



# AIM *Renewed* Balance®

**A**IM Renewed Balance is a topical cream that contains natural progesterone along with other complimentary ingredients including vitamin E, which helps stabilize the natural progesterone and is also believed to be its most effective carrier. Vitamin E is instrumental for proper absorption by the body. Aloe leaf juice, carrot oil, and lemongrass oil also help absorption and give Renewed Balance powerful moisturizing capabilities.

## Progesterone

Progesterone production, which occurs in the ovaries, begins just prior to ovulation and increases rapidly until it reaches an average production of about 20 mg per day. If an egg is not fertilized, progesterone production falls, triggering menstruation. Progesterone is necessary throughout gestation for the survival of a fertilized egg, the resulting embryo, and the fetus. During pregnancy, the placenta produces 300 mg to 500 mg of progesterone per day.

Progesterone has many other functions, such as protecting against breast fibrocysts, helping the body use fat for energy, and helping to normalize blood clotting and blood sugar levels.

Today, many health professionals claim that the symptoms associated with PMS and menopause are due not so much to estrogen, but to a deficiency of progesterone and an overabundance of estrogen. It is believed that progesterone may balance estrogen and that an overproduction of estrogen can lead to health problems.

## PMS

Many people believe that progesterone is the culprit in PMS because PMS occurs about 10 days before a woman's period (when progesterone levels are high). However, according to John Lee, M.D., women with PMS tend to have lower progesterone levels than normal at this time in the cycle (when progesterone is supposed to be dominant). This means estrogen is dominant and that the two hormones are not in balance.

## Menopause

The prevailing belief is that menopausal symptoms are due to an estrogen deficiency. However, estrogen levels drop 40 to 60 percent at menopause, while progesterone levels drop to nearly zero. This drop in progesterone means that the two hormones are unbalanced.

## Key Benefits and Features

- Contains natural progesterone
- Contains a natural ingredient base
- Contains vitamin E and carrot oil
- AIM uses natural progesterone derived from wild yam
- For use in both men and women
- Has not been tested on animals
- 2-ounce (56 g) jar

## Estrogen dominance

Estrogen dominance occurs when estrogen and progesterone are out of balance; generally there is more estrogen relative to the progesterone. It is important to remember that this does not mean that there is too much estrogen; simply that estrogen levels are relatively higher than progesterone levels. According to Raymond F. Peat in *Nutrition for Women*, among the side effects of estrogen dominance are face puffiness, feet swelling at night, excessive uterine bleeding, PMS symptoms, increased fat storage, low blood sugar, and memory loss.

Estrogen dominance and its side effects manifested in PMS and menopausal symptoms may be more prevalent today because of the synthetic estrogen found in foods and the many chemicals with estrogen-like effects that are prevalent in our environment.

## Natural progesterone, wild yam, and progestins

Many people confuse natural progesterone products, wild yam products, and synthetic progestins.

In natural progesterone products, such as Renewed Balance, diosgenin is converted into natural progesterone in a three-step process. This natural progesterone, derived from wild yam extract, has the same molecular structure as the progesterone created by the body.

A wild yam cream product also contains diosgenin from the wild yam plant. However, it is not converted to natural progesterone and thus does not have the same molecular structure as the progesterone produced by the body. Although wild yam cream products do have progesterone-like effects, they cannot be considered natural progesterone products. The active ingredient in a wild yam product is diosgenin, not natural progesterone.



Unfortunately, many people believe synthetic progesterone (known as progestins) to be the same as natural progesterone. Synthetic progestins look similar to progesterone but have an added molecule that inhibits their metabolism and prolongs their activity. These progestins are no longer natural progesterone. There is a long list of contraindications and side effects that accompany synthetic progesterone, including fluid retention, nausea, insomnia, and depression.

## Men's Health

Progesterone is an inhibitor of 5-alpha reductase, an enzyme that is responsible for converting testosterone to dihydrotestosterone (DHT). This derivative has been linked to enlarged prostate. As men age, progesterone levels fall, increasing the conversion of testosterone to DHT. (Please see the ReAssure SP datasheet for more details on DHT.)

## How to use Renewed Balance

- Using a standard measuring spoon, it is generally recommended that you use a rounded 1/8 to a scant 1/4 teaspoon (1 gram to 1.2 grams) of Renewed Balance and apply topically.
- Rub the cream into areas of thin skin, such as the neck, upper chest, breasts, and inside arms. Rotating among the various sites maximizes absorption.
- Always adjust your use to your needs.
- Store in a cool, dark place below 75 degrees. Renewed Balance may be refrigerated, but should not be frozen.

## Q&A

Does natural progesterone have any side effects?

Some women have noticed occasional spotting and others a feeling of euphoria or drowsiness when using more than the suggested amount. Any reoccurring spotting or breakthrough bleeding should always be checked by a health practitioner.

If you are not using natural progesterone correctly, you may have a return of the symptoms linked to estrogen dominance. If this is the case, alter your use.

Can I use too much natural progesterone?

We recommend using the suggested serving and, if necessary, altering it to fit your needs.

## What do I do if I am currently on ERT or HRT?

Because different women use different amounts of estrogen and progestin in ERT or HRT, you should consult your health practitioner.

## Is there anything else I should be aware of prior to using Renewed Balance?

If you are pregnant or nursing or have a thyroid condition, consult a health practitioner. Keep out of reach of children.

## Suggested Reading

Dr. John R. Lee researched the health benefits of natural progesterone for over 20 years. The following books document his research and contain documentation on laboratory and clinical studies of natural progesterone.

- *Dr. John Lee's Hormone Balance Made Simple* by John R. Lee, M.D. and Virginia Hopkins, 2006
- *What Your Doctor May Not Tell You About Menopause* by John R. Lee, M.D. and Virginia Hopkins, Warner Books 2004
- *What Your Doctor May Not Tell You About Premenopause* by John R. Lee, M.D., Jesse Hanley, M.D., and Virginia Hopkins, Warner Books, 1999
- *Natural Progesterone: The Multiple Roles of a Remarkable Hormone* by John R. Lee, M.D., BLL Publishing 1993

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