

# Men's Wellness



NOW<sup>®</sup> Guide to Men's Wellness

A hiker with a backpack is walking away from the camera on a dirt path that winds through a lush green valley. In the background, there are majestic, rugged mountains with sharp peaks under a cloudy sky. The sun is low on the horizon, creating a warm, golden glow. The overall scene conveys a sense of adventure and outdoor activity.

A Healthy  
Lifestyle  
for Men

## Men's Wellness

When it comes to nutrition, women and men have many of the same needs. Both sexes need essentials such as calcium and magnesium for structural health, protein for muscles, probiotics for gut and immune health, omega-3 fatty acids for general health, and more.\*

While there are many similarities when it comes to nutrition, there are numerous differences as well. Men and women metabolize certain nutrients very differently, and physiological differences mean that women may require more or less of a specific nutrient than their male counterparts, or vice-versa.

However, regular exercise and a healthy diet comprised of lean protein, lots of fruits and vegetables, and small amounts of healthy fats are the best ways to support optimal health and well-being. A balanced diet will provide almost everything the male body needs at just about any stage of life.

Yet research continues to show that men don't eat nearly enough of certain types of healthy foods, such as dark green vegetables or fruit, so they are missing out on crucial nutrients that support their optimal health.

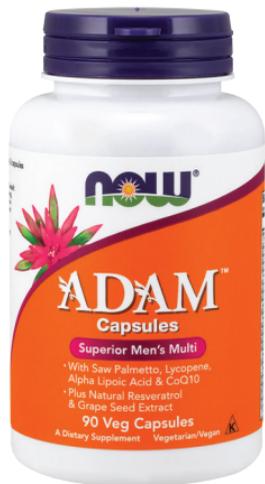
In addition, lifestyle can contribute to poor nutrient intake, such as an office worker who's rarely exposed to sunlight, leading to less-than-optimal levels of vitamin D. Even factors such as culture and lifestyle choices can affect nutrition needs. As we age, our nutrition needs change as well.

This is why so many men today are turning to supplements. Not only to bridge nutrient gaps in their diet, but also to tailor their nutrient intake for optimal health by taking into account factors such as age, lifestyle, fitness level, genetic disposition, and more.

**\*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.**

## General Health\*

One of the easiest ways to ensure adequate nutrient intake for the support of overall health is to take a complete multivitamin.\* A multivitamin can help ensure you're obtaining enough of the essential nutrients your body needs to function at peak efficiency.\* In addition to a comprehensive multivitamin, supplementing with omega-3 is advisable for men of every age thanks to the importance of essential fatty acids for overall health and wellness.\*



### ADAM™ Men's Multi

NOW's ADAM™ is a complete men's multivitamin with the vitamins, minerals, and specialized nutrients an adult male needs to support optimal health and wellness.\* In addition to research-based potencies of key nutrients, ADAM™ also supports crucial

aspects of men's health with nutrients such as saw palmetto extract for prostate health, lutein and lycopene for eye health and free radical protection, CoQ10 and plant sterols for heart health, and more.\* They are available in tablets, veg capsules, and softgels.

### Ultra Omega-3

NOW's Ultra Omega-3 has 1,000 mg of a natural fish oil concentrate that's a source of the omega-3 fatty acids eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). Studies continue to confirm the importance of omega-3 essential fatty acids for numerous body systems and functions including joint function, cardiovascular health, immune health, cognitive function, and much more.\* Ultra Omega-3 has 500 mg of EPA and 250 mg of DHA per single softgel serving. This high-quality, molecularly distilled fish oil comes in enteric-coated, odor-controlled softgels.

