

SOY FOR MEN'S HEALTH



News Flash! Soy is for You too!

If you think "soy" and immediately picture your wife racing to turn down the thermostat, think again! Soy has many health benefits for men as well, especially for those of the baby-boomer generation.

Heart Health

Soy protein directly lowers blood cholesterol levels, a major risk factor for coronary heart disease (CHD).

Prostate Cancer Prevention

Epidemiologic evidence suggests that men who eat soyfoods daily are less likely to develop prostate cancer than those who don't.

Everyday Wellness

Soy protein is more satiating than fat and carbohydrates and can be helpful for weight management.

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Soyfoods taste great, too! For delicious recipes packed with soy protein or more information about soy's health benefits, contact Brie Baltzell at brie.baltzell@publicis-pr.com.



For more information,
soy recipes and
photography, please visit:
www.soyconnection.com