

Important Information:

WHI HORMONE FINDINGS REVERSED

February 13, 2006. As recently reported in the *Journal of Women's Health*, **new research on hormone therapy (HT) has found that hormones used to treat menopausal symptoms may actually lower a woman's risk for heart disease by as much as 30 percent.**

The new research, which looked at women of menopausal age (around age 50), contradicts widely publicized warnings issued in 2002. Those warnings were based on the government-funded Women's Health Initiative (WHI) study, which found that hormones increase a woman's risk of heart disease and stroke.

The WHI study, now being criticized for using data from women in their 60's, left younger, newly menopausal women scared, confused and afraid to treat their symptoms. **The new study suggests that timing of HT is the key and menopausal women and their healthcare providers should reconsider hormone therapy** — not only as a valid treatment for menopausal symptoms like hot flashes, but for protection from osteoporosis and possibly for protection from cardiac disease.

"The study is saying that if you start hormones at menopause, there is a protective effect," said Dr. Michelle Warren, a women's health expert. "Younger women who are symptomatic shouldn't worry about taking hormones."

Madison Pharmacy Associates is the only pharmacy to offer FREE saliva hormone testing for all hormone therapy patients

What's My Level? is Women Health America's (WHA) program of free follow-up hormone and rate of bone loss testing for any patient who fills hormone therapy prescriptions through their pharmacy, Madison Pharmacy Associates.

After filling the prescription for three months, WHA automatically sends the patient a home saliva collection kit for hormone testing. At six months, the patient automatically receives a home urine collection kit for NTx rate of bone loss analysis. Results from all tests are faxed to the healthcare provider with prescription suggestions if needed.

Together, these two important measurements help in evaluating the patient's current HT regimen and refining the prescribed course of action for achieving optimum hormonal balance, symptom relief, and osteoporosis prevention at the lowest effective dose.

It's that simple — and it's FREE.

**Call 800.558.7046 or
fax 888.898.7412**



Women's Health America, Inc.

Madison Pharmacy Associates, LLC • Restore, LLC • Madison BioDiagnostics, LLC • Cyclin Pharmaceuticals, Inc.
1289 Deming Way • PO Box 259690 • Madison, WI 53725-9690 • Phone: 800-558-7046 • Fax: 888-898-7412 • www.womenshealth.com

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Marla Ahlgrimm, R. Ph., author of *The HRT Solution*, and founder and CEO of Women's Health America, Inc. (WHA) in Madison, WI, says this new study is reason to celebrate. "Hormone therapy continues to be one of the most misunderstood treatments," says Ahlgrimm. **"What's key to remember is that each woman is different – there is no one-size-fits-all solution.** It's encouraging to see new support for individualized hormone therapy."

While the pendulum has swung both in and out of favor of hormone therapy, WHA, a nationally recognized pioneer in bioidentical hormone therapies, has offered women and healthcare providers a complete program for optimal hormonal health for more than 20 years. The company focuses on a balanced, four-fold philosophy:

- Educating women to make informed choices
- Encouraging good health and hormone balance through self-care (lifestyle, exercise, diet and nutritional supplementation).
- Hormone testing to determine each individual's unique health needs.
- Individualized, low-dose, bioidentical prescription care when self-care is not enough.

Consistent with their philosophy and unique among pharmacies, WHA's pharmacy offers a one-of-a-kind free follow-up hormone and rate of bone loss testing program – *What's My Level?* – for anyone who is using hormone therapy.

For links to the **complete NY Times** and **CBS News stories** please visit www.womenshealth.com.

For additional information or to enroll patients in the ***What's My Level?*** free follow-up testing program, call Women's Health America, Madison Pharmacy Associates at **800.558.7046**.



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