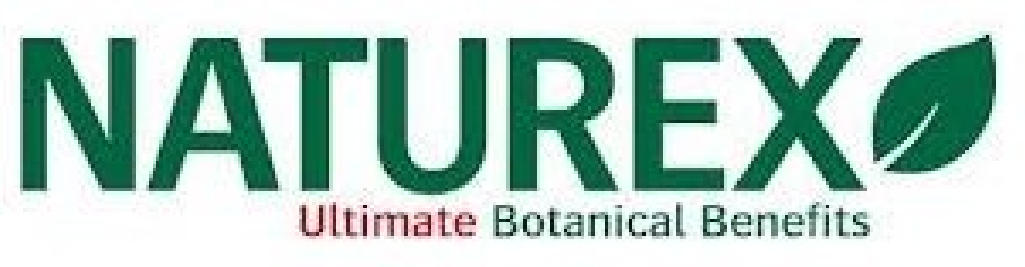
NEWS | GLOBAL

Naturex launches Flowens to revitalise menâ€™s health

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By **Guest** | November 15, 2013



naturex-launches-flowens-to-revitalise-mens-health

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South Hackensack-based global player in specialty plant-based natural ingredients, Naturex, announced the launch of Flowens, a full spectrum cranberry based ingredient specifically developed for men's health. This optimised formula is supported by gold standard clinical evidence illustrating its ability to improve Lower Urinary Tract Symptoms (LUTS) typically associated with Benign Prostatic Hyperplasia (BPH).

According to the company's release, in a double-blind, randomised, placebo controlled intervention study, 250mg or 500mg of Flowens consumed once daily showed statistically significant improvement in the key clinical marker for BPH/LUTS by up to 44 % – the International Prostate Symptom Score (IPSS). Both doses also showed statistically significant improvements in uroflowmetry markers such as post-void residual volume (PRV) and bladder volume (VOL).

Today's baby boomers are searching for new and effective natural alternatives to pharmaceutical drugs for relief from uncomfortable LUTS. "The leading prostate nutritional supplement ingredient was the subject of a failed NCCAM (National Center for Complementary and Alternative Medicine) study and a negative Cochrane Review. The market is in need of a safe and clinically substantiated ingredient like Flowens," said Dan Souza, Senior Director of Sales and Marketing for NATUREX-DBS. "Flowens delivers gold standard clinical results without the unwanted sexual side effects commonly associated with pharmaceutical drugs and the current phytotherapy. Flowens was also very well received by participants in the study. Over 96% of the subjects who observed symptom improvement (frequency, urge incontinence, weak stream, urinary retention, etc) would recommend Flowens to a friend," he added.

Over 50% of men in their fifties and 80% of men in their seventies suffer from BPH resulting in a potential market of over 26 million men in the US alone. LUTS associated with BPH lead to deteriorating urinary conditions and a reduced quality of life as men age.

Men are proactively seeking solutions to alleviate symptoms and improve their overall quality of

life. Besides pharmaceutical drugs, plant-based solutions targeting LUTS/BPH consistently rank within the top 10 for overall nutritional supplement sales in the US. However, the effectiveness of leading phytotherapies has come under scrutiny underscoring the need for an effective product.

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