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## Heart Health\*

The heart is the hardest working muscle in the human body, and active men need it to work even harder to meet their lifestyle demands. But as we age optimal heart function can be compromised by a variety of factors, such as diet, lifestyle choices, lifelong exposure to various toxins, genetic predisposition, and more. This is why it's important to ensure adequate intake of certain nutrients that are known to support healthy cardiovascular function throughout life.\*

### Coenzyme Q10

Coenzyme Q10, or CoQ10, is a compound found naturally in the body that plays a central role in cellular energy production.\* It's concentrated in areas of the body with high energy demands, such as the heart, liver, and kidneys. CoQ10 is also a potent free radical scavenger that helps protect against oxidative stress.\* Research shows that CoQ10 levels decline as we age, so supplementation can help promote normal cellular

energy, which in turn supports the healthy function of the heart, vascular system, and more.\*

### Cholesterol Pro™

NOW's Cholesterol Pro™ is a combination of two unique ingredients that have clinically demonstrated their ability to help support serum lipid levels already within the healthy range.\* Bergamonte™ is a standardized polyphenolic extract that can help support cardiovascular health, as well as proper blood sugar management.\*

We also include a plant sterol combination that has clinically demonstrated the ability to support healthy cholesterol levels already within the normal range.\*



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## Cognitive Health\*

Nutritional support for mental health and normal cognitive function is important for preserving these functions as we age and is crucial for success in life.\* Critical thinking, problem solving, multi-tasking, memory, learning, retention, and other aspects of cognition require specific nutrients that nourish the brain and nervous system.\* Many of these same nutrients support the

production and function of key neurotransmitters, such as serotonin and dopamine, that promote a healthy mood and outlook.\*

### CurcuBrain™

Curcumin is a powerful free radical neutralizer that's known to support balanced immune function, but its poor

bioavailability has long hindered widespread use.\* NOW® CurcuBrain™ features Longvida® Optimized Curcumin, which in studies exhibits up to 65 times the bioavailability of free curcuminoids when compared with generic curcumin. Longvida® is absorbed by the GI tract and delivered to the rest of the body as free curcumin, the active form in the body.\* Longvida® is also able to penetrate the blood-brain barrier, where it supports neuronal tissues.\*

### PQQ Energy

NOW's PQQ Energy features pyrroloquinoline quinone, or PQQ, a B-vitamin-like enzyme cofactor that helps protect mitochondria from oxidative stress and promotes the generation of new mitochondria within cells.\* Mitochondria are the organelles that produce almost all of the cellular energy the body requires. While present in all cells, organs like the heart and brain are particularly dense with mitochondria due to their high energy demands.

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PQQ Energy is formulated to help maintain robust cellular energy production, support heart health, and promote normal cognitive function.\* CoQ10 and acetyl-L-carnitine are included for their critical roles in mitochondrial function and energy production.\*

### *Alpha GPC*

Alpha GPC is a natural physiological precursor to acetyl-choline, a neurotransmitter involved in memory and other cognitive functions.\* It's more bioavailable than other forms of choline thanks to its ability to more easily cross the blood-brain barrier. In the brain and other neural tissues, alpha GPC can be converted to phosphatidylcholine, which is a constituent of cell membranes.\* Clinical studies demonstrate that supplementation with alpha GPC can support the brain's synthesis of acetyl-choline, promoting normal cognitive function and mental acuity.\*

### *Prostate Health\**

The prostate is an essential component of the male reproductive system that's responsible for producing the fluid that combines with sperm to form semen. It also converts the male sex hormone testosterone into its biologically active form, dihydrotestosterone, or DHT. Conditions that affect the prostate grow more prevalent as men age, so ensuring proper nutrition for prostate health throughout life is advisable.\*



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## Clinical Strength Prostate Health

NOW's Clinical Strength Prostate Health is a combination of botanicals and nutrients that support a healthy prostate gland.\* This formula features saw palmetto extract, lycopene, and beta-sitosterol (plant sterols) at potencies that are comparable to those used in clinical trials.

We've included zinc, selenium, and vitamin D-3, three nutrients that play important roles in optimal prostate function.\*



### Saw Palmetto Extract

Saw palmetto is a type of tree that grows throughout the American southwest and northern Central America. Its berries possess bioactive fatty acids and sterols that are believed to help support healthy prostate and urinary functions.\*

NOW® Saw Palmetto Extract combines saw palmetto with zinc and pumpkin seed oil for comprehensive prostate support.\* Zinc is essential for endocrine function and overall reproductive health.\* Like saw palmetto berries, pumpkin seed oil is a natural source of essential fatty acids and phytosterols that are important for men's health.\*

### Pumpkin Seed Oil

As its name implies, pumpkin seed oil is an edible oil extracted from the seeds of *Cucurbita pepo*, a distinctive species of pumpkin with a rind that can vary in color, including orange, yellow, and green. NOW® Pumpkin Seed Oil is a natural source of essential fatty acids and phytosterols.

