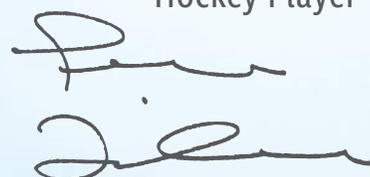


# Be a Man with a Plan!

prairie**naturals**<sup>®</sup>

*“I Trust  
Prairie Naturals  
Men’s Health  
products”*

**Trevor Linden**  
Prairie naturals Men’s  
Health Ambassador &  
Retired Professional  
Hockey Player

  
**16**

Proudly  
Supporting



Prairie Naturals is Canada's Number One Men's Health Products Line



# Men's Health

Did you know...

Testosterone levels decrease after the age of 30.

Hormonal balance is key to male vitality.

Our premium quality men's natural health formulas give you the confidence, vigor and stamina to stand up to life's many changes and challenges throughout your lifetime.



#16 Trevor Linden  
Prairie Naturals Men's  
Health Ambassador



| Age | Prostate Health | Libido Support | Testosterone & Energy | Hormone Health | Sleep & Recovery | Increase Energy | Relieve Stress | Support Testosterone |
|-----|-----------------|----------------|-----------------------|----------------|------------------|-----------------|----------------|----------------------|
| 20  |                 |                | ♂                     |                | ♂                | ♂               | ♂              | ♂                    |
| 30  |                 |                | ♂                     |                | ♂                | ♂               | ♂              | ♂                    |
| 40  | ♂               | ♂              |                       | ♂              | ♂                | ♂               | ♂              | ♂                    |
| 50  | ♂               | ♂              |                       | ♂              | ♂                | ♂               | ♂              | ♂                    |
| 60  | ♂               | ♂              |                       | ♂              | ♂                | ♂               | ♂              | ♂                    |

## Age 20-40

- Build lean tissue
- Boost virility
- Support nutritional needs
- Maintain testosterone levels

- Reduce cortisol
- Manage stress
- Reduce estrogen
- Support sleep

## Age 40-60

- Improve libido
- Reduce estrogen
- Better sleep
- Reduce cortisol

- Prevent Benign prostatic hyperplasia (BPH)
- Reduce frequency of urination
- Support for erectile dysfunction
- More energy

## Age 60+

- Improve prostate health
- More energy & vitality
- Reduce risk of male cancers
- Support for erectile dysfunction

- Reduce frequency of urination
- Improve libido
- Better sleep
- Prevent Benign prostatic hyperplasia (BPH)

# Helping Men Age Positively

**D**ow long we can live “healthfully” is based on two major factors: genetics, and lifestyle choices. Contrary to popular belief, our genes are not the biggest determining factor towards living a long, healthy life! Long-term studies of twins in Denmark and the UK have estimated that approximately 20-30% of an individual's lifespan is related to their genes, the rest is due to individual lifestyle (including dietary) choices and behaviors, and environmental factors. These and many other recent studies suggest that our own choices determine as much as 70% or more of how healthfully we live.

## Men Age Differently!

Not everyone ages in the same manner and there is a gender difference when it comes to longevity, health, and aging. Since the year 2000, world-wide stats indicate women outlive men. This is partially due to earlier onset of certain age-related diseases, especially cardiovascular disease (CVD), neurodegenerative diseases (dementia, Parkinson's disease) and prostate issues (prostate cancer & BPH) in men.

The earlier men start thinking about how they age, the better. Already by early middle-age, men can experience accelerated aging. It is now recommended by longevity experts for men to start protecting their heart, hormones, and other age-rated biomarkers early in life. Even in their 20's is not too early! Over the last few decades, there is significant research showing an alarming decline in sperm count and fertility rates for men.

## What Can Happen to a Man's Virility?

Poor diet, heavy alcohol consumption, obesity, overexposure to environmental toxins, stress, lack of quality sleep and exercise take a toll on a man's virility. This means his strength, energy, fertility, and sex drive can be affected. These are all implicated in premature aging and are caused by low-grade inflammation and oxidative stress.

