



Taking Wellness to the World™

## **ENIVA GREEN TEA COMPLEX COMPONENT OF THE VIBE NUTRACEUTICAL PRODUCT CHOSEN AS THE BASIS OF BREAST CANCER RISK REDUCTION STUDY**

### **FOR IMMEDIATE RELEASE**

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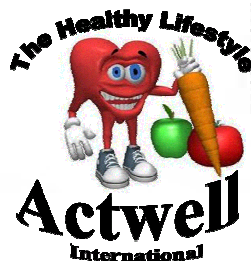
(Minneapolis, MN) The Eniva green tea complex found within the VIBE nutraceutical product has been chosen as the key component of one of the largest breast cancer risk reduction studies ever to be performed. This National Institute of Health (NIH) funded study entitled "Green Tea and Reduction of Breast Cancer Risk" is currently being undertaken by researchers at the University of Minnesota and will look to explore the relationship between green tea and green tea components, such as catechins and epigallocatechin gallate (EGCG), and the potential reduction in risk of developing breast cancer.

Breast cancer is currently the leading type of cancer in women and rates are rapidly rising. Specifically, the risk of occurrence is increasing in Asian-American women, a group historically with the lowest risk for developing breast cancer. Breast cancer is one of the leading killers in women and although much is known about lifestyle factors that influence a woman's risk of breast cancer, few are readily adaptable to cancer prevention practices or strategies. To date, no effective chemopreventive agent against breast cancer in humans has been identified.

The "Green Tea and Reduction of Breast Cancer Risk" study is a phase II, randomized, double-blind, placebo-controlled, multi-year study that will follow 800 female participants. The study objective is to develop correlations between breast cancer risk factors and the therapeutic use of derivatives from green tea through a specialized and proprietary green tea catechin complex. The study targets several factors to determine breast cancer risk, while exploring methods to reduce that risk of developing breast cancer. Specific factors the study will evaluate are mammographic density of the breast, circulating concentrations of insulin-like growth factors (IGF1 and IGFBP3) and F-2 isoprostanes, identifying the levels of biomarkers such as reproductive hormones (estrene, estradiol, androstenedione) and sex hormone binding globulin, urinary hormone biomarkers, and evaluations of genetic profiles. This will be the first study to examine the effects of specific derivatives of green tea on these multiple bio-factors.

After several scientific meetings and discussions, the green tea catechin complex to be tested was selected by study researchers due to previous data and meeting identified specific criteria. The green tea complex selected for the "Green Tea and Reduction of Breast Cancer Risk" study is of identical nature to the proprietary green tea complex used in the Eniva VIBE Nutraceutical. While the concentration used in the current study is of a much higher value, its base complex is identical. Stated Chief Medical Officer of Eniva Nutraceuticals, Dr. Benjamin Beechler, "We are excited to have played a role in further defining strategies to help address one of the leading causes of morbidity and mortality in women."

Eniva Nutraceuticals is a manufacturer and global marketer of high quality, science-based dietary supplements known as nutraceuticals. It carries a product line of over 75 wellness products, ranging from cardiovascular to general health and wellness. The corporation recently celebrated its eleventh-year anniversary at its new state-of-the-art research and development facility and world headquarters in Anoka, Minnesota.



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**+44 (0) 1277 37 27 29**