**FINALLY … NO MORE CONFUSION surrounding the Conflicting Reports on Soy Protein & Breast Cancer:**

**Thousands of women have agonized over the conflicting reports on drinking soy shakes.**

* **They have been told by some that you should drink a soy shake EVERY DAY to reduce the risk of cancer.**
* **On the other hand, they have also been told by some health care professionals and cancer societies that …** "Soy may increase the risk of breast cancer!" AND "Women with breast cancer shouldn't use soy!" ... **these two statements have now been proven to be mis-information and absolutely false!**
	+ The first warning was never true … numerous clinical studies have shown that consumption of soy protein is associated with a lower risk of developing breast cancer.
	+ Furthermore, the science behind the second warning has never been very strong. The concerns that soy might stimulate the growth of breast cancer cells was based primarily on non-conclusive experiments
	+ However, the possibility that soy isoflavones could theoretically stimulate the growth of estrogen-responsive breast cancer was biochemically plausible (but not conclusive or proven) … because soy isoflavones bind to the estrogen receptor and have a very weak stimulatory effect (much weaker than estrogen itself). However, the evidence was not definitive because of the proven clinical results that clearly showed that **soy isoflavones also turn on several tumor suppressor pathways in breast cells and help strengthen the immune system - so they inhibit the growth of beast cancer cells.**  However, because the concerns were plausible and had not been definitively disproved, most experts have recommended that women with estrogen-responsive breast cancer might want to avoid soy protein.

### Finally the confusion has been lifted ... we have clear evidence that SOY PROTEIN IS ONE OF THE BEST FOOD CHOICES to include in your diet DAILY!  (This, of course, applies to both women and men … breast cancer rates among men have increased over the last several years).

**The results of a very definitive study that proves to women that consumption of soy foods decreases the risk of dying from breast cancer, and actually decreases their risk of breast cancer recurrence was released and printed on December 9th, 2009, in the Journal of the American Medical Association (by researchers at Vanderbilt University and Shanghai Institute of Preventative Medicine) …** <http://jama.ama-assn.org/cgi/content/abstract/302/22/2437>



It was a large, well designed, study that enrolled 5042 Chinese women aged 20 to 75 years old who had been diagnosed with breast cancer and followed them for an average period of 3.9 years.

The women were divided into four groups based on the soy content of their diet (ranging from 5 grams/day to 15 grams/day).  In short, this was a very robust study.  The results were clear cut:

* Breast cancer survivors with the highest soy intake had 25% less chance of breast cancer recurrence and 25% less chance of dying from breast cancer than the women with the lowest soy intake.
* The effect was equally strong for women with estrogen receptor-positive and estrogen receptor negative cancers, for early stage and late stage breast cancer and for pre- and post-menopausal women.
* The study also showed that soy protein intake did not interfere with tamoxifen. The reduction in the risk of breast cancer recurrence & death was just as great whether the breast cancer survivors were taking tamoxifen or not.  In fact, tamoxifen was protective only for women with low soy intake. It conferred no extra protection for the women at the highest level of soy intake.

What does this mean for YOU …

* You no longer need to be confused regarding the benefits of soy

protein as part of a healthy diet

* In fact, if you want to reduce your risk of breast cancer, it would

be very wise to include it as a part of your regular diet intake

* AND if you have already had breast cancer and would like to reduce

your risk of a recurrence, it would a great food to support your goal



SO … make up a DELICIOUS SOY SMOOTHIE every day, and

savour every health-promoting drop of its nourishing … and

tried & proven benefits to your healthier future!