



Presents for your consideration:

SelenoExcell®

- **100% organically bound selenium**
- **Study medication for clinical trials funded by National Cancer Institute, National Institute of Health, USDA, Veterans Administration and International Cancer Alliances.**
- **Essential trace mineral**
- **Highly bioavailable**
- **Anti-oxidant and detoxification via activation of glutathione.**
- **Thyroid support.**

SELENOEXCELL RESEARCH

A 10-year double blind, placebo controlled study involving 1312 patients (8,271 patient years of data) was conducted with one group receiving 200 mcg of selenium yeast (SelenoExcell) and the other group receiving placebo. Plasma selenium concentration of the placebo group remained constant throughout the trial, whereas patients in the selenium treatment group increased serum levels by approximately 67%. The group taking organically bound selenium yeast (SelenoExcell) had the following results.

- All cause mortality decreased 17%
- Total Cancer Mortality decreased 50%
- Total Cancer Incidence decreased 37%
- Lung Cancer Incidence Decreased 46%
- Colon Cancer Incidence Decreased 58%
- Prostate Cancer Incidence Decreased 63%

A total of 974 men were randomized to either a daily supplement of 200 mcg of selenium (SelenoExcell) or a placebo. Patients were treated for a mean of 4.5 years and followed for a mean of 6.5 years. **RESULTS:** Selenium treatment was associated with a significant (63%) reduction in the secondary endpoint of prostate cancer incidence during 1983-93. There were also significant health benefits for the other secondary endpoints of total cancer mortality, and the incidence of lung and colorectal cancer.

To determine the possibility of improving the selenium status of exclusively breast-fed infants, 200 mothers received either: placebo, 100 mcg of selenite (inorganic selenium), or 100 mcg of selenium from selenium yeast daily. Selenium yeast in this dose was safe and more effective than selenite in increasing the Se concentrations of maternal serum and milk, and infant serum.

SelenoExcell®	Amounts per serving
Serving size	1 capsule.
Number of servings per container	90
Selenium (from SelenoExcell® selenium yeast)	200 mcg
Suggested Dose: Take 1 capsule per day or as directed by your health care professional.	

SELENIUM RESEARCH

In a longitudinal study of 39,268 men and women, a 10-year follow up revealed 1,096 new cases of cancer. The mean serum selenium level for male cancer cases was lower by a statistically significant level than that of male controls who were matched for age and municipality. Low serum selenium levels were associated with an increased risk of developing cancer at several sites, especially cancers of the stomach and lung among men.

From a sampling of 10,532 persons, 86 died of cancer since the baseline examination. 164 cohort members were matched for age, sex, and smoking. The mean serum selenium level of 116.7 + /-4 mcg/liter among all cancer deaths was significantly different (p=0.04) from that in the control subjects (126.4+/-31ug/le).

By use of a nested case-control design within a prospective study, i.e. The Health Professionals Follow-Up Study, the association between risk of prostate cancer and prediagnostic levels of selenium in toenails was studied. When case vs control data were analyzed, higher selenium levels were associated with a 50% reduced risk of advanced prostate cancer.

Between 1968 – 1976 serum samples from 9,101 cancer free individuals were collected and stored. During a follow up that ended in 1991, 95 cases of lung cancer were diagnosed. Serum selenium for cases were compared to 190 controls matched for sex, age, and place of residence. A relative risk of 0.41 existed between the groups with highest and lowest serum selenium levels.

SELENIUM AND THYROID REGULATION

Selenocysteine is necessary for the maximal enzyme activity and the conversion of T4 to T3 for thyroid regulation. This explains why conversion of T4 to T3 is impaired in experimental selenium deficiency and identifies an essential role for selenium in thyroid hormone action.

SELENIUM AND HEART HEALTH

An inverse correlation between plasma selenium and the severity of coronary atherosclerosis was observed in 91 hospitalized patients who were being examined for clinical evaluation of chest pain.

