins for a positive mood and outlook,

and vitamin D due to reduced sun exposure since many seniors don't get outdoors as frequently as they did when they were younger.*

Supplements for Every Stage

At NOW our researchers and product formulators understand the unique nutritional needs of women, and they've developed a variety of specialized supplements to support optimal health and well-being at every stage of life.



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EVE™ Women's Multivitamin

NOW's EVE™ Women's Multiple Vitamin Softgels are specially formulated for the vitamin needs of pre-menopausal adult women, featuring evening primrose, cranberry, green tea, horsetail silica, CoQ10, and more.

With three different forms to choose from, including our iron-free vegetable capsules, there's sure to be an EVE™ Multi suitable for your unique nutrition needs.



Clinically Advanced Hair, Skin & Nails

NOW® Solutions Clinically Advanced Hair, Skin & Nails is formulated to nurture hair, skin, and nails from the inside.*

This product features Cynatine® HNS, a revolutionary, patented and bioavailable form of solubilized keratin that can help you maintain full, lustrous hair and nails that are strong and flexible.* Cynatine® HNS can also help the skin retain its youthful moisture and elasticity, as well as lessen signs of aging associated with free radicals.* This product also has other critical nutrients necessary for the support and maintenance of the skin's healthy and youthful appearance.*

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Prenatal Gels + DHA

NOW® Prenatal Gels + DHA is a comprehensive multiple vitamin and mineral supplement that also has 250 mg of DHA per serving. This important essential fatty acid (EFA) has been shown in clinical studies to be absolutely essential for healthy eye and brain development in developing fetuses.*

Prenatal Gels + DHA provides 650 mg of natural fish oil concentrate that includes 250 mg DHA and 90 mg EPA. Prenatal Gels + DHA is a convenient formula that eliminates the need for expectant mothers to take separate multivitamin and DHA supplements. That's one less thing for a mom-to-be to worry about!

Candida Support

Candida albicans is a naturally occurring yeast that typically resides in the gut as part of the normal gut flora. Candida Support is a combination of traditional herbal ingredients (pau d'arco, black walnut, and oregano oil), biotin (a B-complex vitamin) and caprylic acid (a naturally occurring fatty acid derived from plant oils) that may help to support a healthy balance of intestinal bacteria.*

Although Candida Support is not meant to clear *Candida albicans* from the gut, it can help to support a healthy balance of intestinal flora.*



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Female Balance™

NOW® Female Balance™ is a unique herbal support formula for women. We've combined standardized herbal extracts of wild yam and chaste berry with other herbs and nutrients,



including dong quai, gamma linolenic acid (GLA), vitamin B-6, and folic acid, to promote a healthy feminine balance.*

Women's Probiotic

NOW® Women's Probiotic is formulated using three clinically tested probiotic strains to support women's health through every stage of life.* This product features *L. rhamnosus* HN001 and *L. acidophilus* La-14, probiotic strains that have been shown to colonize the vaginal tract and help maintain healthy vaginal pH when taken orally.* *B. lactis* HN019 reduces occasional gas and bloating.* Both HN019 and HN001 strains may help to support healthy immune system function in pregnant and nursing women.*

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Chaste Berry Vitex Extract

Derived from the fruit of *Vitex agnus-castus*, chaste berry has been traditionally used by herbalists for centuries. More recently, scientific studies have indicated that chaste berry can support healthy endocrine function.* The chaste berry extract in this formula is standardized to agnusides, the active components of chaste berry. Dong quai has been included to complete this women's health support formula.*

Mannose Cranberry

NOW® Mannose Cranberry is a combination of two ingredients known to support urinary tract (UT) health.* Both mannose and proanthocyanidins (PACs) (the main active constituents from cranberry) possess properties that promote the maintenance

of a clean waste stream.* This product features a proprietary blend of whole cranberry fruit with a unique PAC profile that has clinically demonstrated its ability to help maintain a healthy UT when used regularly.*



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The NOW Difference

Since 1968 NOW has been empowering healthier lives with an award-winning selection of dietary supplements, wholesome foods, sports nutrition, health and beauty, and essential oil products. With more than 1,400 products, including women's specialty formulas, NOW is your source for affordable products of the highest quality. Available at fine health food stores across the nation and online, NOW products are fuel for your healthy lifestyle. Live happy, live healthy, live NOW!



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