



Oprah Made You Want Bio-Identical Hormones: Now Can You Find Them?

The authors of "From Hormone Hell to Hormone Well" can help

JACKSONVILLE BEACH, Fla. (January 16, 2009) – In response to new medical evidence combined with a groundswell of consumer awareness and demand, bio-identical hormone replacement therapies (BHRT) have gained enormous popularity in the last decade. Celebrities - such as Suzanne Somers, Robin McGraw and, now, Oprah - have helped get the word out that BHRT can effectively and safely eliminate symptoms associated with menopause, perimenopause and PMS.

Genie James, Executive Director of The Natural Hormone Institute of America, says, "If you are interested in pursuing BHRT as a treatment for symptoms of hormone imbalance, such as hot flashes, night sweats, weight gain, loss of sex drive, depression or moodiness, memory fog and/or fibrocystic breasts, you may face some challenges."

"You will first have to find a doctor who is trained and experienced in prescribing it," says James, the best selling co-author of "From Hormone Hell to Hormone Well."

"While more and more doctors are attending continuing medical education (CME) programs to learn about this emerging field of medicine, the number of BHRT specialists in the United States is not yet sufficient to meet an ever increasing demand," said James, "'How do I find a doctor who can prescribe BHRT?' is the number one question received on our website, www.hormonewell.com."

"Cost can be another issue. Our medical center (Dr. Randolph's Ageless and Wellness Medical Center, www.agelessandwellness.com) accepts most health insurance plans but many BHRT specialists serve only self-pay patients. The out-of-pocket cost can range from hundreds to thousands of dollars," said James.

"Also, some approaches to bio-identical hormone replacement are more controversial than others. For instance, some physicians prescribe dosages of bio-identical hormones that elevate levels above the physiologic, or normal, level causing women in their 50's, 60's and beyond to keep having periods. In addition, it is important to make sure that the hormones you are being given are truly bio-identical. There are a number of cheaper counterfeits on the market today. BHRT is a great option for restoring lagging hormone levels but it is not a panacea for all," concludes Ms. James.

Ms. James stated that her signature Three-Step Plan for boosting hormone levels will be featured in the latest book she is co-authoring with her husband and BHRT medical expert, C. W. Randolph, Jr., M.D. The book is titled "In the Mood Again" and is scheduled for release by Simon and Schuster in January 2010.