

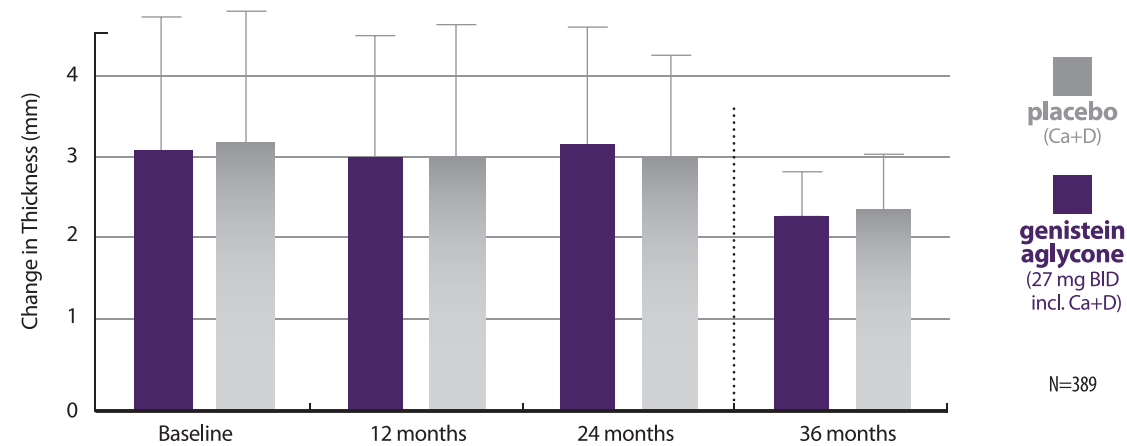
## FOSTEUM PLUS HAS AN EXCELLENT SAFETY PROFILE

### Safety is Relative to Estrogen Receptor Affinity

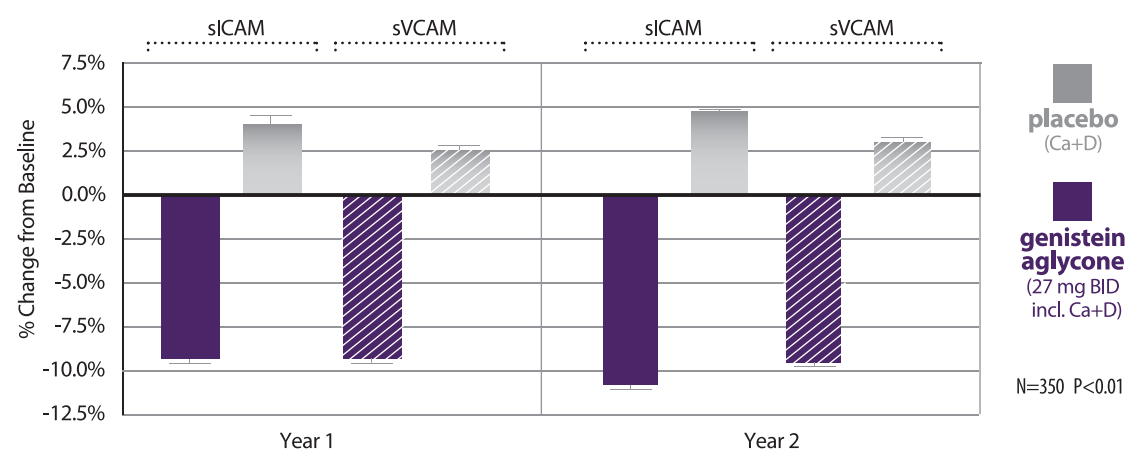
Class	ER $\alpha$	ER $\beta$
HRT	100	100
SERMS	69	16
Genistein Aglycone	4	87

- ER $\beta$  is up-regulated during the mineralization phase of bone formation
- ER $\alpha$  has been implicated in breast and uterine cancers

### No Change In Endometrial Thickness vs. Placebo



### Significant Reductions In Specific Predictors of Cardio Risk



## FOSTEUM PLUS IS A SAFE AND EFFECTIVE CHOICE FOR MANY PATIENT TYPES

### Patients on Ca/D

A study shows patients taking Ca/D alone did not maintain baseline, however patients taking Fosteum Plus increased in BMD 9% over 3 years.