## The Role of Testosterone (T) in Male Aging

Testosterone is considered a mainstay for a man's virility and low testosterone a potential risk factor for accelerated aging. It has been well established that a healthy level of testosterone provides much-needed energy and decreases fatigue. Recent studies show it is involved in the protection of neurons and brain cells by suppressing oxidative stress. As well, research indicates low T is a potential risk factor for type 2 diabetes, cardiovascular disorders, and age-related dementia. It has been discovered by studying type 2 diabetic men that testosterone

is necessary for proper function of the mitochondria and low levels of T are associated with higher oxidative stress, enhanced inflammation, and increased risk of cardiovascular events.

## How Can Men Age Better - Naturally?

Use of herbal formulas and as well as key nutrients (i.e., Vitamin B6, and zinc) can support prostate health and balanced testosterone levels, without harmful side effects. For example, saw palmetto (*Serenoa repens*) extracts can help to preserve testosterone levels by decreasing the activity of the enzyme responsible for converting testosterone to another sex hormone called dihydrotestosterone (DHT). According to one study, saw palmetto supplementation may be useful for alleviating the symptoms of andropause by both direct and indirect regulation of testosterone production, leading to improved body composition, libido, and mood. Another study in rats with BPH, found that saw palmetto decreased inflammation and improved oxidative stress.

Saw palmetto is widely available in supplement form and is often combined with other ingredients that help enhance prostate health, such as pumpkin seed extract, stinging nettle root and pygeum extract. The most effective dose of is 320 mg daily of a saw palmetto extract taken with meals.

## Bioavailability - the Key to an Effective Multi

Certain nutrients and metabolic cofactors can help increase mitochondrial ATP production, bypass cellular defects, or remove toxic free radicals. The key vitamins needed to support mitochondrial functions are optimized vitamin B's, vitamins C, E, K, and magnesium. A good men's multivitamin/mineral supplement can provide these nutrients without the addition of extra iron. Look for a men's multi with “optimized” bioactive forms of vitamin B6 and B12 (in the methyl form), and especially with the methylated form of vitamin B9 (folate) called 5-MTHF. This is the most bioavailable form of vitamin B9. It is particularly valuable for protecting the mitochondria and it is the only form of B9 which can cross the blood-brain barrier, helping with mood and cognitive wellness.

The human body has an amazing ability to repair and heal depending on the dietary and other choices we make. A man's commitment early in life to incorporate these healthy choices may prove a vital step toward promoting his longevity and quality of life.

**RoseMarie Pierce, B.Sc. Pharm. [www.holistic-pharmacist.com](http://www.holistic-pharmacist.com)**

[The earlier men start thinking  
about how they age, the better]

# Men's Health Supplements



## Test-Force

**Did you know total testosterone levels start to decline in a man's thirties at the rate of approximately 1% per year?**

Test-Force is formulated with therapeutic doses of standardized extracts which support the biological systems that encourage optimal natural testosterone levels. Clinical research on standardized fenugreek extract has been shown to promote healthy testosterone levels by both increasing free testosterone levels and stimulating testosterone production. The synergistic formula helps to stimulate the glands that produce testosterone, block the conversion of testosterone to DHT, provide important nutrients for male hormonal health and block estrogen production.

## WHO NEEDS THIS:

- A wide variety of men suffer from low libido and erectile dysfunction (ED)
- Men with low testosterone
- Men looking to support natural testosterone production
- Men experiencing stress
- Men of all ages wanting more energy and vitality

## WHO NEEDS THIS:

- Men in the age category of 40 and beyond
- Men looking to start a preventative regiment for their prostate health
- Men looking for a drug-free, proven effective natural supplement for prostate and urinary tract support
- Men wanting restful sleep, fewer bathroom trips at night

## Prostate Health

- Promotes healthy prostate
- Relieves frequency of urination

### Prostate health starts here!

Men of all ages need to be pro-active in protecting and improving the health of their prostate gland. Prairie Naturals Prost-Force include Vitamin B6 and zinc along with potent plant extracts: Saw palmetto, Pygeum bark, lycopene, stinging nettle root and pumpkin seeds, providing prostate protection naturally.



