



George & Partners

A healthy regard for lycopene research Summer 2011

Hello Everyone,

A warm summer welcome to all of you, our new subscribers, as well as those who have been with us for a while.

In this latest edition of **EXTRA!** I discuss the results of the three recent trials related to lycopene and prostate health, introduce you to our new website and explain the unfortunate need to finally raise the price of our lycopene supplement, Lycoplus EXTRA. Plus, there's our regular readers' questions feature, "Ask George".

As ever, if you have any comments, questions or suggestions about **EXTRA!** we would love to hear from you. I can be contacted on Freephone **08000 234 235** or via enquiries@lycoplus.co.uk

T. George Truscott
**Professor of Medicinal Chemistry and
Managing Director of George & Partners Ltd**

PROSTATE NEWS

Researchers across the world have suggested over many years that lycopene is beneficial both for those at risk of contracting prostate cancer as well as for those who are already diagnosed with the disease. Below we summarise the status of the science relating to both conditions.

Disease prevention

The landmark large scale study by Professor Giovannucci showed a significant reduction in the incidence of prostate cancer for those men on high (tomato) lycopene diets. Whilst these results have not been universally repeated, Salem and co-workers earlier this year (2011, published in *Nutrition and Cancer*) show marked benefits for lycopene against prostate cancer in a study of over 500 men.

The development of prostate cancer, indeed all cancers, can be an extremely slow and complex process and different scientists use different methods to assess prostate cancer so it is not surprising that some researchers get more positive results than others. Furthermore, disease is influenced by numerous factors (we may well not yet know all these factors) such as ethnicity, lifestyle, length of the trial, etc. So, with different research groups using different groups of people for their trials, again it is not surprising that sometimes different results arise.

So what does it mean to you and me? One conclusion of all research groups is that there are no drawbacks from consuming tomato lycopene – not least because we do not take up lycopene at all easily (especially from raw tomatoes) so the amount which is in our body from a tomato-rich diet is quite small and totally harmless. Ultimately it is up to every individual to decide between waiting for the scientific evidence to become unequivocal or to increase your lycopene intake based on the balance of probabilities that the research conducted to date has merit.

Established Prostate Cancer

All the trials we have seen based on subjects with established prostate cancer seem to indicate a positive effective of lycopene. Indeed, a year long trial at Kings College Hospital (London) using our Lycoplus and based on PSA measurements showed that two-thirds of those on the trial benefited (all of whom had established prostate cancer and with an average age of 73). However, the studies are all too small for the results to be considered scientifically conclusive.

The relatively recent results of Professor Phyllis Bowen (USA) and co-workers tend to confirm earlier clinical/cancer cell trials of the benefits of lycopene in the fight against prostate disease. These workers showed that clinically relevant concentrations of lycopene significantly reduced cancer cell survival. Whilst it is good to see further supporting evidence, larger human trials desperately needed and we continue to lobby within the industry to this effect.

Enlarged Prostate (also known as "benign prostate hyperplasia" or BPH)

There have long been suggestions that lycopene has a beneficial role for patients diagnosed with BPH who are at risk of developing prostate cancer but there has been a lack of clinical information. Now, in a pilot study, medical scientists from Germany give results on elderly men diagnosed with BPH »

but free of prostate cancer. The title of their paper is: **“Lycopene Inhibits Disease Progression in Patients with Benign Prostate Hyperplasia”**. 40 patients received either 15mg/day of lycopene or a placebo for 6 months. The effects of the intervention on prostate proliferation and symptoms of the disease were assessed. The lycopene supplementation decreased PSA levels in men whereas there was no change in the placebo group and the plasma lycopene concentration increased in the group taking lycopene. Furthermore, whilst progression of prostate enlargement occurred in the placebo group as assessed by trans-rectal ultrasonography and digital rectal examination, the prostate did not enlarge in the lycopene group.

NEW WEBSITE

I am thrilled to announce the launch of our new website which you can find at www.lycoplus.co.uk. Not only does it look much more professional than our previous incarnation, it's much more useful too. You can read in detail about the role of lycopene science in human health, find references to the latest and most significant research, even learn more about me and my professorial colleagues. You can also order Lycoplus EXTRA online, download previous editions of this newsletter and enter our new monthly prize draw. If you have any comments about the new site and how it could be improved further, please do not hesitate to let us know – all our address information is available in the “Contact us” section of the new site.

FIRST EVER PRICE RISE

Over the last two years, despite raw material inflation and rises in fuel costs, delivery charges and VAT, we have managed to insulate our customers from the effects of these changes. However, we have now reached the point where this is no longer sustainable. Therefore, effective from 1st August 2011, our 60 capsule (2 months' supply) price will rise by £1.90 to £29.90 including VAT, postage and packing. For those customers who would prefer to spread the cost month by month, we are introducing a new 30 capsule pack priced at £16.95.



We are also continuing to offer a discount to customers who buy in volume as shown in the following table:

| Capsules | Months' Supply | Previously | Now | Price per 30 Capsules |
|----------|----------------|-------------|--------|-----------------------|
| 30 | 1 | New product | £16.95 | £16.95 |
| 60 | 2 | £28.00 | £29.90 | £14.95 |
| 120 | 4 | £52.00 | £55.80 | £13.95 |

Ask George...

Professor Truscott dips into his correspondence and answers some recent customer questions.

Mrs G from Leeds: “Is there any evidence to suggest that lycopene protects against breast cancer?”

Yes, but the results are not 100% consistent. Some small trials about 10 years ago suggested benefits for lycopene against breast cancer in women past the menopause. In two more recent studies, one does not identify a connection whilst the other does.

In 2005, Dr Sesso and co-workers from Brigham and Women's hospital in Boston reported a study of 40,000 women and concluded 'higher dietary or plasma lycopene levels were not associated with a reduced risk of breast cancer in middle-aged and older women'. Then, in 2009, Professor Tamimi and co-workers from the **same hospital**, plus others from Harvard Medical School found that for some groups of women an increased intake of lycopene led to with a 50% reduction in breast cancer risk.

Mr L from Stafford: “I have had my prostate removed so is there any benefit from lycopene? What's the point of a PSA test afterwards?”

There are several points to consider in these circumstances. Some people may not have had all their prostates removed, for example in a TUR procedure. Secondly, there may still be prostate cancer cells making PSA in other parts of your body. Thirdly, some research suggests that lycopene is beneficial for several other chronic diseases – indeed, many women (including my wife) take a lycopene supplement and of course they do not have a prostate! On balance, I feel it is still worthwhile to maintain a good intake of tomato lycopene, even after prostate removal.

Freephone 08000 234 235
www.lycoplus.co.uk