### Patients with Osteopenia

During the first two years of menopause, patients experience the most bone loss

### Patients with Osteoporosis

Fosteum Plus is the only complete bone building system that works on both the osteoclasts and osteoblasts by enhancing bone formation and preventing bone resorption

### Patients on Bisphosphonate Holiday

Effective alternative for patients who are on BPN holiday, are intolerant of BPN, or concerned about the safety of BPN

### Patients Who are Post Menopausal and Refuse Other Treatments

Rx  
**Fosteum Plus**  
**#60 Sig. † BID**  
**Refill x11**  
 DISPENSE AS WRITTEN

**FosteumPLUS.com**  
 Original Fosteum Formulation Still Available

REFERENCES: 1. D'Anna R, et al. Effects of the phytoestrogen genistein on hot flushes, endometrium, and vaginal epithelium in postmenopausal women: a 1-year randomized, double-blind, placebo-controlled study. *Menopause*. 2007;14(4):1-8. 2. Marini H, et al. Effects of the phytoestrogen genistein on bone metabolism in osteopenic postmenopausal women: a randomized trial. *Annals of Internal Medicine*. 2007;146(12):839-848. 3. Atteritano M, et al. Effects of the phytoestrogen genistein on some predictors of cardiovascular risk in osteopenic, postmenopausal women: a two-year randomized, double-blind, placebo-controlled study. *J Clin Endocrinol Metab*. 2007;92(8):3068-3075. 4. Marini H, et al. Breast safety and efficacy of genistein aglycone for post-menopausal bone loss: a follow-up study. *J Clin Endocrinol Metab*. 2008;93(12):4787-4796. 5. Bitto A, et al; BioMed Research International Volume 2013 (2013) 6. Gandia P, et al; *Int J Vitam Nutr Res*, 77(4)2007 7. Heaney, RP et al; *J Am Coll Nutr*. 2003 Apr;22(2):142-6 8. Trivedi, DP. *BMJ VOL 326 1 MARCH 2003* 9. Chapuy MC et al *NEJM* 1992;327:1637-42 10. Bischoff-Ferrari, HA et al; *JAMA*. 2004 291(16):1999-06 11. Schurgers LJ, Blood. 2007 Apr 15;109(8):3279-83. 12. Schurgers, LJ, *Thromb Haemost*. 2008 Oct;100(4):593-603 13. Knapen, M. H. J et al; *Knapen MH, et al; Osteoporosis Int* 2013, Mar 23 14. 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. 15. Lindsay R, Cosman F. *Atlas of Clinical Endocrinology: Osteoporosis*. Edited by Stanley Korenman (series editor), Eric S. Orwoll. ©2003 Current Medicine, Inc.

Fosteum PLUS is a prescription medical food product for the safe clinical dietary management of the metabolic processes of osteopenia and osteoporosis, under a physician's supervision. ©2015 Primus Pharmaceuticals, Inc. All rights reserved. ISS. 0816 #13504