## Hormone Health

- Control cortisol • Reduce stress
- Builds lean muscle • Block estrogen

### Menopause is real!

Also known as the "low-T phenomenon" when natural testosterone levels begin to drop and along with it muscle tone, strength and sexual stamina. New Andro-Force helps your body manage stress and cortisol levels which can aid your hormonal feedback mechanisms to boost testosterone and reduce estrogen levels resulting in a youthful energy.

## WHO NEEDS THIS:

- Men experiencing Andropause symptoms
- Men under high stress
- Men aged 30 plus who want to improve free testosterone

## WHO NEEDS THIS:

- Men needing to replace critical building blocks of testosterone
- Men looking to improve recovery
- Men under stress
- Athletes
- Men's experiencing issues falling asleep or having a restful sleep

## Performance & Recovery

- Increase testosterone
- Improve sleep
- Promote recovery

Z•Mag-Force is a combination of minerals, delivered in scientifically proven dosages, shown to increase testosterone levels and muscle strength, while also improving sleep. With Holy Basil to aid in adrenal support and hormone balance. Holy Basil helps the body in dealing with the effects of stress and anxiety.



# Men's Health Supplements



## Stress-Force for Men

**Did you know stress prevents men from producing optimal amounts of testosterone?**

Stress Force for Men helps provide relief from symptoms of mental and physical stress. Stress Force for Men targets the adrenal gland and supports hormonal balance by helping to control cortisol levels. Formulated with bovine adrenal gland cortex; an extract of adrenal glands from animals that provide all the functional enzymes within the gland. These glandular ingredients may be the most important factor in supporting your body's ability to respond to stress by restoring the organ itself.

## WHO NEEDS THIS:

Men who:

- Experience chronic stress or mental fatigue
- Need temporarily relief from symptoms of stress
- Have been diagnosed with Adrenal fatigue
- Have trouble sleeping or have low daytime energy due to stress or worry

## WHO NEEDS THIS:

- Aging men looking to put some sizzle back in their game!
  - Men of all ages experiencing ED\*
  - Men of all ages wanting more energy and vitality
- \* Erectile Dysfunction

## Libido Support

- Improve circulation
- Increase endurance
- Performance & stamina

**Have the vigor you want. When you want it!**

The All-Natural Energizer for Men is better than ever! Vigor-Force™ is now in softgel providing an improved delivery system within an enhanced nutrient base. Now with more "Sexy Time" ingredients - Eurycoma longifolia jack (Tongkat Ali), Rhodiola rosa, Tribulus terrestris, Panax ginseng, Ginkgo biloba, Saw Palmetto and Pumpkin seed oil.



## Testosterone Booster

- Increase strength • Builds lean muscle
- Promote recovery • Boost energy

**Adaptogenic blend to manage stress.**

Prairie Naturals Trib-Force is a blend of 2 powerful adaptogenic botanical extracts, Bulgarian Tribulus and Panax Ginseng. Stress and inflammation are the two biggest causes of erectile dysfunction, low testosterone and low energy in men. Panax ginseng has been shown to reduce arterial stiffness leading to better blood flow in all parts of the male body.

## WHO NEEDS THIS:

- Athletes looking to improve recovery time after intense exercise
  - Men experiencing stress
  - Men of all ages experiencing ED\*
  - Men of all ages wanting more energy and vitality
  - Men's looking to support healthy circulation
- \* Erectile Dysfunction

## WHO NEEDS THIS:

- Men of all ages
- Men under high stress
- Men looking for more energy and vitality

## Daily Iron Free Multi

- Reduce Stress
- Support Healthy Aging
- Enhance Energy

**Nutritional Insurance for Real Life!**

Multi-Force Men Daily Iron-Free ensures your daily optimal nutritional needs are fulfilled. Synergistically formulated to deliver a broad spectrum of more than 35 bioavailable vitamins, minerals, enzymes and antioxidants within a natural matrix of three powerful green superfoods - green tea, organic chlorella and spirulina. Researched and designed by a team of Canadian nutritional health experts.



