

A Thousand Fires™

A THOUSAND FIRES

HORMONES: OUR INTERNAL COMMUNICATION NETWORK

As women, many of us have heard just once too often that now-cliche phrase, "You're just hormonal." Delivered, as it most often is, in that officious, condescending tone, it is used to explain away everything from grief and frustration, to anxiety, fatigue, and even decreased sex drive. While it may be annoying, the phrase actually has a lot of truth in it, although that truth applies just as much to men as it does to women.

The fact is, all of us, men and women alike, are hormonal all the time. That's because hormones help regulate nearly every bodily process we experience on a daily basis. Hormones are the body's chemical internal communication network, telling different body cells what to do by attaching themselves to specific receptor sites set up to receive them.

If you have ever looked at the back of the CPU unit of your computer or the back and sides of your laptop, you have some notion of how hormones relate to their specific receptor sites. Your computer has many "ports" or plug-in sites, but each is different, and each can only accept the specific device or cord that is supposed to go in that slot. For example, you can't plug the phone

cord into the USB port or vice versa.

So it is with hormones. Our hormones regulate growth, metabolism of nutrients, energy levels, and of course, sexuality, from gender traits to libido. It's the hormones regulating sexuality, primarily estrogen, testosterone, and progesterone, that we often hear the most about. The mix and balance of those three - in both men and women - is not only critical to our health and well-being, it is a mix and balance that changes significantly with our age. From the acne and voice-changing hormonal effects of puberty, to the hot flashes and osteoporosis of menopause, the impact of the balance of sex hormones on our bodies is remarkable.

THE TESTOSTERONE CONNECTION

Let's take a closer look at testosterone, commonly considered to be the "male hormone," but, in fact, a necessary hormone for both men and women. Needed by both men and women in differing amounts, testosterone serves a number of crucial body functions, including increasing energy levels and building muscle while burning fat. It also stirs sexual desire and increases sexual satisfaction.

AFTER PUBERTY, 30 IS THE NEXT BIG MILESTONE

Unfortunately, once we hit our thirties, the amount of testosterone avail-

able in our blood begins to diminish. Clinical studies have indicated that this drop in available testosterone is in big part due to the increased binding of testosterone to albumin, a type of protein found in the blood and muscles. The drop in availability of free-circulating testosterone also happens in connection with another substance naturally occurring in our bodies, sex-hormone-binding-globulin, or SVG.

This drop in available testosterone affects both men and women negatively. It can lead to loss of motivation and a drop in energy levels, as well as a decreased sex drive, accompanied by loss of pleasure and fulfillment from sexual activity.

The thirties also see a decrease in the adrenal hormones which play a significant role in helping us cope with stress and deal with the day-to-day anxieties and pressures of work, family, and finances. Without a proper balance and functioning of the adrenal hormones, we become much more susceptible to high blood pressure, depressed immune function, chronic fatigue, and digestive problems.

SPARK YOUR ENERGY & REKINDLE YOUR SEX DRIVE

Re-establishing and maintaining a healthy balance of hormones can really go a long way in counteracting some of the negative health

implications of decreased hormone levels and bioavailability of existing hormones. A Thousand Fires from Scalar Core can help. A Thousand Fires contains a blend of high-quality natural ingredients that can stimulate sex drive, increase sexual pleasure and fulfillment, boost energy, and stimulate a greater feeling of well-being. Let's take a look at the key components of this supplement:

❑ **Siberian Ginseng** - If you haven't heard or read something somewhere about the health benefits reported from the regular use of ginseng, you are among a small minority. Ginseng has been used for a number of ailments for thousands of years by people around the world. Ginseng is one of a group of herbs known as adaptogens. Adaptogens naturally help rebuild adrenal function and restore hormonal balance. Ginseng helps regulate basal metabolism, raising it when it is too low. It can increase physical stamina and sexual prowess as well as bolstering immune function.

