NOW® Guide to Women’s Wellness
A Healthy Lifestyle for Women
Women are master multi-taskers and wear many hats - wives, mothers, caretakers, peace-makers, chefs, career builders, CEOs, fierce defenders of family and much more.

For all that women do, one thing that may get neglected is their own personal wellness. Unlike men, women have a vastly more complicated reproductive system, a constantly fluctuating hormonal environment, different cognitive health needs, and other differences that make a healthy diet and good nutrition very important.

In addition, the physiological changes a woman undergoes throughout her life necessitate a different nutritional strategy during key stages, including adolescence, young adulthood, child-bearing years, menopause, post-menopause and maturity.

A healthy diet can provide all the nutrients a woman needs to maintain good health throughout her life, but that may be easier said than done. Lifestyle choices and demands, health conditions, and other factors may necessitate greater intake of certain nutrients, especially at specific stages of life, and this is where dietary supplements can play a key role in a woman’s overall health strategy.
The Foundation of Health - 
Diet & Exercise

For both women and men, a healthy diet and regular exercise are where it all starts. The majority of the nutrients your body needs should come from wholesome foods, with an emphasis on lean meats, fruits, vegetables, whole grains, fat-free and low-fat dairy, nuts, beans, and other unprocessed foods. You’ve heard it a thousand times by now, but avoid or at least limit processed foods, sugars, salt, saturated and trans-fats, and alcohol.

Cooking and modern food processing methods can reduce or destroy the nutrient content of foods, so raw fruits and vegetables and whole or 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 health impact.

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 health regimen. While gyms, fitness clubs and weight loss plans can help, true health begins with developing and maintaining smart lifestyle choices.
Optimal Nutrition for Wellness

A healthy diet can provide all the nutrients your body needs for optimal health, which include vitamins, minerals, essential fatty acids, botanicals (herbs) and others.

But for many of us eating healthy isn’t always feasible or convenient. Over the years food manufacturers have discovered and created a variety of natural and unnatural food additives that improve food characteristics such as taste, texture, aroma, shelf life, and ease of preparation. Processed foods are quick and easy, a god-send for working families with limited time and energy. But while they may fill your belly, they may not be satisfying your body’s nutrition needs.

It’s worth mentioning again that raw fruits and vegetables and whole or enriched grains should be a priority. But let’s be honest, eating a wholesome diet isn’t always easy or convenient. This is where supplements can help.

Adapting Nutrition for Life Stages

As mentioned earlier, the physiological changes a woman undergoes throughout her life necessitate a different nutritional strategy during key phases, including adolescence, young adulthood, child-bearing years, menopause, post-menopause and maturity.
Adolescence
Adolescent females undergo significant changes during the transition from childhood to adolescence. There are important reproductive milestones such as pubertal development (puberty), menses (menstrual cycle), and more. Hormonal balance undergoes significant change as well; a precursor to the coming teenage years and even more changes.

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

With the start of menstruation and the accompanying blood loss, iron becomes more important. Zinc is an important mineral that helps support the developing immune system as well as hormonal balance.* Calcium, vitamin A and vitamin D are essential for an adolescent girl’s skeletal structure since bone mass is still increasing.*

Because of their youth most adolescent girls enjoy optimal nutrient absorption, and nutrient utilization is excellent. But the tendency of adolescent girls to worry about their weight often leads to a poor diet, so supplements can help to bridge any nutrient gaps that occur as a result of a deficient diet.

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Young Adulthood
As girls enter young adulthood their nutrient needs don’t change too much, but emotional and mental development take center stage, so B-complex vitamins become more important. Folic acid, or folate, is essential as girls approach their child-bearing years. DHA is important for cognitive development, and becomes more important during conception and pregnancy.*

Child-Bearing Years
The transition from young adulthood to child-bearing years arrives with little fanfare, but hormonal balance becomes increasingly important, and so too does iodine, which helps with thyroid hormone production.*

Omega-3 is beneficial for mood support and a proper immune response to certain stressors.*

As mentioned earlier, women of child-bearing age (typically teens through mid-40s) need heightened levels of folic acid, also known as folate. 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.* Folic acid and iron are extremely important during this stage of life.
**Menopause**

As a woman approaches her mid-40s estrogen production declines, skeletal growth plateaus, and nutrients that were important during earlier stages of life become less important (but are still essential for overall health). During this stage of life a woman reaches full maturity; growth and development are complete.

Due to the decline in estrogen production, phytoestrogens become more important for hormonal balance. Soy beans, legumes, flax, red clover, and other foods and herbs are sources of naturally occurring phytoestrogens. Maintaining good digestive health becomes increasingly important in later years, both for quality of life and to maintain optimal utilization of nutrients obtained from foods and supplements. Probiotics take on added significance, as does fiber.

**Post-Menopause**

The post-menopausal woman is fully matured physically, mentally and emotionally. Estrogen production continues to decline, so phytoestrogens continue to be of primary importance because they help the body nudge hormones down the proper metabolization pathway, which is important for emotional (and overall) health.* DHA, an omega-3 fatty acid, can help to maintain normal, healthy cognitive function during maturity, and curcumin may help with minor aches and pains brought on by physical exertion.*

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Vitamin D, calcium and magnesium take on added importance due to a process known as bone resorption. Throughout our lives our bones and teeth are constantly losing and adding calcium, called deposition and resorption. During childhood and adolescence the deposition of calcium is greater than resorption due to rapid growth and development. During early- and mid-adulthood they’re basically even. But later in life resorption begins to outpace deposition, leading to bone loss and the health concerns that accompany it.

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 helps to maintain healthy, flexible blood vessels.*

**Mature**

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

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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.

EVE™ Women’s Multivitamin

EVE™ is formulated to provide women with a natural alternative to mass market multis that are often loaded with synthetic ingredients and questionable additives. Years after its introduction, EVE™ is still the premier women’s multi in the natural products marketplace. With three different forms to choose from, including our iron-free Veg Caps, 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.*
**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!

**Herbal Pause™ with EstroG-100®**

Herbal Pause™ with EstroG-100® is a patented, clinically studied herbal blend of pure water extracts of *Phlomis umbrosa, Cynanchum wilfordii* and *Angelica gigas*. Herbal Pause™ is intended for women suffering from the discomfort often associated with menopause and peri-menopause.* EstroG-100® has demonstrated its ability to relieve hot flashes, night sweats, temporary sleeplessness, nervousness, and difficulty in maintaining a positive outlook related to menopause.†**

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Herbal Pause™ is an excellent alternative to soy isoflavones and black cohosh.

† 50% of women experienced improvement in at least one menopausal symptom within 7 days of use, with 75% experiencing improvement in at least one menopausal symptom within 14 days.*

Female Balance™
NOW® Female Balance™ is a unique herbal support formula for women.

We’ve combined standardized herbal extracts of wild yam and chasteberry 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

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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.*

**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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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.*

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The NOW Difference

Since 1968 NOW has been empowering healthier lives with an award-winning selection of dietary supplements, natural 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 natural health 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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