# Are You Stressed About Being Stressed?

## Lifestyle Habits

- 1. Drink 1 Liter of filtered alkaline water for every 50lbs of body weight.**
- 2. Add alkaline forming like the juice of half a lemon, fermented green foods, spirulina and chlorella.**
- 3. Make a daily commitment to moving your body. 45 minutes of exercise can increase free testosterone by up to 39.6%**
- 4. Eat Organic! Choose nutrient dense SuperFoods.**
- 5. Listen to your body. If your body is telling you it is tired, stop and listen. Are your shoulders tight, sore achy joints or muscles, always fighting something? Reset your boundaries, make better food choices and rest your body.**
- 6. Hormonal balance is key to male vitality. The hormone system is complicated and is influenced by age, diet, exercise, supplements and environmental factors.**



**D**o you have a little bit of a spare tire around the belly? Do you have trouble sleeping? Your mind won't settle down, and when it does and you do fall asleep, it is only fleeting, waking again in a few hours. Are you feeling anxious and stressed out? All of these symptoms, and many more may be a sign of poorly functioning adrenal glands. The medical community mostly ignores the adrenal glands, until it becomes an emergency. The adrenal glands regulate our body's response to stress.

The modern world brings a host of stressors to the human body that it has never before experienced. It is a concert of stimulus to which your body must constantly adapt. The adrenal glands regulate our body's response to stress. Although small, they are powerful. They regulate blood sugar, blood pressure, sex hormone production, mineral balance, thyroid function, digestion, stress hormones, urine production and your immune system. With such important roles in the body, it is important that these glands stay healthy.

With all the stressors of today's society is important that we offer our adrenals something extra for support. The biggest area of concern with the adrenal glands is their very important role in producing and regulating a variety of hormones. It is these hormones that are often out of balance when symptoms of adrenal dysfunction are present. There are two levels of adrenal gland problems - adrenal insufficiency, which is a medical emergency, and what many people refer to as adrenal fatigue, which is a significant but non urgent problem. Adrenal fatigue is used by some to summarize a variety of symptoms related to errors in the regulation of the adrenal glands response to stress. The works of the famous Hungarian-Canadian Hans Selye, helped us to better understand the workings of the stress response. Initially, your body will go into an alarm state when first encountering a stressor (imagine falling off a cruise ship). This response is incredibly taxing on your body's nutritional resources and cannot be maintained for long, so your body transitions into a more manageable resistance state (this is when you have panicked back to the surface of the water and now must tread water until help arrives). If the resistance phase lasts too

long, you will enter the phase of exhaustion (you are no longer able to tread water). Fear not, there are tools to help your adrenals operate optimally. A single amino acid becomes very important during times of stress. L Tyrosine can help you alleviate the fatigue and cognitive impairments that happen during acute stress episodes. Tyrosine is used by the body to produce three very important compounds - dopamine, norepinephrine and epinephrine (aka noradrenaline and adrenaline). During times of stress a ready supply of tyrosine makes sure your body won't be short on these important signals that regulate mood, energy, attention, memory and cognition.

The conversion of tyrosine into these important compounds requires a lot of chemistry. Most of these reactions involve at least one B vitamin. Not all B vitamins are created equal, some versions of a B vitamin are more metabolically active. This is why it is important to look for the activated forms in your adrenal support formula.

As it is important to select active vitamins, active herbal ingredients is equally important in adrenal repair. There are many options available in the realm of plants that can aid the stress response, but it is important to pay attention to dose and standardization. Rhodiola rosea has been used for years in herbal medicine to address stress. The best part about this herb is it is active at reducing fatigue in doses as low as 50mg. Many herbs require much higher doses, and therefore a much higher pill count in order to get effect.

