Dramatically improve health the natural way.

But don’t just take our word for it! Listen to what leading researchers and doctors have to say!

**The FDA:**
"Flax seed lignans have anti-tumor, anti-mittic, antioxidant and weak estrogenic activity, are potentially the richest source of phytoestrogens in the human diet and may be linked to a low incidence of breast and colon cancer. Their significant ability to prevent cancer is recognized by the National Cancer Institute. In addition to having anti-cancer properties lignans also have anti-viral, anti-bacterial and anti-fungus properties."


**The Mayo Clinic:**
"Phytoestrogens are naturally occurring compounds that lower circulating estrogens in your body. Flaxseed is particularly high in one phytoestrogen, lignan, which appears to decrease estrogen production and which may inhibit the growth of some breast cancers." - The Mayo Clinic [http://www.mayoclinic.com/print/breast-cancer-prevention/WO00091/METHOD=print](http://www.mayoclinic.com/print/breast-cancer-prevention/WO00091/METHOD=print)

**The American Cancer Society:**
"One study of 25 men with prostate cancer found that a low-fat diet along with ground flaxseed reduced serum testosterone, slowed the growth rate of cancer cells, and increased the death rate of cancer cells." - The American Cancer Society. [www.cancer.org/docroot/ETO/content/ETO_5_3X_Flaxseed.asp?sitearea=ETO](http://www.cancer.org/docroot/ETO/content/ETO_5_3X_Flaxseed.asp?sitearea=ETO)

**Doctors:**
"This study is critically important not only for breast cancer patients, but for all cancer patients because lignans kill many kinds of cancers, including the presently incurable melanoma. With the exception of palmitic acid, the common saturated fatty acid, specific foods do not normally have the ability to kill cancer cells."


"Flaxseed is one of the richest known sources of lignans, which affect androgen metabolism and have antimitotic, antiangiogenic, antioxidant, and estrogenic effects," said Dr. Wendy Demark-Wahnefried, Ph.D., of Duke University to attendees at the American Society of Clinical Oncology meeting. [www.medpagetoday.com/MedpageToday/Cancer/5831](http://www.medpagetoday.com/MedpageToday/Cancer/5831)
ANTIOXIDANTS

Flax Hull Lignans are more potent as an antioxidant than the darkest leafy green vegetable!

Kale is a vegetable that has one of the highest ORAC values (the measurement of antioxidant).

Kale’s ORAC value is 1770, while concentrated Flax Hull Lignans have an ORAC value of 19,600! Prunes are the fruit with the highest ORAC value at 6,770, which still doesn’t come close to Flax Hull Lignans! *ORAC values on our lignans were performed by Brunswick Laboratories, in Norton, MA.

Flax is actually a flower.....

“Flax seed lignans have anti-tumor, anti-mittic, antioxidant and weak estrogenic activity.”
- US Food and Drug Administration

“The flaxseed lignan (SDG) and mammalian lignans (ED and EL) were previously shown to be effective antioxidants against DNA damage and lipid peroxidation.”
-Hu C, Yuan YV, Kitts DD.
Food, Nutrition and Health, University of British Columbia. Published on Pubmed.gov
OMEGA 3’s

Adding Flax Hull Lignans are a great way to include Omega 3’s in your product!

Flax Hull Lignans are cold-milled in a specialized process that extracts them without activating the oils. This is wonderful news for the baking and bread industry!

You can now add omega 3’s without worrying about them turning rancid! The oils won’t activate until heated or consumed!

The lignans are 8% oil and fat, and 55% of that oil and fat is ALA (Alpha-Linolenic Acid). If a person were to consume 2.5 g (3/4 tsp) daily of concentrated Flax Hull Lignans, they would be consuming approximately 110mg ALA.

110mg is the daily recommended amount of ALA for women, 160mg is for men—Recommended by Institute of Medicine (National Academy of Sciences, U.S.A.)

We have many bakeries as clients who are now adding concentrated Flax Hull Lignans to their baked goods.

Bagels, muffins and scones are the typical foods they’ve been added to, but lignans can be added to anything! There is even a cheesecake company wanting to make a ‘healthy lignan crust!”

