



I-3-C Plus

Indole-3-Carbinol and DIM
Supports Estrogen Metabolism*

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

How I-3-C Plus Works

The BioResponse DIM® Complex in the new I-3-C Plus is the only bioavailable, microencapsulated DIM formula for extended release and increased absorption. In its crystalline form, DIM is poorly absorbed. With 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.*^{1,2,3,4}



Form: 60 Capsules

Serving Size: 1 Capsule

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

Other Ingredients:

Hydroxypropyl methylcellulose, microcrystalline cellulose, vegetable magnesium stearate, silicon dioxide.

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.



GLUTEN-FREE



DAIRY-FREE



VEGETARIAN

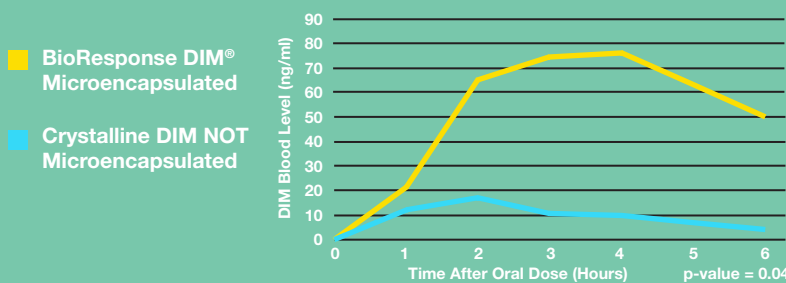


NON-GMO



PRODUCED IN A
cGMP FACILITY

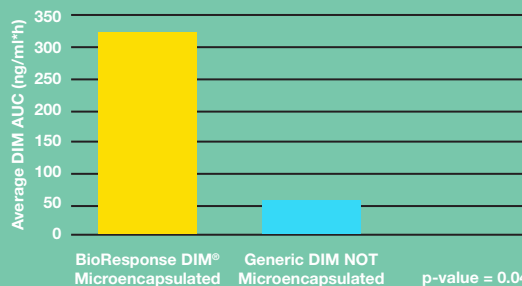
Microencapsulation is Essential for Significant DIM Absorption



Comparison of DIM Absorption in Human Volunteers

Area Under Absorption Curve (AUC)

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



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.*^{5,6} 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,

* 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.



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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.^{5,6}

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.⁷ Absorbable BioResponse DIM[®] Complex works to activate histone deacetylase inhibitors, which research suggests modifies estrogen receptor binding to promote healthy estrogen metabolism and hormonal balance.^{7,8,9,10}

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

I-3-C Plus Supplementation

The ingredients in I-3-C Plus 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.[♦]

Clinical evidence and research cited herein shows that the ingredients in I-3-C Plus may:

- Support healthy estrogen metabolism[♦]
- Promote healthy hormonal balance[♦]
- Promote balanced mood and well-being[♦]

References:

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