One of the most interesting things you can use in adrenal recovery is an adrenal glandular. These are extracts of adrenal glands from animals that provide all of the functional enzymes within the gland. They have had any hormones removed, but still retain their enzymatic functions. Historically the consumption of glands and organs was considered just a normal part of eating, but in modern times that has fallen out of practice. The majority of the effect comes from an organ sparing effect. Basically if your gland is fatigued, it needs rest. The problem we encounter in daily life, is that the stress doesn't stop, your gland is never given the opportunity. Enter glandular medicines, providing the functional enzymes found in the active organ, allows the organ a chance to rest. The enzyme assistance reduces the load on the organ, giving it a chance to repair and regenerate damaged areas. These glandular ingredients may be the most important factor in restoring your body's ability to respond to stress by restoring the organ itself.

# Men's Health Men's Sexual Health Tips

**T**he topic of men's sexual health is increasingly important for men of all ages. Fortunately more and more men are choosing to learn about the healthy functioning of their own bodies and to view sexual health difficulties as a warning sign that some things simply need to change. And very, very often those changes need to focus on three key factors: improve natural testosterone; reduce stress hormones; improve prostate function.

## What is Testosterone Deficiency Syndrome (TDS)?

Testosterone deficiency syndrome is a real thing. Just because men might not talk about it openly, doesn't mean it's not happening. As early as 1946 the Journal of the American Medical Association published landmark research naming it as a "syndrome associated with a decrease in sexual satisfaction or a decline in a feeling of general well-being with low levels of testosterone". Diminishing testosterone impacts sexual desire and ability! Low libido is not the only troubling sign that a man has lowered testosterone.

## What are Common Symptoms of Testosterone Deficiency Syndrome?

When a man has low levels of testosterone, he can experience chronic stress and nervousness, reduced sexual potency, decreased libido, irritability, fatigue, depression, memory problems, sleep disturbances, and even hot flashes. In addition, an article about testosterone deficiency published in 2016 in Clinical Uro-Andrology included pre-mature aging, osteoporosis, atherosclerosis, hypertension, cardiovascular disease, diabetes mellitus, lower urinary tract symptoms, and erectile dysfunction on the list as "a common denominator" in testosterone deficiency. In his well-documented book *Sex for Life, The Lover's Guide to Sexuality*, author David Saul, MD reminds men that a long list of prescription medications are related to lowering their testosterone. Dr. Saul also warns that stress can be a major cause of testosterone deficiency.

## Don't Let Stress Ruin Your Love Life!

AndroForce is making a change for the better in the lives of men of all ages who suffer from testosterone deficiency. Prairie Naturals AndroForce is a synergistic blend of therapeutic nutritional and plant-source substances shown to help men naturally re-establish their healthy testosterone levels. This cutting-edge hormonal support formula primarily acts to block estrogen and reduce stress-induced cortisol (the stress hormone). Integrating the hormonal support from AndroForce with a well-balanced, nutrient-dense diet and regular exercise is an effective and timely strategy for a satisfyingly healthy sex life.

## What are the Ingredients in Prairie Naturals AndroForce?

As an award-winning Canadian company and a recognized pioneer in the formulation of Men's Health Products, Prairie Naturals is dedicated to provide men with the unique nutritional and hormonal support supplements they need to live their best life. All AndroForce ingredients are selected based on research, safety and efficacy.

**Ashwagandha Root & Leaf Extract:** this plant-source "adaptogen" modulates healthy levels of cortisol, the body's main stress hormone; stimulates a man's own testosterone production.

**D-Calcium Pantothenate:** this highly active form of Vitamin B5 it reduces stress and anxiety responses and supports adrenal function.

**Vitamin B6 (Pyridoxal 5 Phosphate):** this well-metabolised form of B6 is essential to men's health; it reduces prolactin levels, slows the conversion of testosterone to DHT (dihydrotestosterone) and prevents prostate enlargement.

