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Vitasoy Promotes the Soy Breast Health Connection

Ayer, MA (Sept. 21, 2007) Tackling the misperception that soy may be too risky for people with breast cancer to include in their diet, soy pioneer Vitasoy® today announced the launch of a breast health education initiative that includes giving complimentary organic single serve soymilk to participants in October's breast health month activities.

Vitasoy's specially-designed pink 8-ounce chocolate organic soymilks, dubbed "Pinkies" by the Vitasoy innovations team, feature the breast health movement's pink ribbon symbol and an invitation to sign up for a free subscription to the Vitasoy breast health e-newsletter at www.vitasoy-usa.com/breasthealth.

Each container of Vitasoy organic soymilk offers 30 percent of the daily calcium requirement, 7 grams of protein, and is cholesterol-, lactose- and dairy-free. Plus, because it is organic, it contains no pesticides or genetically modified ingredients.

According to Suzanne Dixon, MPH, MS, RD, an internationally recognized expert in cancer nutrition and epidemiology, it's time to set the record straight about the soy-cancer link.

"Soymilk is safe for people with a history of cancer when it is taken as part of a healthy diet. It also supports overall health because it is cholesterol-free, high in protein, and a good source of calcium and other vitamins and minerals. Soymilk has many cancer fighting properties. So do other soy foods, including tofu, tempeh and edamame," explained Dixon, who has received education and oncology awards from the American Dietetic Association and is known for her leadership at www.caring4cancer.com and www.cancernutritioninfo.com, two health education web sites.

Dixon believes soy supplements may be at the heart of the misperceptions about the soy-breast health link. "Studies show that soy supplements, since they don't use the whole soy bean, may not be safe for individuals with hormone-sensitive cancer, but there is no definitive research yet," said Dixon. "There is plenty of research that soymilk and some other soy foods can be a part of a healthy diet, however. Just don't rely on soy foods alone to improve the diet. You need to focus on total diet improvement for the best cancer prevention benefit."

Upcoming events featuring Vitasoy's pink organic single serve soymilks include two races in Boston, MA, the Sept. 23 Komen Boston Race for the Cure and the Oct. 8th Tufts Health Plan 10K for Women, as well as the Oct. 20th Komen Miami Race for the Cure.

Vitasoy: Innovative Soy Pioneer

A pioneer in bringing organic and all-natural tofu and soymilk to America, Vitasoy USA Inc. is committed to producing delicious, innovative foods that promote the health of families and the planet. Look for our premium tofu, soymilk, Asian noodles and wraps, soy-based sandwich spreads under the brand names Vitasoy® and Nasoya®. For further information, fast and easy recipe ideas, or to sign up for one of Vitasoy's soy health e-newsletter, please visit www.vitasoy-usa.com.

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