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## Digestive Health\*

Healthy digestion is much more than just breaking down food for nutrients. Your gut is home to a unique microbiome that not only supports digestive function, but immune, cognitive, and other functions as well.\* Digestive enzymes, beneficial probiotic bacteria, digestive fluids, and much more all work in unison to break down and transport nutrients, eliminate unwanted waste, maintain microflora balance, and even support cellular communication with other body systems.\* Digestive health is a cornerstone of overall health and wellness for all men.\*

### Probiotic-10™

Our Probiotic-10™ line offers a balanced spectrum of live organisms consisting of acid-resistant probiotic bacterial strains that are known to naturally colonize the human GI tract.\* Probiotic bacteria are critical for healthy digestion, help to maintain the integrity

of the intestinal lining, support proper intestinal motility, and participate in the detoxification process.\* Probiotic-10™ utilizes bacterial strains that are clinically validated for their support of healthy immune system function.\* Available in 25 billion, 50 billion, or 100 billion CFUs, and in powder or veg capsules.

### Super Enzymes

Super Enzymes is a comprehensive blend of digestive enzymes that supports healthy digestion.\* Formulated with bromelain, ox bile, pancreatin, and papain, this supplement supports the efficient breakdown of protein, fat, and carbohydrates and helps optimize the bioavailability of nutrients from food.\*



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## Virility\*

In men virility refers to energy, strength, and sex drive. All are dependent in some fashion on hormones, primarily testosterone in males. We've had thousands of years to experiment with various foods and herbs in search of ingredients that support and even enhance men's virility, and some of these traditional herbal applications are still in use today.\* In addition, there are plenty of nutrients that indirectly support healthy hormone balance in men.\*

### Men's Virility Power

For thousands of years men (and women) have turned to herbs and botanicals to support overall health and sexual virility.\* Men's Virility Power continues this ancient tradition by offering



men an herbal formula that's specifically designed to support their modern, active lifestyles.\* This unique herbal formulation features Epimedium, also known as horny goat weed, and includes other herbal ingredients such as Muira puama, maca, and tribulus to support normal sexual performance.\*

### TestoJack 100™

TestoJack 100™ features LJ100®, a potent standardized extract of Tongkat ali (*Eurycoma longifolia*), that's concentrated to attain an optimal ratio of bioactive compounds.\* Studies indicate that LJ100® may help to support male reproductive and glandular functions.\* This product includes tribulus to promote male vitality, as well as ZMA®, a combination of zinc and magnesium that supports healthy immune, reproductive, and neuromuscular function.\* TestoJack 100™ is ideal for the overall support of men's glandular health and reproductive function.\*

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## ***Tribulus***

Tribulus (*Tribulus terrestris*) has been used for centuries in ancient Greece, India, and Africa to enhance vitality and virility.\* Recent research indicates that this herbal extract can support the body's free radical defense systems, and preliminary studies suggest that tribulus may help to promote healthy endocrine function and male reproductive health.\*

## ***Physical Fitness***

Physical fitness is important for both sexes, so providing your body with the nutrients it needs to support an active lifestyle isn't exclusive to men. But biologically speaking, men tend to have more overall muscle mass than women, which means they typically need a higher intake of protein and amino acids to meet their physical fitness demands. In particular, the branched-chain amino acids leucine, isoleucine, and valine are crucial for hard-working muscles.\*

## ***Protein***

As an absolutely essential nutrient, both men and women need adequate daily protein intake. NOW® Sports Plant Protein and Whey Protein Isolate are our most popular protein products.

Whey protein isolate is a type of protein obtained from dairy (whey is a by-product of the process that produces cheese).

This high-quality protein is both highly bioavailable and easily digested. Whey protein has the highest biological value of any protein source, meaning that it has a higher amino acid content than beef, milk, casein, or soy.