**DIM (Diindolylmethane):** this potent, natural-source phyto (plant) chemical reduces "estrogen dominance", the formation of harmful estrogens; prevents aromatase enzymes from converting testosterone to estrogen.

**Rhodiola Rosea:** another well-documented plant source adaptogen that regulates a man's response to stress; prevents the dangerous elevation of cortisol, the stress hormone that can inhibit erectile function; alleviates depression; improves mood; improves sexual performance.

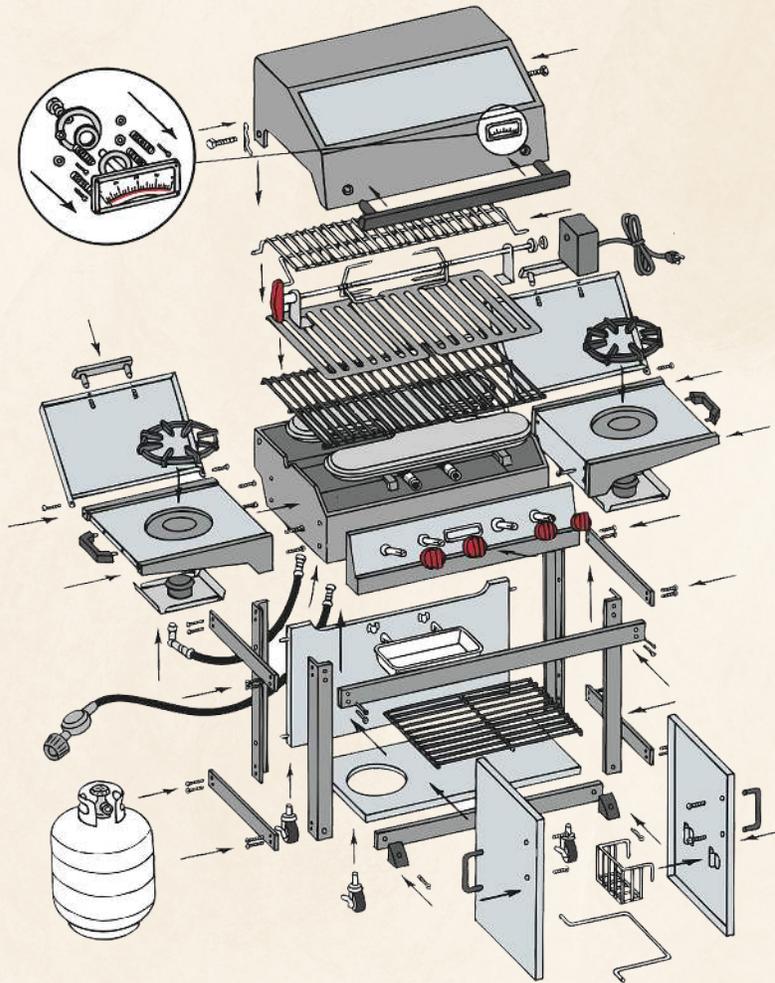
**Pumpkin Seed & Pumpkin Extract (4:1):** a natural food with powerful healing properties that protect the heart and help reduce high blood pressure; an effective remedy for urinary disorders, especially overactive bladder.

**Stinging Nettle Root extract (4:1):** a plant extract that promotes prostate health and reduces prostate enlargement; alleviates urinary tract symptoms related to prostate problems including frequent urination and incomplete bladder emptying.



[Diminishing testosterone impacts sexual desire and ability!]

A portion of profits from the Men's Health Campaign will be donated to the Canadian Men's Health Foundation to help further education and awareness of the mental and physical health issues facing men today.



# GET HEALTHY.

You've done **waaaay** harder things.

Access simple men's health tips, resources and inspired conversations to start living healthier today.

[WWW.MENSHEALTHFOUNDATION.CA](http://WWW.MENSHEALTHFOUNDATION.CA)

