



# 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.\*<sup>1,2,3,4</sup>



Form: 60 Capsules

Serving Size: 1 Capsule

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

### Other Ingredients:

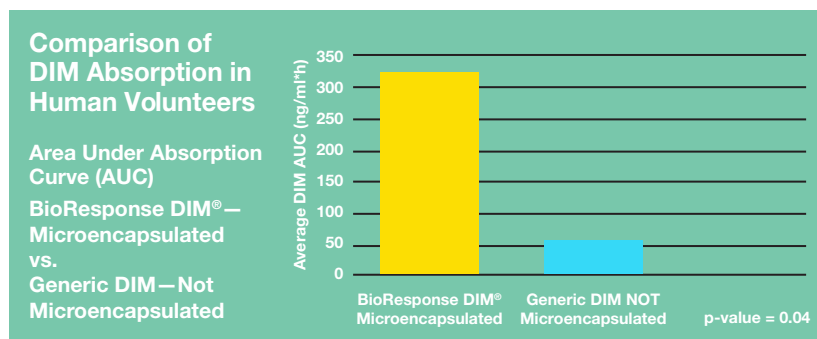
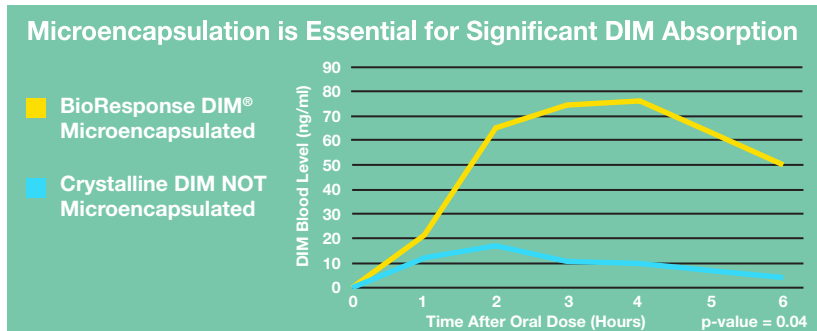
Hypromellose, microcrystalline cellulose, tricalcium phosphate, vegetable magnesium stearate, silica.

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.*



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.\*<sup>5,6</sup> 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,



GLUTEN-FREE



DAIRY-FREE



VEGETARIAN



NON-GMO



PRODUCED IN A  
cGMP FACILITY

\* 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.

## References

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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.<sup>5,6</sup>

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.<sup>7</sup> 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.<sup>7,8,9,10</sup>

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.♦<sup>1,2,3,4</sup>

## 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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