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Active vegetarians used to be out of luck when it came to protein powder, but we now know that certain plants are natural sources of complete protein, making supplemental protein powder a reality for vegetarians. Our Organic Plant Protein is formulated with an organic vegan protein blend from pea, brown rice, and quinoa sources. Each three-scoop serving provides 18 grams of complete, high-quality plant protein.

### ***Branched-Chain Amino Acids***

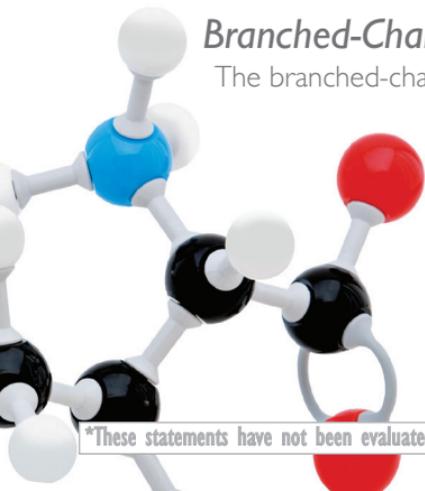
The branched-chain amino acids leucine, isoleucine, and valine are essential amino acids that cannot be made by the body, so they must be

obtained through the diet. BCAAs are critical for muscle protein synthesis and because they're used as fuel during intense exercise, supplementation can help preserve existing muscle tissue.\* In addition, BCAAs can support the recovery process by promoting the normal repair processes that take place after exertion.\* BCAAs also play an important role in the maintenance of proper immune system function and the support of healthy aging.\*

### ***Amino Complete™***

NOW® Sports Amino Complete™ is formulated to be a comprehensive and convenient amino acid supplement with all 20 of the amino acids considered essential for human health, as well as the branched-chain amino acids leucine, isoleucine, and valine that are so important for active individuals.

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## HMB

Beta-hydroxy beta-methylbutyrate, or HMB, is a clinically researched, naturally occurring metabolite of the branched-chain amino acid leucine. HMB normally plays a role in the regulation of protein breakdown in the body, helping to preserve lean muscle tissue, which in turn helps maintain muscle strength and mass when combined with regular exercise and a healthy diet.\* In addition, it may help to enhance recovery from exercise.\*

## Arginine

Arginine is a conditionally essential, basic amino acid involved primarily in urea metabolism and excretion, as well as DNA synthesis and protein production.\* It's an important precursor of nitric

oxide (NO), so it plays a vital role in the dilation of blood vessels.\* Arginine is classified as a conditionally essential amino acid. In certain stressful situations, such as illness or injury, the body requires higher levels of these amino acids from the diet. Since exercise is basically controlled injury of your muscle tissue, it's easy to see how arginine supplementation can benefit exercise recovery.\*



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## Joint Health\*

Active males put a lot of stress and strain on their joints. When joints are healthy and working as they should, motion is fluid and effortless. But when they aren't your mobility can be compromised, which can affect your fitness level and quality of life. This is why it's important to ensure you're obtaining key nutrients that can nourish joint tissues and support healthy joint structure and function.\*



## Advanced UC-II® Joint Relief

Cartilage is one of the primary connective tissues of the body, providing flexibility and support to joints. Undenatured type II collagen is the principal structural protein in cartilage that's responsible for its tensile strength and toughness.\* Derived from chicken sternum cartilage, UC-II® is a patented form of collagen with undenatured (native) type II collagen that works with the immune system to support healthy joints.\* Human clinical studies have found that just one 40 mg capsule of UC-II® per day can help to promote joint comfort, as well as healthy joint function and flexibility.\*

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## *The NOW Difference*

Since 1968 NOW has been empowering healthy and active lifestyles with our award-winning line of supplements, sports nutrition products, personal care formulas and natural foods. No one comes close to our selection of 1,400+ products, and our in-house laboratories help us ensure the quality and safety of every one of them. Many of our NOW® Sports formulas are tested through the Informed-Sport/ Informed-Choice program, which screens sports nutrition products for more than 220 banned substances. Our focus on quality and purity means you can trust NOW for all your wellness needs.

*For more information visit [nowfoods.com/menshealth](http://nowfoods.com/menshealth).*



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