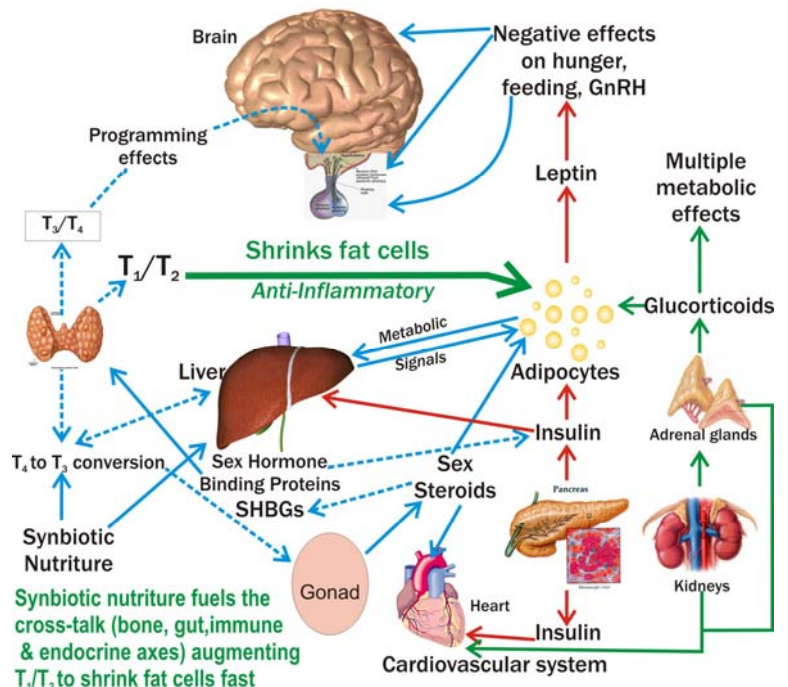


HormonoSync™ - Endocrine Transdermal “Hormonal” Synchronizer

It is well established that human skin is the body's largest endocrine organ as well as a producer of hormones like insulin-like growth factors, steroid hormones (DHEA, progesterone, testosterone, etc) and vitamin D from cholesterol. Hormones exert their biological effects on the skin through interaction with high-affinity receptors. There are skin receptors for peptide hormones, neurotransmitters, steroid hormones and thyroid hormones. Because the skin is able to metabolize hormones and to activate and inactivate them, nourishing the skin with Polar Lipids and fermented essential oils is the ultimate way to synchronize hormones. Important for functions of the entire organism, such as sex hormones and insulin-like growth factor-binding proteins are regulated transdermally (Hormone Research 2000;54; Trends in Endocrinology & Metabolism 2002: 13;6; Hormones 2004; 3:1)

Exciting new evidence reveals that Sex Hormone Binding Globulins (SHBGs) possess a hitherto unrecognized range of functions and work more efficiently and faster than free steroids transdermally

(Hormone Metabolic Research 2006; 38; Endocrinology 2001; J of Physiology 1998; 506; Endocrinology 1999; 140; Brain Research 2003; 967; Ann NY Acad Sci 1986; 474; Life Science 1993;52; Theor Biol Med Model 2005; 2; Mol. Pharm. 40; Acta Physiol Scan 1999; 167; Trends Neurosci 1999; 22:9) The SHBG model of hormone functions is in sharp contrast to current endocrine models that suggest “free” steroids are passively diffused across the cell membrane without a carrier protein and the erroneous idea that we can regulate hormone balance via pituitary-hypothalamic axes monitoring and the dangerous carcinogenic use of Hormone Replacement Therapies (HRT). “As much as 99% of testosterone in men and estradiol in woman is bound by SHBG” says Jack D. Caldwell, Ph.D. of the Department of Biomedical Sciences at University of Illinois College of Medicine. Dr. Caldwell, who spend decades studying steroids, believes that free hormones in the serum or saliva do not predict hormone deficiencies and our calculations with regard to the metabolism of endocrine hormones have been backwards for a long time. SHBG-formatted steroids are markers of energy storage, immune reciprocity, cancer and cardiovascular risk, repair and regeneration, and are linked strongly to the current epidemic of obesity. The skin is a fine-tuning mechanism that turns receptors “on” or “off” to meet the needs of the organism under stress or stressed by pollutants called *xenoestrogens* that constantly disrupt hormonal balance.



DeStress & Minimize Stress Hormone Induced Abdominal Fat

Stress produces pro-inflammatory cytokines and transdermal SYNBIOTIC nourishment has the awesome potential to activate SHBGs, allowing the body to counteract pro-inflammatory surges quickly and revert back to the *status quo* or homeostasis after a stressful event. For example, patients with fibromyalgia carry on such pro-inflammatory responses to an abnormal extent as their endocrine-immune balance point has been shifted to a pro-inflammatory mode. But just as there are two ways to stop a speeding car—by easing off the gas or hitting the brakes—the *initiator* and *arrestor* functions of SHBGs lose their ability to function as “on” and “off” switches to normalize inflammation in the body. Thus, QUORUM FERMENTED TRANSDERMAL nourishment offers the amazing potential for doctors to maintain tight control of hormonal physiological responses despite life stress and xenoestrogen excesses. . When this happens, sex steroid action is enhanced. In the female, ratios of progesterone and estrogens and testosterone balance out naturally without harmful HRT. In the male, estrogen excesses and the common conversion of steroids to dihydrotestosterone (linked to prostate disorders, heart disease, obesity and sexual dysfunction) involve low testosterone. Since testosterone is the most powerful way to restore T₄ conversion into T₃ it becomes obvious why transdermal nourishment can boost metabolism beyond oral thyroid support so that practitioners can finally synchronize hormones and conquer the current belly fat epidemic.



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