

# EQUELLE®

## Introducing EQUELLE®: A New Non-Hormonal Supplement for Menopause Symptom Relief<sup>†</sup>

WEST HILLS, Calif. (April 11, 2019) – EQUELLE, a new non-prescription, non-hormonal<sup>i</sup> supplement clinically shown to alleviate the frequency of hot flashes and muscle aches associated with menopause<sup>†</sup>, has launched today.

Approximately 6,000 women in the U.S. reach menopause each day<sup>ii</sup> and about 85 percent of women experience some kind of bothersome symptoms.<sup>iii</sup> Hot flashes are the most common menopause symptom and are the second most common in perimenopause. Seventy-five percent of women in the U.S. experience hot flashes.<sup>iv</sup>

The active ingredient in EQUELLE is S-equol, which is naturally derived from a plant compound, and shares a similar structure to estrogen and binds to select estrogen receptors in the body. With this bond, S-equol helps alleviate hot flashes and muscle aches associated with menopause.<sup>†</sup>

“Thousands of women suffer from menopause symptoms like hot flashes, night sweats, sleep issues, mood changes, vaginal dryness, muscle aches and so much more,” said Tara Allmen, MD, Board Certified Gynecologist and Author of *Menopause Confidential*. “The exciting news is that there is now a new non-hormonal alternative for women that improves both the frequency of hot flashes and muscle aches associated with menopause.”

Menopause, a natural process that a woman’s body experiences, can take up to seven years. It starts with perimenopause as estrogen production begins to decline and periods become irregular. Once a woman has gone a whole year without a menstrual cycle, she has officially hit menopause.

“We are pleased to launch EQUELLE here in the U.S., after a proven track record in Japan, to address the *real* needs of women,” stated Dr. Susan Hazels Mitmesser, Vice President of Science and Technology. “We are committed to providing women with nutritional solutions backed by scientific research to help them feel their best during this time of transition.”

Two tablets of EQUELLE should be taken twice daily with a glass of water. In clinical trials, women saw results in as few as four weeks, with optimal results in 8 to 12 weeks. EQUELLE has clinical data to support its efficacy and safety. In clinical studies, there were no major adverse events reported.<sup>v,vi</sup> The active ingredient S-equol is affirmed safe in both food and drug supplements.

EQUELLE is manufactured by Pharmavite LLC, the makers of Nature Made vitamins. EQUELLE may be ordered online at [www.EQUELLE.com](http://www.EQUELLE.com), and is \$39.95 for a one-month supply.

## **About EQUELLE**

EQUELLE is a non-hormonal, non-prescription dietary supplement clinically shown to alleviate symptoms associated with menopause.<sup>†</sup> S-equol, the active ingredient in EQUELLE, is naturally derived and has been clinically shown to help reduce the frequency of hot flashes, as well as improve neck and shoulder muscle stiffness associated with menopause.<sup>vii</sup> Learn more at [www.EQUELLE.com](http://www.EQUELLE.com).

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†This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.

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<sup>i</sup> Free from human or animal hormones. Contains trace amounts of isoflavones, a type of naturally occurring plant hormone

<sup>ii</sup> The North American Menopause Society. Overview of Menopause. Available at: [http://www.menopause.org/docs/2012/cg\\_a.pdf/sfvrsn=2](http://www.menopause.org/docs/2012/cg_a.pdf/sfvrsn=2). Accessed March 27, 2019.

<sup>iii</sup> Woods NF and Mitchell ES. Symptoms during the perimenopause: prevalence, severity, trajectory, and significance in women's lives. *Am J Med.* 2005; 118 Suppl B:14-24.

<sup>iv</sup> US Office of Women's Health. Menopause symptoms and relief. Available at: <https://www.womenshealth.gov/menopause/menopause-symptoms-and-relief#13>. Accessed March 27, 2019.

<sup>v</sup> Aso T, Uchiyama S, Matsumura Y et al. A natural S-equol supplement alleviates hot flushes and other menopausal symptoms in equol non-producing postmenopausal Japanese women. *J Women's Health* 2012; 21(1):92-100

<sup>vi</sup> Oyama A, Ueno T, Uchiyama S et al. The effects of natural S-equol supplementation on skin aging in postmenopausal women: a pilot randomized placebo-control trial. *Menopause* 2012;19(2):202-210.

<sup>vii</sup> Aso T, Uchiyama S, Matsumura Y et al. A natural S-equol supplement alleviates hot flushes and other menopausal symptoms in equol non-producing postmenopausal Japanese women. *J Women's Health* 2012; 21(1):92-100