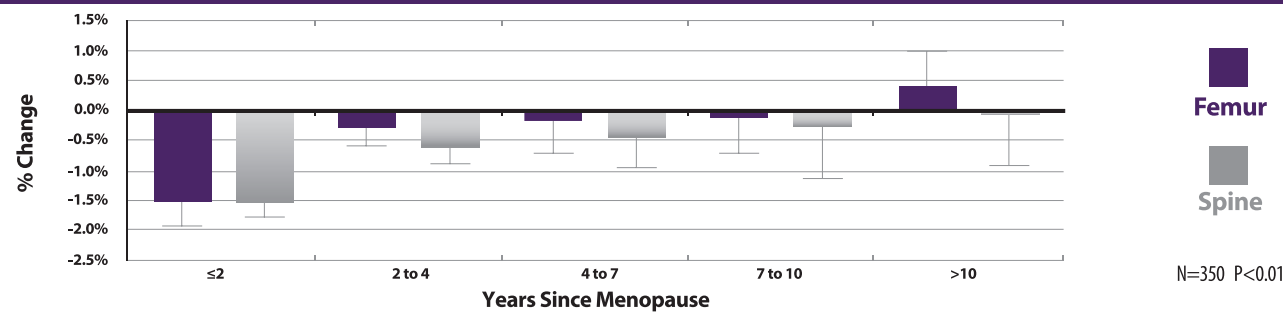
# Fosteum PLUS

## Build Quality Bone Long Term Manage Hot Flashes Today



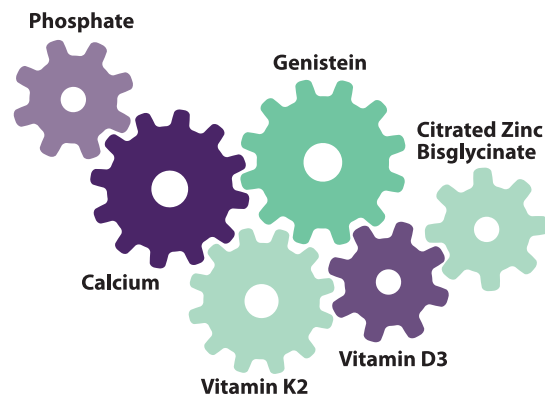
## THE MOST BONE LOSS OCCURS DURING THE FIRST TWO YEARS OF MENOPAUSE

### Bone Loss Following Menopause



Lindsay R. Cosman F. Atlas of Clinical Endocrinology: Osteoporosis. Edited by Stanley Korenman (series editor), Eric S. Orwoll. ©2003 Current Medicine, Inc.

## FOSTEUM PLUS DELIVERS MORE CALCIUM TO THE BONE



### Calcium Compounds (500mg)

An essential mineral in bone, but too much can lead to some being deposited in arteries instead of bone. Provides enough to supplement an average diet with more bioavailable organic calcium (dicalcium malate) and hydroxyapatite, the form in mineralized bone.

### Phosphate (70mg)

Provides phosphorus to support quality bone formation. Phosphorus accounts for about half of the mineral mass of bone.

### Vitamin D3 (400IU)

800 IU/day reduces vertebral, hip and wrist fractures by 30%<sup>9,10</sup> and improves calcium absorption up to 65%.

### Vitamin K2 (90mcg)

As '100% trans' (natural) MK-7 crystals, this is the form demonstrated to increase bone formation and decrease deposition of calcium in arterial walls.<sup>12,13,14</sup>

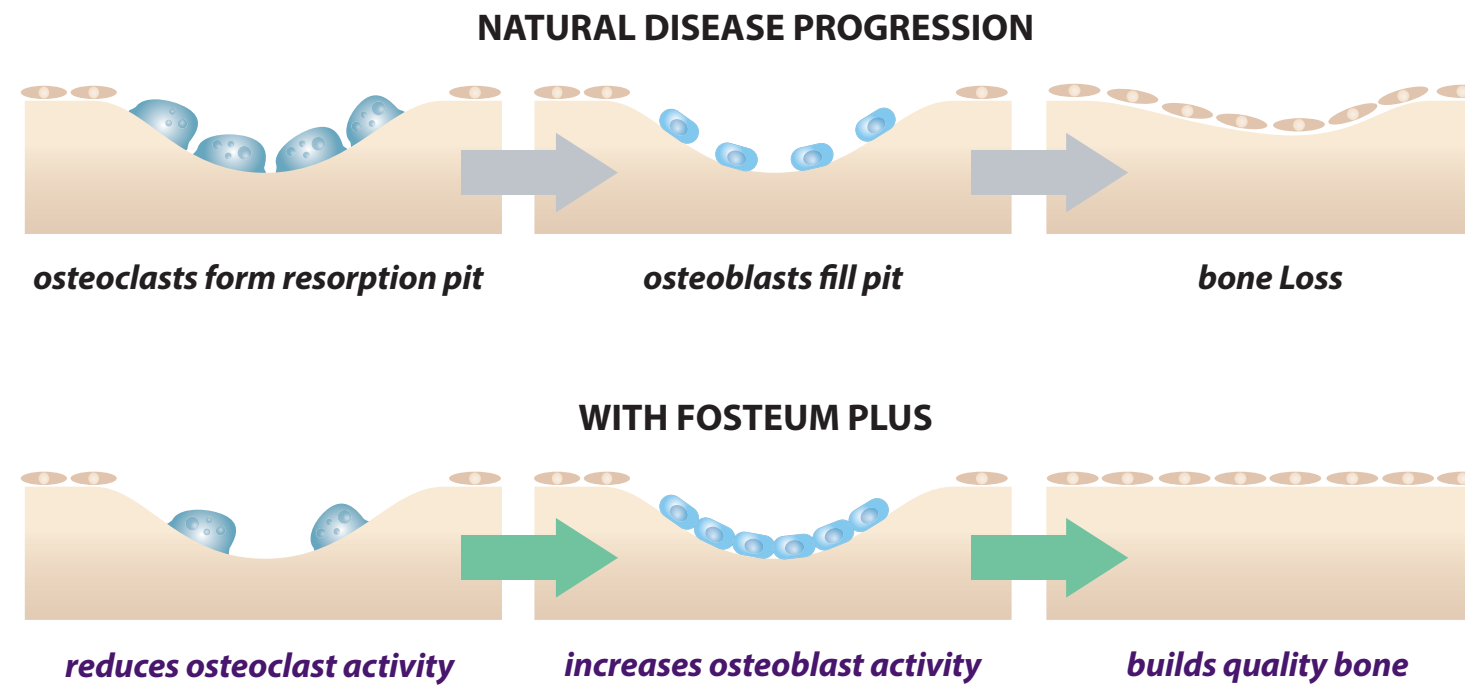
### Genistein (27mg)

