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# Men Have Health Issues Too!

Males are becoming more and more aware of the need to look after their health. Interest by males is definitely increasing. It seems that increased education is improving this number. More and more men are looking into healthy alternatives, from products for prostate health and sexual performance, to remedies for blood pressure, heart problems, cholesterol, arthritis, and bone density. What are some of the concerns amongst males?

## SEXUAL PERFORMANCE AND PROSTATE HEALTH

It is agreed that there are two key areas where men's natural health products play a unique and consistently strong role – sexual performance and prostate health. These are two areas that men will come to discuss with you first hand, and will also buy products for themselves. The quest for alternative remedies to enhance sexual performance has been steadily growing over the past few years, a trend initiated in part by the popularity of Viagra® four years back.

Thank goodness a lot of men don't want to take Viagra®, and are looking for a natural alternative. They realize it's a chemical and has impactive side effects. The demand for natural products to treat prostate conditions or to sustain prostate health has been increasing as the population ages. "A lot of formulations today focus on the prostate, and there is more of a push by doctors for herbal remedies versus pharmaceuticals for treating it." The Canadian Cancer Society reports that prostate cancer is the most frequently diagnosed cancer in Canadian men (excluding non-melanoma skin cancer), and accounts for 1 in 4 cancer diagnoses. In 2002, prostate cancer claimed the lives of 4,300 of the estimated 18,200 men diagnosed with this disease. The Society estimates that 1 in 8 men will develop prostate cancer during his lifetime, mostly after the age of 70, and 1 in 28 will die of it. A report from the Herbal Foundation confirms that in an American study, Saw Palmetto is the "option of first choice for men with Benign Prostatic Hyperplasia (BPH)" (inflammation of the prostate); and Europe has been a strong proponent of natural remedies in treating BPH. In Italy herbal remedies are used five times more often than synthetic drugs; and in Germany more than 90 percent of men and their physicians choose natural remedies over synthetics for treating BPH. Recent clinical trials have found that Saw Palmetto is beneficial in reducing swelling of prostate tissues in patients with BPH. Using this, in conjunction with Avena's "Clean the Body – Feed the Body" approach, has proven very effective in reducing the concerns of men about their prostate health.

Avena believes that understanding the cause of the problem can provide you with a much better and more effective way to prevent poor prostate health. Yes – most of the prostate problems are caused by the bowel – you just have to look at the anatomy of a male and you will see that when you have any enlarging of the Sigmoid area of the large intestine, it will put extreme pressure on the prostate gland, restricting blood flow, restricting proper flow of the urinary tract, and affecting many other prostate health issues. Cleansing the bowel with Avena's 'Herb Cocktail' and establishing a "Friendly Farm" with Avena's 'Friendly Flora' helps wipe out bad bacteria that sets up house-keeping in our colons. With the daily use of N-Zymes when we eat, we ensure proper digestion. This reduces the chance of undigested amino acids ending up in our colons and putrefying —which causes putrefaction within, and enlargement of, the colon that can **result in poor prostate health.**