

THE SILENT
STRAIN OF

estrogen decline



EQUELLE®

A manageable life transition
with your support.

Women *suffer* physically, with wide-ranging impact, and little support.

Common symptoms of estrogen decline in menopause



Mood Changes



Sleep Disruptions



Hot Flashes



Muscle Aches



Vaginal Symptoms

Symptoms affect many areas of a woman's life



Relationships



Career



Friendships



Wellbeing

Woman are under-supported in mid-life

50%

of women report never having discussed menopause with their healthcare provider¹

60%

of women would welcome more conversation about menopause²

75%

of women who seek help for symptoms don't receive it³

1 in 2 women feel unprepared for this stage of life. Let's *change* this!

References: 1. Oscar Anderson, G., & Gelfeld, V. (2018, July 1). Menopause experiences: Providers can do better in educating, starting the conversation. AARP. Accessed February 28, 2023, from <https://www.aarp.org/research/topics/health/info-2018/menopause-experiences-healthcare.htm>. 2. Thayer, C., & Lampkin, C. (2021, May 1). Perimenopause is more than hot flashes: What women need to know. AARP. Accessed February 28, 2023, from <https://www.aarp.org/research/topics/health/info-2021/perimenopause-hormonal-changes-impact.html>. 3. Wolff, J. (2018, September). What Doctors Don't Know About Menopause. AARP. Accessed February 28, 2023, from <https://www.aarp.org/health/conditions-treatments/info-2018/menopause-symptoms-doctors-relief-treatment.html>. 4. Jenks BH, Iwashita S, Nakagawa Y, et al. A pilot study on the effects of S-equol compared to soy isoflavones on menopausal hot flash frequency. 5. Data on File. 1811 Study Report; Pharmavite LLC. 6. Touden Y, Ezaki J, Fujii Y, Ueno T, Nishimuta M, Ishimi Y. Natural S-equol decreases bone resorption in postmenopausal, non-equol-producing Japanese women: a pilot randomized, placebo-controlled trial. Menopause. 2011 May;18(5):563-74. doi: 10.1097/gme.0b013e3181f85aa7. PMID: 21252728.

Early intervention is key for maintaining a woman's *quality* of life.

2 tablets per day



EQUELLE is a non-prescription, non-hormonal support for symptoms of menopausal estrogen decline**



92% USER SATISFACTION

The symptoms of estrogen decline can be *easily* addressed.

EQUELLE is a simple, safe and effective solution that can be implemented at the first indication of estrogen decline.

- Hot flash frequency reduction: 5 fewer hot flashes per day^{4†}
- Provides mood support^{5†||}
- Improves sleep quality: 50 minutes more sleep per night^{5†||#}

Compared with 16 minutes more sleep with placebo (Placebo: P=NS vs baseline; Equelle: P=0.013 vs baseline; Equelle vs placebo P=0.27)

- Relieves muscle discomfort^{4†}
- Reduces vaginal irritation^{5†||}
At 12 weeks vs placebo in patients with >9 vasomotor symptoms per day (P<0.05)
- Helps support healthy bones^{6†}

|| In a multicenter, double-blind, placebo-controlled trial, 118 perimenopausal or menopausal women were randomized to receive EQUELLE or placebo for up to 12 weeks.
† Sleep quality was assessed using the Pittsburgh Sleep Quality Index (PSQI), which is a 19-item questionnaire designed to measure sleep disturbance. A higher score on the PSQI indicates greater sleep disturbances.
Sleep minutes were calculated using the Motionlogger Micro Watch (a wearable sleep tracker) that patients wore at home for a week at a time to measure changes in sleep.
* Free from human or animal hormones. Contains trace amounts of plant isoflavones.

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

EQUELLE®

Equelle is *powered* by **S-equol**, a safe & effective ingredient.

S-equol is a *non-hormonal* and *naturally* derived active ingredient^{1*}



S-equol is naturally produced by the human gut when daidzein, a soy isoflavone, is metabolized

30%+

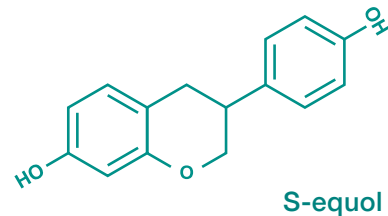
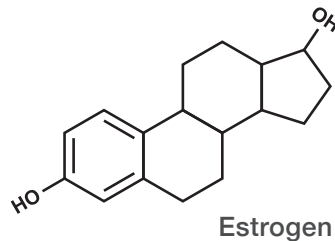
Some women naturally produce S-equol through soy consumption



EQUELLE is the only supplement that uses S-equol to provide estrogen decline symptom relief[†]

S-equol has unique binding properties

S-equol mimics some estrogenic effects for targeted relief^{2†}



S-equol's safety profile is backed by decades of research³⁻⁵

S-equol:

**13-FOLD
BINDING
AFFINITY FOR
ER-β**

Unlike ER-α, ER-β is rarely expressed in:

- Mammary gland
- Ovarian theca cells
- Uterus

- **No** modification to breast density
- **No** changes in sex or thyroid hormone concentrations
- **No** negative effects to endometrial health identified

Ready to *help* your patients reduce their disruptive estrogen decline symptoms?



Scan to claim your samples

*Free from human or animal hormones. Contains trace amounts of plant isoflavones.

1. Setchell KD, Clerici C. Equol: history, chemistry, and formation, J Nutr. 2010;140(7):1355S-62S. 2. Muthyala RS, Ju YH, Sheng S, et al. Equol, a natural estrogenic metabolite from soy isoflavones: convenient preparation and resolution of R- and S-equols and their differing binding and biological activity through estrogen receptors alpha and beta. Bioorg Med Chem. 2004;12(6):1559-1567. 3. Utian WH, Jones M, Setchell KDR. J Women's Health (Larchmt). 2015;24(3):200-208. <http://doi.org/10.1089/jwh.2014.5006>. 4. Tempfer CB, Froese G, Heinze G, Bentz EK, Hefler LA, Huber JC. Side effects of phytoestrogens: a meta-analysis of randomized trials. Am J Med. 2009;122(10):939-46.e9, J Nutr. 2009;139(5):981-986. 5. Tausen Y, Ezaki J, Fujii Y, Ueno T, Nishimuta M, Ishimi Y. Natural S-equol decreases bone resorption in postmenopausal, non-equol-producing Japanese women: a pilot randomized placebo-controlled trial. Menopause. 2011;18(5):563-574.

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