'Aglycone' or natural form is more bioavailable vs. synthetic glycoside consumed in mostly processed foods.<sup>6</sup> Clinically proven to reduce bone resorption and increase bone formation.

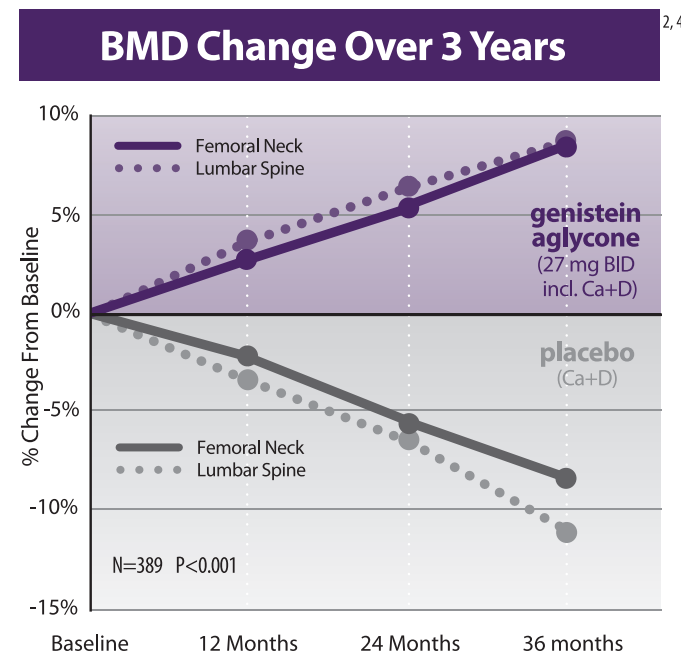
### Citrated Zinc Bisglycinate (20mg)

Provides better absorption from the intestine than other zinc compounds.<sup>7</sup> Is synergistic with genistein and calcium to promote osteoblastic and reduce osteoclastic activity in bone.

## FOSTEUM PLUS IS A COMPREHENSIVE BONE BUILDING SYSTEM



## Patients Taking Fosteum Plus had an Increase in BMD by 9% Over 3 Years When Compared to Only Ca+D3



- Fosteum Plus (Genistein+Ca+D3) had significant increases at year 3 compared to only Ca+D3 (placebo). (Femoral Neck +16%, Lumbar Spine +20%)
- Patients taking only Ca+D3 (placebo) decreased in BMD every month and could not maintain baseline

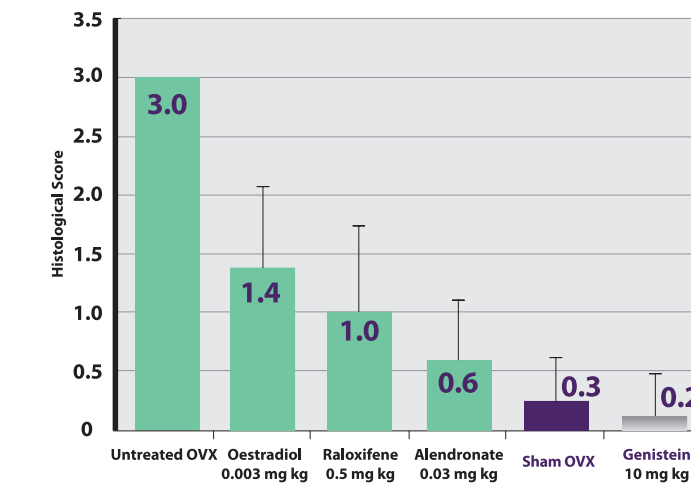
STUDY DESCRIPTION: 389 osteopenic postmenopausal women were randomized to genistein (n = 198) or placebo (n = 191) for 2 years, and a subgroup of 138 patients entered into a 3rd year extension. The placebo and genistein capsules both provided 1,000 mg calcium and 800 IU cholecalciferol per day.

