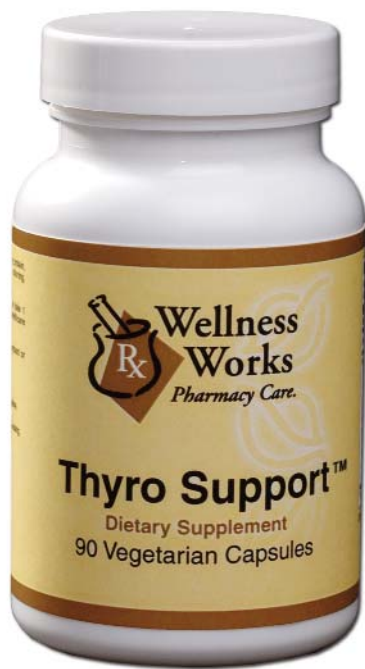


Featured Product

Thyro Support™ PCCA #10187

See "The Professional Guide to Phytotherapeutic Management of Endocrine Dysfunction" for detailed clinical protocols at www.wellnessworks.com.



Seaweeds which provide bio-available iodine and herbs which increase thyroid hormone function are able to support the seven key functions associated with optimal thyroid health including: increased bio-available iodine for thyrocytes, increased iodine uptake by thyrocytes through interactions with sodium-iodide-symporter (NIS) proteins, increased T3 and T4 production and secretion from thyrocytes, increased conversion of thyroxine (T4) to the more bioactive triiodothyronine (T3) by liver cells, increased RXR/TR heterodimerization of thyroid receptors on target cells throughout the body, increased binding of thyroid hormone receptors to DNA by RXR/TR heterodimers throughout the body, and increased affect of T3 on target gene expression within receptor cells throughout the body.

Clinical Relevance: Decreased function of thyroid hormones and decreased production of thyroid hormones significantly diminish quality of life and increase risks for disease in both genders.

Sea Kelp: Sea Kelp (*Ascophyllum nodosum*) is a dietary source of bio-available iodine and also increases glutathione peroxidase activity which helps prevent damage of thyrocytes from diffusion of extracellular H2O2 during stimulation of thyroid-hormone synthesis.

Bladderwrack: Bladderwrack (*Fucus vesiculosus*), another dietary source of natural bio-available iodine, also demonstrates anti-estrogen properties and may contribute protective health to estrogen sensitive tissues such as the thyroid.

Guggulsterone: Guggulsterone (*Commiphora mukul*) supports thyroid function through increased conversion of T4 to T3 in the liver, the principle site of T3 generation, by activating multiple receptors on the nuclear membrane, including thyroid receptors (alpha and beta), retinoic acid receptors (which pairs with thyroid receptors), and the vitamin D receptor, which also plays a role in thyroid function.

Rosemary: Rosemary (*Rosmarinus officinalis*) provides carnosic acid which increases the expression of vitamin D and retinoid receptors. Retinoid-X-receptors (RXR) undergo heterodimerization with thyroid hormone receptors (TR) to create RXR/TR heterodimers – the principle mediators of target gene regulation by T3 hormone.

Sage: Sage (*Salvia officinalis*) is a very rich source of the antioxidant carnosic acid which can increase T3 activity through improved RXR/TR heterodimerization. Important features of *Salvia officinalis* are also its memory supportive properties, including memory retention, more efficient memory retrieval and improved mood and cognitive task performance.

Ashwagandha: Ashwagandha (*Withania somnifera*) demonstrated an ability to directly act on the thyroid to raise serum levels of thyroid hormones in animal studies during the late 1990s and may have the ability to raise serum levels of thyroid hormones in humans. Ashwagandha also has been attributed as having a number of adaptogenic properties including neuroprotective properties.

Coleus: Coleus (*Coleus forskohlii*) contains forskolin which increases T3 and T4 secretion from thyrocytes in a fashion similar to TSH. Forskolin is specifically able to mimic the effect of TSH in regard to iodide uptake, organification of iodine, thyroglobulin (TG) production, and promote secretion of T3 and T4, through an increase in the expression of sodium/iodide symporter (NIS) proteins.

Brahmi: Brahmi (*Bacopa monniera*) exhibited thyroid supportive properties through an increase of T4 serum concentrations through direct thyroid supportive properties versus an effect on hepatic conversion to T3. Brahmi also may address concerns about neurocognitive function associated with sub-optimal thyroid function. In human studies, Brahmi has been shown to improve many of the higher order cognitive processes, including the ability to significantly improve speed of visual information processing, learning rate, memory consolidation, improve memory retention, enhance retention of new information, and decrease the rate of forgetting of newly acquired information.

Hops: Hops (*Humulus lupulus*) can increase the uptake of iodide into the thyroid gland, a fundamental step in thyroid hormone synthesis, through interactions with sodium-iodide-symporter (NIS) proteins. This observation is quite the opposite of many other plant-derived phenolic secondary metabolites such as isoflavonoids, which can potentially inhibit iodide uptake. Xanthohumol, a chalcone found in *Humulus lupulus*, plays a critical role in supporting normal blood lipid and glucose metabolism.

INGREDIENTS

3 Capsules Contain:

Iodine (from Seaweed Blend)	200 mcg
Proprietary Blend	1,700 mg
Standardized Guggulipid (Gum Resin, 2.5% Guggul Sterones), Standardized Bacopa (Aerial Parts, 20% Bacosides), Standardized Hops (Aerial Parts, 5% Alpha Bitter Acid), Sage (Leaf), Standardized Ashwagandha (Root, 1.5% with Anolides and 1% Alkaloids), Standardized Coleus (Root, 10% Forskolin), Standardized Rosemary Extract (Aerial Parts, 6% Carnosic Acid) and Seaweed Blend (<i>Fucus vesiculosus</i> and <i>Ascophyllum nodosum</i>)	

This product contains NO yeast, wheat gluten, soy protein, milk/dairy, corn, sodium, sugar, starch, artificial color, preservatives or flavoring.

Warning: Not to be used by pregnant or nursing women.

Other Ingredients: Cellulose, vegetable stearate and silica.

Suggested Usage: 1-3 capsules daily with food.