

# HORMONE DETOX: DIM MATRIX

Indole-3-Carbinol and DIM  
Supports Estrogen Metabolism\*

Hormone Detox: DIM Matrix is a potent blend of naturally occurring compounds that support healthy estrogen metabolism and promote healthy hormonal balance.\* The new and upgraded Hormone Detox: DIM Matrix formula contains indole-3-carbinol (I-3-C) and diindolylmethane (DIM), both abundantly found in cruciferous vegetables. What makes the Hormone Detox: DIM Matrix formula new and unique is that it now utilizes the clinically proven absorption of microencapsulated BioResponse DIM® Complex.\*

## How Hormone Detox: DIM Matrix Works

The BioResponse DIM® Complex in Hormone Detox: DIM Matrix is the only bioavailable, microencapsulated DIM formula for extended release and increased absorption. In its crystalline form, DIM is poorly absorbed. With the patented BioResponse DIM® Complex, there is a statistically significant advantage of gastrointestinal absorption with microencapsulated DIM over the more commonly found crystalline DIM, as shown in these graphical representations of results from clinical trials.\*<sup>1,2,3,4</sup>



**Form:** 60 Capsules

**Serving Size:** 1 Capsule

| Ingredients                                                                                                                     | Amount | %DV |
|---------------------------------------------------------------------------------------------------------------------------------|--------|-----|
| Indole-3-Carbinol                                                                                                               | 150 mg | *   |
| BioResponse DIM® Complex<br>[starch, diindolylmethane (DIM),<br>vitamin E (as tocophersolan),<br>phosphatidyl choline, silica.] | 50 mg  | *   |

### Other Ingredients:

Hypromellose, microcrystalline cellulose, tricalcium phosphate, vegetable magnesium stearate, silica.

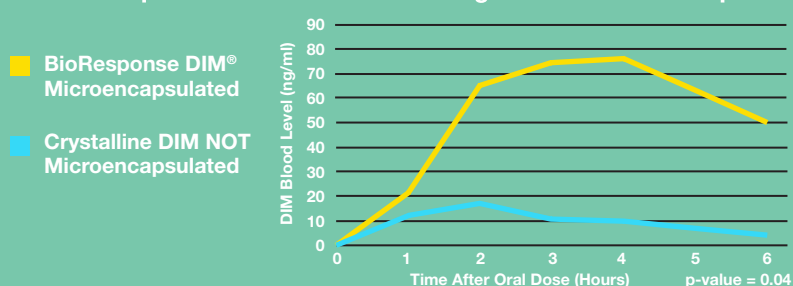
BioResponse DIM® is a proprietary, enhanced bioavailability complex containing diindolylmethane licensed from BioResponse, L.L.C., Boulder, Colorado.

### Directions:

Take one capsule up to three times daily as a dietary supplement, or as directed by your healthcare practitioner.

**Caution:** If you are pregnant, nursing, or taking medication, consult your healthcare practitioner before use. Keep out of reach of children.

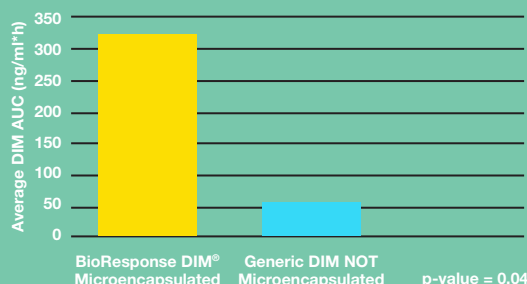
### Microencapsulation is Essential for Significant DIM Absorption



### Comparison of DIM Absorption in Human Volunteers

Area Under Absorption Curve (AUC)

BioResponse DIM®—  
Microencapsulated  
vs.  
Generic DIM—Not  
Microencapsulated



\* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Clinical research has shown that both I-3-C and DIM act on enzymes in the body that mediate estrogen production for both women and men.<sup>5,6</sup> I-3-C comes from the breakdown of a compound found in cruciferous vegetables called glucobrassicin—a type of glucosinolate. When ingested, the body breaks down I-3-C to DIM, both of which influence estrogen metabolism by acting on certain enzymes. In particular, I-3-C and DIM work by inhibiting the actions of histone deacetylase enzymes and inducing cytochrome P450 enzymes.<sup>5,6</sup>

Both of these enzyme families are crucial for proper estrogen balance in the body. Specifically, I-3-C has been shown to induce an enzyme called CYP1A1, which aids in the metabolism of xenobiotics that can disrupt estrogen balance in the body.<sup>7</sup> Absorbable BioResponse DIM<sup>®</sup> Complex works to activate histone deacetylase inhibitors, which research suggests modifies estrogen receptor binding to promote healthy estrogen metabolism and hormonal balance.<sup>7,8,9,10</sup>

Given this, both I-3-C and DIM appear to have significant effects on supporting healthy estrogen metabolism and promoting healthy hormonal balance.<sup>♦</sup> Clinical research also shows the proven bioavailability of BioResponse DIM<sup>®</sup> Complex to optimize the ratio of estrogen metabolites to support breast, uterine, cervical, and prostate health.<sup>♦1,2,3,4</sup>

## Hormone Detox: DIM Matrix Supplementation

The ingredients in Hormone Detox: DIM Matrix are dosed in a manner that is congruous with what research suggests to be effective and safe, particularly for supporting healthy estrogen metabolism and promoting healthy hormonal balance.<sup>♦</sup>

Clinical evidence and research cited herein shows that the ingredients in Hormone Detox: DIM Matrix may:

- Support healthy estrogen metabolism<sup>♦</sup>
- Promote healthy hormonal balance<sup>♦</sup>
- Promote balanced mood and well-being<sup>♦</sup>

### References:

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5. Michnovicz, J. J., Adlercreutz, H., & Bradlow, H. L. (1997). Changes in levels of urinary estrogen metabolites after oral indole-3-carbinol treatment in humans. *Journal of the National Cancer Institute*, 89(10), 718-723.
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