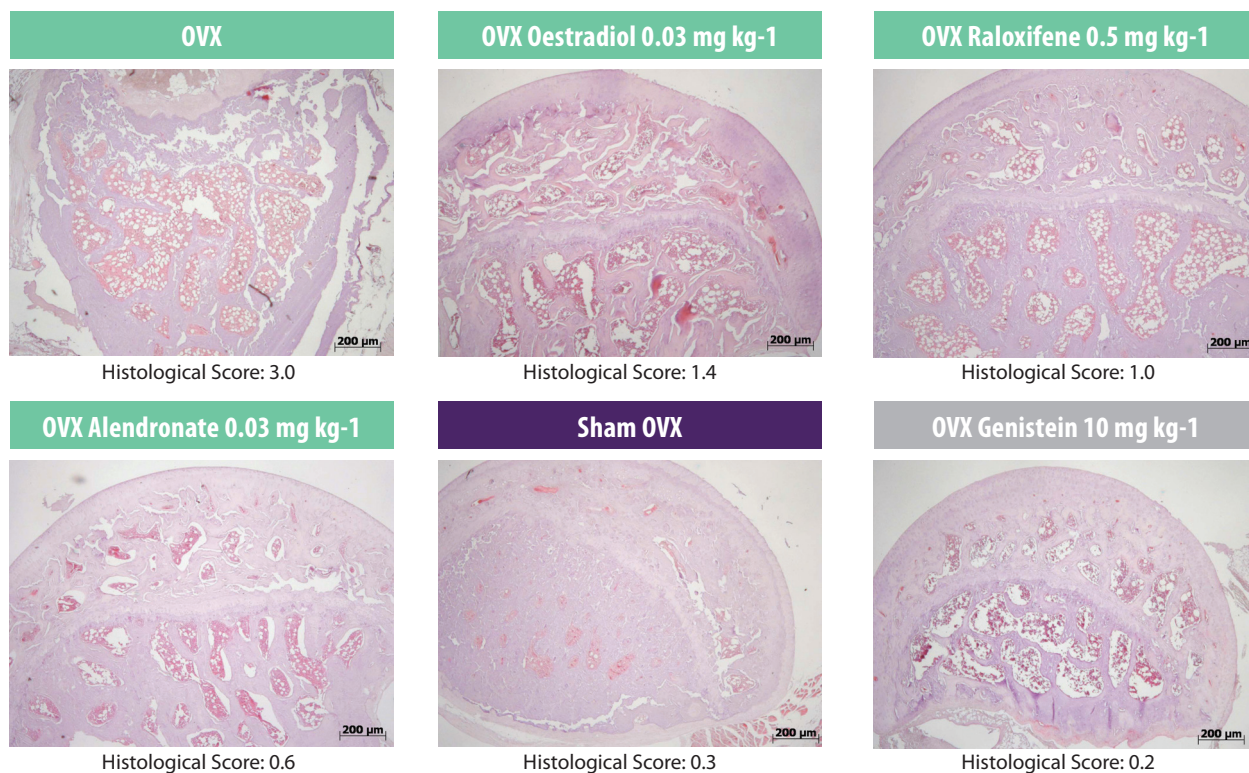
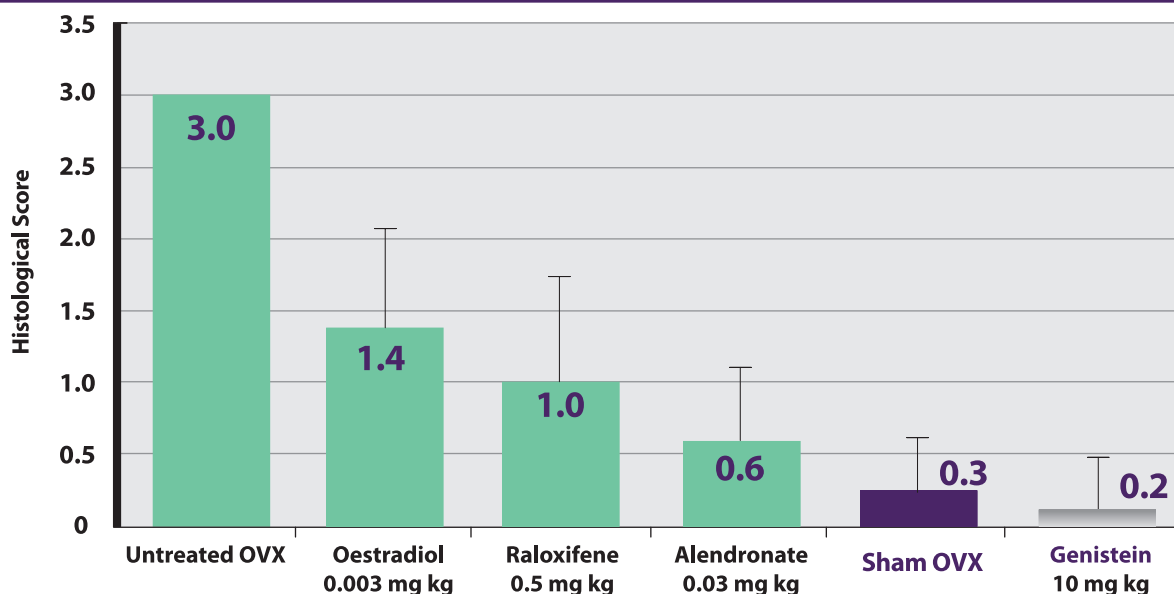