ALSO... There is 4.3g of dietary fiber and 2.8g of protein in each tablespoon of concentrated Flax Hull Lignans. People are always looking for higher fiber and high protein products. Adding lignans to your product will boost both of these.
Many clinical studies have taken place and are currently being performed to see exactly what role lignans play in fighting against cancer.

The results are pretty exciting!

“Canadian scientists, following up on previous studies conducted in mice, enrolled women newly diagnosed with breast cancer as volunteers to study the effects of flaxseed on breast cancer progression. In this study, one flaxseed muffin day, containing a predetermined concentration of pre-lignans, was consumed for 30 days. Tissue biopsies were performed prior to and after the 30 day period. The results showed that the flaxseed pre-lignans, converted in the intestines by bacteria into powerful anti-cancer lignans, were extremely efficient, in low doses, in killing the breast cancer cells in these volunteer women.”

www.prweb.com/releases/2005/07/prweb266435

“This study is critically important not only for breast cancer patients, but for all cancer patients because lignans kill many kinds of cancers, including the presently incurable melanoma. With the exception of palmitic acid, the common saturated fatty acid, specific foods do not normally have the ability to kill cancer cells.

-Dr. Stephen Martin, Ph.D., Chief Scientist of Grouppe Kurosawa www.prweb.com/releases/2005/07/prweb266435

Dr. Pamela L. Horn-Ross from Northern California Cancer Center in Union City, California, and colleagues conducted the first analytic epidemiologic study that has quantified the intake of specific phytoestrogenic compounds and related them to endometrial cancer risk. The top quartiles of consumption of total isoflavones and of total lignans were associated with a 41% and 35% reduced risk, respectively, of endometrial cancer, compared with the lowest quartiles of consumption, the authors report. “Based on these findings and other literature on phytoestrogens, I believe that recommending a balanced diet that includes reasonable amounts of phytoestrogen-rich foods is an appropriate public health message at this time,” Dr. Pamela Horn-Ross told Reuters Health.

Many studies are being done that show Flax Hull Lignans are beneficial in fighting diabetes, many types of cancer, and AIDS/HIV.

Aids Research Assistance Institute has performed 3 anecdotal studies on groups of 100 people each. The trial subjects had various illnesses including cancer, diabetes, and AIDS.

In all of the studies over 90% of the subjects reported positive health improvements over the test period. They were each consuming 1 1/2 tsp of concentrated Flax Hull Lignans per day. This amount contains 150-300mg SDG.

In round 3, 100% of the trial subjects had HIV, 75% of them exhibiting AIDS symptoms. After 6 weeks of consuming the lignans daily, 35% had viral loads drop to non-detectible. By the end of the trial over 90% had the typical response of viral loads dropping and CD-4 counts (the measurement of immunity) rising.

Flaxseed 18-3 (n-3) alphalinoleic acid showed a marked immunomodulatory effect on the exhaustive exercise-related immunosuppression, as compared to the effects of other PUFA. (Benquet C, et al, J Toxicol Environ Health, 43: 225, 1994)

Flaxseed SDG may have a therapeutic role in lupus nephritis. (Clark W, et al Lupus, 9(6): 429, 2000)

There is increasing evidence that dietary phytoestrogens have a beneficial role in chronic renal disease. Nutritional intervention studies have shown that consumption of soy-based protein and flaxseed reduces proteinuria and attenuates renal functional or structural damage in animals and humans with various forms of chronic renal disease.

-Ranich T, Bhathena SJ, Velasquez MT. Division of Renal Diseases and Hypertension, Dept of Medicine, George Washington University Medical Center, Washington D.C.
Why Use Mechanically Extracted Flax Hull Lignans?

We use a cold milled process that separates and extracts the lignans mechanically. This is very important for several reasons.

• There are no chemicals used in extracting the lignans, therefore no chemical residues left in the lignans you consume.

• The process qualifies the Flax Hull Lignans to be called a ‘whole food supplement.’