## FOSTEUM PLUS CONTAINS HIGH-PURITY GENISTEIN

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

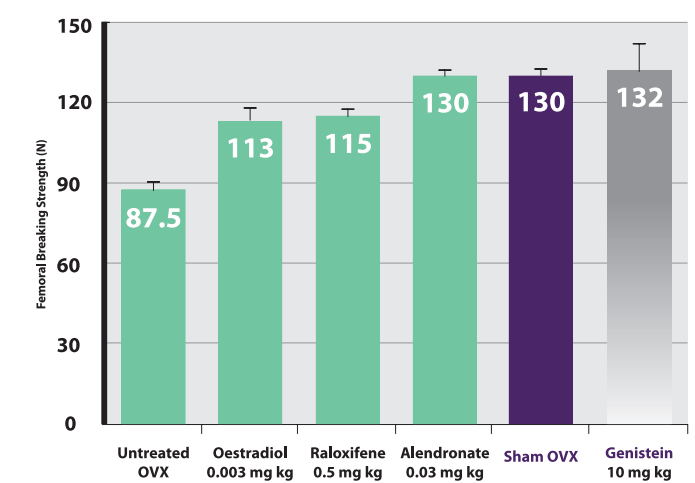
## The Genistein in Fosteum Plus is Proven to Build Quality Bone and Increase Bone Strength

### 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±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.

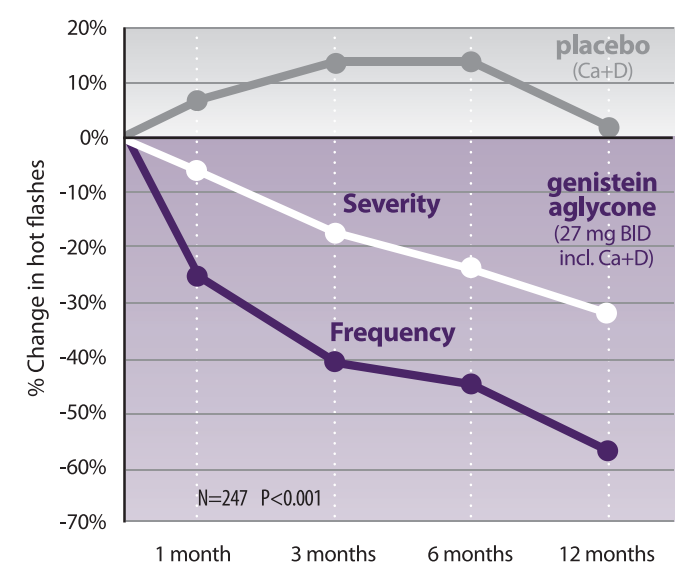
### Femoral Breaking Strength



Effects of alendronate, raloxifene, genistein and oestradiol on femur-breaking strength and histological score in ovariectomized (OVX) rats. Data are shown as the mean±s.d. of 12 animals. Femoral-breaking strength: \*Po0.0001 vs untreated OVX; #P=0.006 vs untreated OVX; 1Po0.0001 vs untreated OVX. Histological score: \*Po0.0001 vs untreated OVX; 1Po0.05 vs all other treatments.

## In Addition to Building Quality Bone, the Genistein in Fosteum Plus Also Significantly Reduces Hot Flashes

### Frequency and Severity of Hot Flashes



STUDY DESCRIPTION: 389 osteopenic postmenopausal women were randomized to genistein (n = 198) or placebo (n = 191) for 2 years, and 247 patients (genistein, n = 125; placebo, n = 122) suffered from hot flashes. The hot flashes were evaluated in year 1. The placebo and genistein capsules both provided 1,000 mg calcium and 800 IU cholecalciferol per day.