# THE GENISTEIN IN FOSTEUM PLUS IS PROVEN TO BUILD QUALITY BONE



## Histological Score: Bone Quality

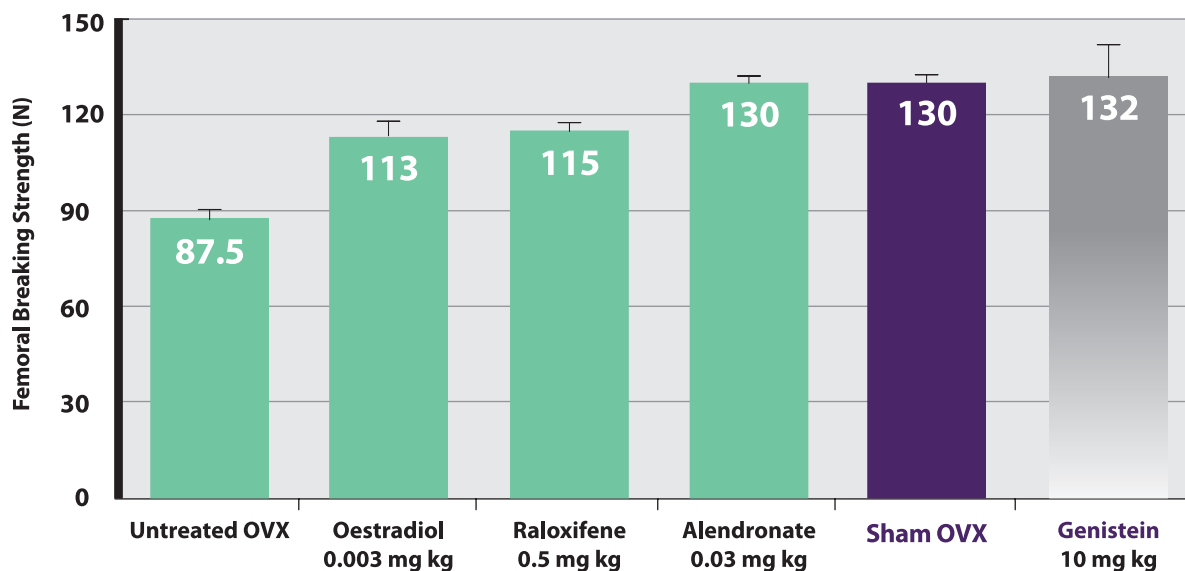


Effects of alendronate, raloxifene, genistein and oestradiol on serum bone-alkaline phosphatase (b-ALP) (a) and collagen C-telopeptide (CTX) (b) in ovariectomized (OVX) rats. Data are shown as the mean  $\pm$  s.d. of 12 animals. b-ALP: \* $P < 0.0001$  vs untreated OVX; # $P = 0.098$  vs untreated OVX;  $\$P = 0.005$  vs untreated OVX; \* $P < 0.0001$  vs untreated OVX. CTX: \* $P < 0.0001$  vs untreated OVX; # $P = 0.008$  vs untreated OVX; \* $P < 0.0001$  vs untreated OVX.

**References:** Bitto A, Burnett BP, Polito F, Marini H, Levy R, Armbruster MA, Minutoli L, Di Stefano V, Irrera N, Antoci S, Granese R, Squadrito F, Altavilla D. 2008. Effects of genistein aglycone in osteoporotic, ovariectomized rats: a comparison with alendronate, raloxifene and oestradiol. *Br J Pharmacol.* 155(6):896-905.

# THE GENISTEIN IN FOSTEUM PLUS IS PROVEN TO INCREASE BONE STRENGTH

## Femoral Breaking Strength



Effects of alendronate, raloxifene, genistein and oestradiol on femur-breaking strength and histological score in ovariectomized (OVX) rats. Data are shown as the mean  $\pm$  s.d. of 12 animals. Femoral-breaking strength: \*Po0.0001 vs untreated OVX; #P140.006 vs untreated OVX; 1Po0.0001 vs untreated OVX. Histological score: \*Po0.0001 vs untreated OVX; 1Po0.05 vs all other treatments.

## Fosteum PLUS Contains High Purity Genistein:

- 98.5% Pure
- Not Mixed Isoflavones
- Not Sourced from Soy
- GRAS Ingredients

Rx

**Fosteum Plus**  
#60 Sig.  $\dot{\dagger}$  BID  
Refill x11

DISPENSE AS WRITTEN

Rx

**Fosteum**  
#60 Sig.  $\dot{\dagger}$  BID  
Refill x11

DISPENSE AS WRITTEN

**Fosteum PLUS**

Calcium compounds (dicalcium malate + pentacalcium hydroxide triphosphate) (500 mg)/phosphate (70 mg)  
genistein aglycone (27 mg)/citrate zinc bisglycinate (20mg)  
trans-menaquinone-7 (90  $\mu$ g)/cholecalciferol (400 IU)

**FosteumPLUS.com**

Original Fosteum formulation still available

FosteumPLUS is a prescription medical food product for the safe clinical dietary management of the metabolic processes of osteopenia and osteoporosis. FosteumPLUS is for use under a physician's supervision. Full prescribing information is available at [www.fosteumplus.com](http://www.fosteumplus.com). ©2016 Primus Pharmaceuticals, Inc. All rights reserved. ISS. 0816 #13083