• The cold milling allows Omega 3’s from the flax to remain in the lignans, but the oils are not activated, so there are no rancidity problems and there is a very long shelf life.

• There has been great debate in the scientific community about whether SDG alone is responsible for all the therapeutic effects of ingesting flax lignans. There are actually as many as 27 different lignans in a flax shell and even though SDG is the superstar of the lignans, scientists are debating that it is the combination of all of the lignans working together that give the greatest benefit. While other companies ‘extract’ SDG alone, our Flax Hull Lignans are considered ‘broad spectrum lignans’ and contain all of the lignans.

• It allows for us to label them USDA Organic, Non-GMO, and Kosher. Chemical extracts can’t boast this.

We are a non-profit organization and we send Flax Hull Lignans overseas into South Africa where clinics are using the lignans to help people with AIDS. Proceeds from selling the lignans in the U.S. go to help donate them where they are needed the most. We’ve been able to send over $600,000 worth of Flax Hull Lignans to Africa in the last two years.

For more information please contact an A.R.A.I. representative at:
719.229.0348
ARAIREP@comcast.net
Q. & A.

1. What are flax lignans?
   A. Lignans are phytonutrients widely distributed in the plant kingdom. They can be found in most unrefined grains, legumes, vegetables, and fruits. Whole flax seed (with the shell) has been recognized as the richest source of dietary plant lignans and contains from 75 to 800 times more than any other plant source. They are well known in studies to boost immunity. "Flax seed lignans have anti-tumor, anti-mitic, antioxidant and weak estrogenic activity, are potentially the richest source of phytoestrogens in the human diet and may be linked to a low incidence of breast and colon cancer. Their significant ability to prevent cancer is recognized by the National Cancer Institute. In addition to having anti-cancer properties lignans also have anti-viral, anti-bacterial and anti-fungus properties.*

2. Why can't I just get lignans by grinding flax seed and putting it in my baked goods?
   A. Two reasons. First, whole ground flax seed has a short shelf life. Once ground you have to refrigerate it to keep it from turning rancid. Our concentrated flax lignans are extracted using a cold mechanical process. The oils are not activated, so the shelf life is 18 months. The second reason is that you'd have to eat 70 teaspoons of flax seed to get the benefits of 1 teaspoon of concentrated lignans. Whole ground flax seed gives you some lignan benefit, but not like the concentrated Flax Hull Lignans. These concentrated lignans give you true measurable immunity boosting power. **In one study, 100 people who had HIV/AIDS consumed 1/2 tablespoon of lignans a day for 90 days. By the 4th week of taking them, the typical response was that their immune CD-4 count skyrocketed and their viral loads dropped significantly. Some (35%) viral loads dropped to non-detectable.

3. What about the flaxseed oil that contains lignans?
   A. Flax seed oil contains practically no lignans. Flax oil also is missing many of the nutrients needed to digest them. While flax oil is good for obtaining fatty acids, it is not considered a good source for lignans.

4. Does the baking process destroy the lignans?
   A. No. Although heat at high enough levels will destroy all living enzymes, the immunity boosting and cancer fighting properties of flax hull lignans are not.

5. Are flax lignans safe?
   A. Flax is a natural plant source of vital nutrition and is considered safe for healthy people of all age groups. Because flax contains phytoestrogens (plant estrogens), people with hormone related health concerns (i.e. pregnant or lactating women) should consult their doctor before consuming any flax product.

6. What claims can be made?
A. The FDA does not allow non-drug food supplements to make claims of curing or treating any specific illness. Therefore, we only mention how well it boosts immunity, balances hormones and acts as an anti-oxidant. However, many other sources (doctors, scientists, the Mayo Clinic, the National Cancer Institute) have made claims and recommendations that range from lignans being a good part of a healthy diet, to saying that they kill cancer and HIV cells. See research at our website to read the articles for yourself.

7. What standards and certificates do the lignans hold?
A. We are FVO (Farm Verified Organic). We have organic and non-organic lignans. All of our lignans are Kosher. They are all farmed organic. The only difference between the two is that the organic labeled lignans have to be sent to a USDA approved packaging facility to meet USDA Organic standards. The commercial lignans are commercially packaged at the farm.

