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**PRESS RELEASE**

**For Immediate Release**

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**NaturaNectar™ Launches EaseFemin™ Menopausal Support, the First Product to Offer a New Source of Isoflavones and the Newest Natural Alternative to Hormone Replacement Therapy.**

**Weston, FL, USA** — NaturaNectar™, the first supplement developer to cultivate the power of Brazilian Red Propolis in North America through its IsoFactor™ natural extract, has announced the launch of its first supplement designed for women experiencing menopausal symptoms.

EaseFemin™ Menopausal Support's key ingredient is IsoFactor™ - a pure extract of flavonoids from Brazilian Red propolis – obtained from a patent protected extraction process that is unique to NaturaNectar™'s products. IsoFactor™ is a powerful antioxidant against free radicals and is also the newest source for isoflavones – natural compounds that have an estrogenic effect.

“When we researched the potential of IsoFactor™ and the lack of menopausal supplements offering anything new, it was clear that our new source of isoflavones from the Brazilian Red Propolis would provide a great alternative for women concerned about the long term effects of traditional therapies such as HRT,” says Jose Luiz “J.L.” Paes-Leme, NaturaNectar™ CEO.

“There are only two or three major brands available today and everything else in the market is just a derivative of one of these leading brands. EaseFemin™ is the first high quality innovative supplement for menopause to be launched in many years,” added Paes-Leme.

Until now, supplements for menopause have relied only on the traditional sources of isoflavones such as soy, red clover and kudzu root. Some products used Black Cohosh as an alternative ingredient. This is the first time IsoFactor™ is being offered by a menopause supplement.

“We are very excited with EaseFemin™. It is innovative and brings a new natural alternative for the 40 million plus women living this complex phase of life in the USA alone.” says Paes-Leme.

EaseFemin™’s formula also includes a proprietary calming herbal blend and high potency Vitamin D and calcium for bone support. It is 100% natural and free of estrogen. The formula was developed to contain no fillers, artificial colors, flavors or preservatives. EaseFemin™ is available primarily online through its website at [www.easefemin.com](http://www.easefemin.com). The product price is \$36.99. NaturaNectar™ is offering an introductory \$4.00 discount per box and free shipping when customers purchase two or more boxes. Each box comes with two 15-capsule blister cards (30 day supply) which can easily be stored in a woman’s purse.

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