

# SIRIPORN INTRODUCES PUERARACARE-V WITH PUERARAPREM™

## What is Vaginal Atrophy ?

Vaginal atrophy (atrophic vaginitis) is a thinning and inflammation of the vaginal walls due to a decline in estrogen. Vaginal atrophy occurs most often after menopause. This type of atrophy can also develop during breast-feeding , and simply as estrogen levels decline. Intercourse becomes painful as a result, interest in sex can decline. In addition, healthy genital function is closely intertwined with healthy urinary system function. Medical remedies generally include topical prescription estrogen products.

**What is Pueraraprem™?** Pueraraprem™ is a premium farmed pueraria mirifica cultivar. This cultivar was developed over the last 20 years by a leading Thai researcher. He understood from his research efforts in the laboratory that wild pueraria mirifica was confounding his research efforts. The quality of wild pueraria mirifica can be very erratic and consequently posed a dilemma for meaningful research results. Understanding this dilemma he decided to make a concentrated effort to study the plant's inherent characteristics. This effort took him to many remote parts of Thailand. He took the most robust plants into the laboratory. He was unable to assay the miroestrol and deoxymiroestrol in the plants. This was overcome by utilizing various testing protocols using biological systems. These

Thailand. Pueraria Mirifica has a broad and unique phytoestrogenic profile. Historically miroestrol has been considered to be the most unique and driving active. In 1993 the Nobel prize winner E. j Corey and Lawrence Wu his graduate student at Harvard University received a grant from the National Institute of Health to synthesize the complete miroestrol molecule. During their study they noticed another compound in the plant similar to a compound in synthesis process. In 2002 a Japanese/Thai group acting on this observation isolated a precursor to miroestrol which became known as deoxymiroestrol. Their testing in the laboratory demonstrated that deoxymiroestrol had as much as 10 times the activity as miroestrol. The study used over 1 ton of wild pueraria mirifica. The researchers isolated only a small amount, roughly 2 mg. The most sophisticated pueraria mirifica researchers at the time dismissed deoxymiroestrol as an active. Several years later another group of researchers were able to measure the actives in Pueraria Mirifica.

This study demonstrated in high quality Pueraria Mirifica that deoxymiroestrol was not only relevant but made the dominant estrogenic contribution. The miroestrol was as much as 4 times higher than the very best wild samples tested. Some of the samples tested contained only traces of deoxymiroestrol or no deoxymiroestrol. In the high quality pueraria mirifica large amounts of puerarian and a relatively new and a novel isoflavone kwak-hurin were found. All of the wild samples had lower secondary actives..



**PueraraCare-V** is designed as a natural moisturizer for vaginal support in aging women. A recent study in Thailand demonstrated that Pueraria mirifica was proven to exhibit estrogenicity in vaginal tissue. Pueraria Mirifica alleviated vaginal dryness symptoms and dyspareunia, improved signs of vaginal atrophy, and restored the atrophic vaginal epithelium in healthy postmenopausal women.



## Reference:

Beneficial estrogenic effects of Pueraria Mirifica on Vaginal Health in Post-Menopausal women,

**Manonai J. Chittachareon A. Theppisai H. , Effect of Puer-**

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