8. How can I use this as a marketing tool to help sell my baked goods?
A. Consider adding flax hull lignans into your product and marketing along the legal “claims” that can be made. An example might be seen in smoothie companies who add an “immune boost”, “anti-oxidant boost” or “hormone balance” boost into their shakes. You can do the same things and boost your breads!

9. How much should we put in our product?
A. Since these lignans are so concentrated, one scoop (1 scoop = 1/2 tbsp) would have the same health effect as putting 105 teaspoons of whole ground flax seed in your product—and people will never taste it! The amount you add would be up to you. We make a recommendation based on the Flax Muffin Study (where 2 1/2 tbsp of whole ground flax was used) that would suggest adding 1/10th of a teaspoon of Flax Hull Lignans to each bagel, cupcake, scone, muffin, etc...

10. What about the Omega 3’s? Are there any in flax hull lignans?
A. The lignans are 8% oil and fat, and 55% of that oil and fat is ALA (alpha-linolenic acid) (the most important of the omega 3’s because it can be converted by the body into the other omega-3s). If a person were to consume 2.5 g (3/4 tsp) daily of flax hull lignans, they would be consuming approximately 110mg ALA. 110mg is the daily recommended amount of ALA for women, 160mg is for men—Recommended by Institute of Medicine (National Academy of Sciences, U.S.A.)

11. What other nutrients are in flax hull lignans?
A. There is 2.15g of dietary fiber in each scoop (1 scoop = 1/2 tbsp). There is 1.4g of protein in each scoop as well. People are always looking for higher fiber and high protein products. Adding lignans to your product will boost both of these.

12. What is SDG? How much of it is in the flax hull lignans?
A. Secoisolariciresinol Diglycoside (SDG) is the predominant lignan in flax hulls. Our lignans have 150-300mg SDG per 5g (1/2 tablespoon). While this is the highest concentration we know available, we’d like to point out that scientists at the University of North Dakota are telling us that they believe it is the working together of all 27 lignans in the flax seed that provide the most immune boosting results. Our lignans are up to 65% pure lignan content — no other lignan company that we know of can boast this! We have a broad spectrum of lignans—all 27 lignans present in the flax seed are in our flax lignans (other companies only extract the SDG).

CONTACT INFORMATION:
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If you would like more information about flax hull lignans, including research statistics, you can contact us at: ARAIREP@comcast.net or visit us on the web at: AIDSIVAWARENESS.ORG
Sample Research on Flax Hull Lignans
(More available at: www.AIDSHIVAwareness.org)

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“Based on these findings and other literature on phytoestrogens, I believe that recommending a balanced diet that includes reasonable amounts of phytoestrogen-rich foods is an appropriate public health message at this time,” Dr. Pamela Horn-Ross told Reuters Health. http://ctep.cancer.gov/resources/gcig/news081403a.html

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“This study is critically important not only for breast cancer patients, but for all cancer patients because lignans kill many kinds of cancers, including the presently incurable melanoma. With the exception of palmitic acid, the common saturated fatty acid, specific foods do not normally have the ability to kill cancer cells. And we are only talking about one muffin a day. What if we ate two? This study is so exciting that it has me jumping out of my skin. This study and parallel studies are too important for the public health to be ignored so we decided to send out a press release.” -Dr. Stephen Martin, Ph.D., Chief Scientist of Groupe Kurosawa www.prweb.com/releases/2005/07/prweb266435

Flaxseed could be beneficial for people with type 2 diabetes. “It may help lower blood sugar levels and it plays a role in the prevention of prostate cancer as well.” -Dr. Asqual Getaneh—Type II Diabetes Center, www.everydayhealth.com.

“Phytoestrogens are naturally occurring compounds that lower circulating estrogens in your body. Flaxseed is particularly high in one phytoestrogen, lignan, which appears to decrease estrogen production and which may inhibit the growth of some breast cancers.” - The Mayo Clinic http://www.mayoclinic.com/print/breast-cancer-prevention/WO00091/METHOD=print