

ABOUT FLAX HULL LIGNANS

1. What are flax lignans?

Lignans are phytonutrients widely distributed in the plant kingdom. They can be found in most unrefined grains, legumes, vegetables, and fruits. Whole flax seed (with the shell) has been recognized as the richest source of dietary plant lignans and contains from 75 to 800 times more than any other plant source. They are well known in studies to boost immunity. "Flax seed lignans have anti-tumor, anti-mittic, antioxidant and weak estrogenic activity, are potentially the richest source of phytoestrogens in the human diet and may be linked to a low incidence of breast and colon cancer. Their significant ability to prevent cancer is recognized by the National Cancer Institute. In addition to having anti-cancer properties lignans also have anti-viral, anti-bacterial and anti-fungus properties".

2. Why can't I just get lignans by grinding flax seed?

Two reasons: First, whole ground flax seed has a short shelf life. Once ground you have to refrigerate it to keep it from turning rancid. Our concentrated flax lignans are extracted using a cold mechanical process. The oils are not activated, so the shelf life is 18 months. The second reason is that you'd have to eat 70 teaspoons of flax seed to get the benefits of 2 capsules of concentrated lignans. Whole ground flax seed gives you some lignans benefit, but not like the concentrated Flax Hull Lignans. These concentrated lignans give you true measurable immunity boosting power. ** In one study, 100 people who had HIV/AIDs consumed 2 capsules of lignans a day for 90 days. By the 4th week of taking them, the typical response was that their immune CD-4 count skyrocketed and their viral loads dropped significantly. Some (35%) viral loads dropped to non-detectable.

3. What about the flaxseed oil that contains lignans?

Flax seed oil contains practically no lignans. Flax oil also is missing many of the nutrients needed to digest them. While flax oil is good for obtaining fatty acids, it is not considered a good source for lignans.

4. Does the baking process destroy the lignans?

No. Although heat at high enough levels will destroy all living enzymes, the immunity boosting and cancer fighting properties of flax hull lignans are not.

5. Are flax lignans safe?

Flax is a natural plant source of vital nutrition and is considered safe for healthy people of all age groups. Because flax contains phytoestrogens (plant estrogens), people with hormone related health concerns (i.e. pregnant or lactating women) should consult their doctor before consuming any flax product.

* (Obermeyer W, et al (US Food and Drug Administration, center for food safety and applied nutrition, Div. Contaminants Chem., Natural Products Branch), Meeting of the Federation of American Societies for experimental biology on experimental biology March / April, 1993, Faseb J (Fed Am Soc Exp Biol), A863, 1993)

** AIDS Research Assistance Institute anecdotal studies on flax lignans. www.aidshivawareness.org

6. What claims can be made?

The FDA does not allow non-drug food supplements to make claims of curing or treating any specific illness. Therefore, we only mention how well it boosts immunity, balances hormones and acts as an anti-oxidant. However, many other sources (doctors, scientists, the Mayo Clinic, the National Cancer Institute) have made claims and recommendations that range from lignans being a good part of a healthy diet, to saying that they kill cancer and HIV cells. See research at our website to read the articles for yourself. www.deccanhealth.com ; www.lignoflax.com

7. What about the Omega3's? Are there any in flax hull lignans?

The lignans are 8% oil and fat, and 55% of that oil and fat is ALA (alpha-linolenic acid) (the most important of the omega 3's because it can be converted by the body into the other omegas). If a person were to consume 2 capsules daily of flax hull lignans, they would be consuming approximately 50mg ALA. 50mg / 110mg is the daily recommended amount of ALA for women, 160mg is for men – Recommended by Institute of Medicine (National Academy of Sciences, USA).

8. What is SDC? How much of it is in the flax hull lignans?

Secoisolariciresinol Diglycoside (SDG) is the predominant lignin in flax hulls. Our lignans have 22mg SDC per capsule. While this is the highest concentration we know available, we'd like to point out that scientists at the University of North Dakota are telling us that they believe it is the working together of all 27 lignans in the flax seed that provide the most immune boosting results. Our lignans have high pure lignin content – no other lignin company that we know of can boast this! We have a broad spectrum of lignans – all 27 lignans present in the flax seed are in our flax lignans (other companies only extract the SDG).