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[The Truth About the Breast-Enhancing Gum](#)

Food gimmick or real silicone-free solution?

This time, the Japanese did not come out on the market with talking robots or some weird 'tech-wonder'; this is perhaps one of the most unusual inventions. Those Japanese girls chewing gum are in fact saving thousands of dollars meant for breast augmentation surgeries. The Bust-Up gum is a miracle, since you only have to chew that particular kind of gum at least three times a day. The manufacturers ensure us that a trial made on 10 women who tested the gum induced miraculous changes: in just the first month of chewing, the woman had to buy bras 2 sizes larger, not to mention they got slimmer and looked younger. In studies made by Thai and British researchers 70% of the subjects noticed visible differences... Other supposedly beneficial effects would be: improved blood circulation, lowered stress, blood pressure and cholesterol, attenuated wrinkles, healthier skin and hair. The gum would also directly improve sexual life by ameliorating menstruation pains, and increasing the vaginal secretion. Still, do all these come with no side effects? It's quite hard to believe they do, especially as no research has been made till now. This rose-flavored gum slowly releases three phytoestrogens, mimicking female sex hormones named estrogens, from an extract of a tropical legume called Kwao Krua (*Pueraria mirifica*), native to the mountains between Thailand and Myanmar. The plant has been used for quite some time by local people as a traditional medicine, and a muscle tissue fortifier, being served mixed with honey or in soup. Foreigners had noted the nice skin and beautiful body of the local women before discovering their secret. While chewing the gum, the phytoestrogens enter the bloodstream through the sublingual (under tongue) vessels and the producers say the excess is eliminated naturally by the body. The plant's tubers (not beans) are employed. The phytoestrogens from kwao krua are isoflavone (also found in soy and red clover), miroestrol and deoxymiroestrol. The last two have been oresent by now only in Pueraria, and are particularly strong, mimicking estradiol, the main human estrogen. If chewing gum is not your favorite activity, than you can search for some Pueraria-based pills and tea. "Research had suggested phytoestrogens may be beneficial in post-menopausal women in terms of reducing menopausal symptoms, and may also have beneficial effects on risk factors for heart disease and osteoporosis.", said Claire Williamson, of the British Nutrition Foundation. Still, isoflavone seems to be more effective in soy than in supplements and its effects appear to be determined by a life-long consume. "So there is clear evidence of the potential health benefits of consuming isoflavone-rich foods such as soy, however consumption in the form of a gum has not been extensively studied and such products may be simply another food gimmick", added Williamson. Phytoestrogens are also known to stop breast cancer, but in the case of Pueraria, much research is still to be done.