❑ **Wild Yam** - A vining plant that grows well throughout Central and North America, the tuberous root of the wild yam has been traditionally used to relieve intestinal disturbances and, in some cases, eczema and arthritis. There are many supporters of this herb as a nutrient essential to proper glandular function and to the nourishment of the female reproductive system. Wild Yam, also known as dioscorea, contains glycoside saponins and diosgenin, which is a steroid-like substance used in hormone production, particularly progesterone.

In fact, the diosgenin was once the sole source of chemicals used as the raw materials for contraceptive manufacture.

❑ **Damiana** - Used by ancient cultures of Mexico and Central America as a sexual stimulant and remedy for respiratory problems, extracts from Damiana leaves are still used today as a libido and energy booster. The plant's Latin name, *Turnera aphrodisiaca*, is descriptive of its use for generations as a sexual enhancer.

❑ **Yohimbe** - The active ingredient in Yohimbe Bark - yohimbine - is responsible for the long-time use of this plant by people around the world, particularly in western Africa and South America, to increase sexual desire. Scientists have found that yohimbine stimulates blood flow to the extremities, including the genitals. It also blocks the effect of certain hormones that constrict blood flow, hormones that increase as we age. It can improve libido and increase stamina.

❑ **Licorice** - One of the most widely consumed herbs in the world, licorice is used for everything from flavoring to herbal remedies. One of the key elements in licorice, glycyrrhizin, stimulates secretion of the hormone aldosterone. Glycyrrhizin also helps stop the breakdown of cortisol, one of the body's key stress-managing hormones. Licorice root extracts also have a mild estrogenic effect and have been used to help alleviate some of the negative effects of menstruation, like cramps.

❑ **Sarsaparilla** - Once a popular flavoring in sodas, sarsaparilla root has been used for years to promote energy and endurance. It is a good blood purifier and a tonic for the urinary tract. Teas and other drinks made from sarsaparilla abound, and the herbal applications range from

helping with skin problems like ringworm to soothing fevers and asthma. Sarsaparilla also stimulates the production of reproductive hormones like testosterone and progesterone, found in both men and women.

❑ **Wild Oat** - Although we have "tamed" the wild oat through cultivation, the hot cereal we eat for breakfast shares many health benefits with its "wild" cousins. In fact, the old phrase, "sowing your wild oats" may offer some hint to the positive sexual impact of the plant. A key extract, *avena sativa*, actually frees up bound testosterone in both men and women, increasing its availability for the body's use. Some studies have shown positive results in improved sex drive when wild oat is used in conjunction with saw palmetto.

❑ **Nettle** - While you have encountered the sting of nettles while walking through a field, nettles have long been used as a popular herbal remedy, with special properties that nourish and cleanse the kidneys and urinary tract. The plant's root also contains constituents that affect hormones and the proteins that carry sex hormones in the body.

❑ **Kola Nut** - Kola nut is the seed kernel of a large African tree grown commercially around the world. It is used traditionally to increase physical energy, counter nervous debility, and improve mood. Kola nut is an ingredient in the original Coca Cola formula. Its active components include caffeine, theobromine, phenols, and anthocyanins.

❑ **Ginger** - Used around the world for centuries as a food, flavoring, and herbal remedy for a variety of ailments, ginger is as well-known as grandma's apple pie. It has been widely used as a general tonic and cleanser for many of the body's systems and is soothing to the digestive

tract. Key active ingredients, gingerols and shogaols, have soothing and anti-inflammatory properties. It also helps improve muscle tone, and appears to help improve circulation to the extremities.

❑ **Puncture Weed** - One of the key components of puncture weed, also known as puncture vine, is tribulus. Because it stimulates production of hormones secreted by the pituitary gland, especially luteinizing hormone which plays a role in regulating testosterone levels in the blood, puncture weed is used to enhance libido.

CAUTIONS

These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease, but rather is a dietary supplement intended solely for nutritional support. Consult with your doctor before use, especially if you are currently taking prescription medications for blood pressure control or blood thinners.

SOURCES

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