In a 7-year follow up study of 11,000 middle-aged people, those who had low concentrations of serum selenium (less than 45 mcg/l) at the start of the survey had an excess risk of coronary and cardiovascular death and myocardial infarction.

The association between serum selenium concentration and five-year risk of cardiovascular disease was studied in 1,220 men aged 55 to 74 years. All cause and cardiovascular deaths were associated significantly with serum selenium of less than 45 mcg/l.

Comparing 84 patients with acute myocardial infarction (cases) to 84 population controls, all selenium measurements were lower in the cases than in controls.

SELENIUM AND HIV

HIV Patients receiving oral selenium treatments show increased values of selenodependent glutathione peroxidase compared to those receiving a placebo or beta-carotene.

SELENIUM AND MALE SPERM MOTILITY

In a 3-month trail of 69 patients with reduced motility, selenium treatment significantly (P=0.002) increased plasma selenium concentrations and sperm motility (P=0.023). Selenium supplementation in subfertile men with low selenium status can improve sperm motility and the chance of successful conception.

REFERENCES

Douillet C, et al., "Effect of selenium and vitamin E supplements on tissue lipids, peroxides, and fatty acid distribution in experimental diabetes," *Lipids*, April 1998; 33(4): 393-399.

Clark LC, et al., "Effects of selenium supplementation for cancer prevention in patients with carcinoma of the skin," *The Journal of the American*

Medical Association, December 25, 1996; Vol. 276, No. 24: 1957-1963.

Clark LC, et al., "Decreased incidence of prostate cancer with selenium supplementation: results of a double-blind cancer prevention trial," *British Journal Of Urology* 1998 May;81(5):730-4.

Kumpulainen, J., et al., "Selenium status of exclusively breast-fed infants as influenced by maternal organic or inorganic selenium supplementation," *The American Journal of Clinical Nutrition*, November 1985;42: 829-835.

Knekt P, et al., "Serum selenium and subsequent risk of cancer among Finish men and women," *Journal of the National Cancer Institute*, 1990; 82: 864-868.

Kok FJ, et al., "Is serum selenium a risk factor for cancer in men only?" *American Journal of Epidemiology*, 1987; 125: 12-16.

Yoshizawa K, et al., "Study of prediagnostic selenium level in toenails and the risk of advanced prostate cancer," *JNCI*, Vol.90, No.16, August 19, 1998; 1219-1224.

Knekt P, et al., "Is low selenium status a risk factor for lung cancer?" *American Journal of Epidemiology*, November 15, 1998; 148(10): 975-982.

Berry M, et al., "Type 1 iodothyronine deiodinase is a selenocysteine-containing enzyme," *Nature*, January 1991;349: 438-440.

Moore JA, et al., "Selenium concentrations in plasma of patients with arteriographically defined coronary atherosclerosis," *Clinical Chemistry*, 1984; Vol. 30, No. 7: 1171-1173.

Solonen JT, et al., "Association between cardiovascular death and myocardial infarction and serum selenium in a matched-pair longitudinal study," *The Lancet*, July 24, 1982: 175-179.

Virtamo J, et al., "Serum selenium and the risk of coronary heart disease and stroke," *American Journal of Epidemiology*, Vol. 122, No. 2: 276-282.

Kok FJ; et al., "Decreased selenium levels in acute myocardial infarction", *The Journal of the American Medical Association*, February 24, 1989; Vol. 261, No. 8: 1161-1164.

Delmas-Beauvieux. M; etal. "The enzymatic antioxidant system in blood and glutathione status in human immunodeficiency virus (HIV) - infected patients: effects of supplementation with selenium or beta-carotene." *The American Journal of Clinical Nutrition*, 1996; 64: 101-107.

MacPherson, SR; et al. "The effect of oral selenium supplementation on human sperm motility," *British Journal of Urology*, July 1998; 82(1): 76-80.

For more information please visit www.SelenoExcell.com

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

**For Quality and Value without
Compromise**



Is the logical choice!