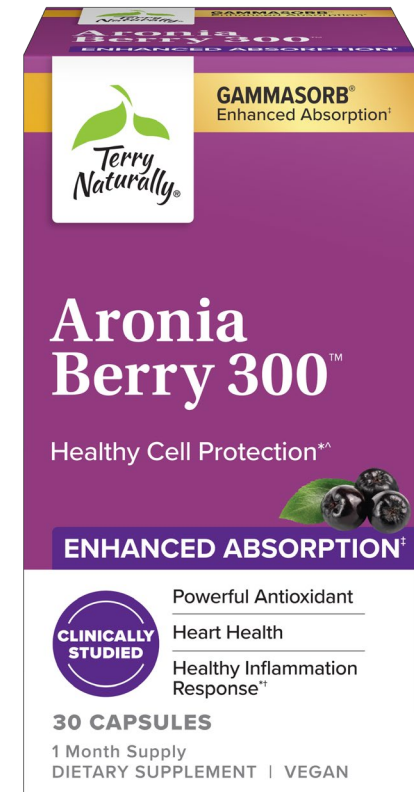


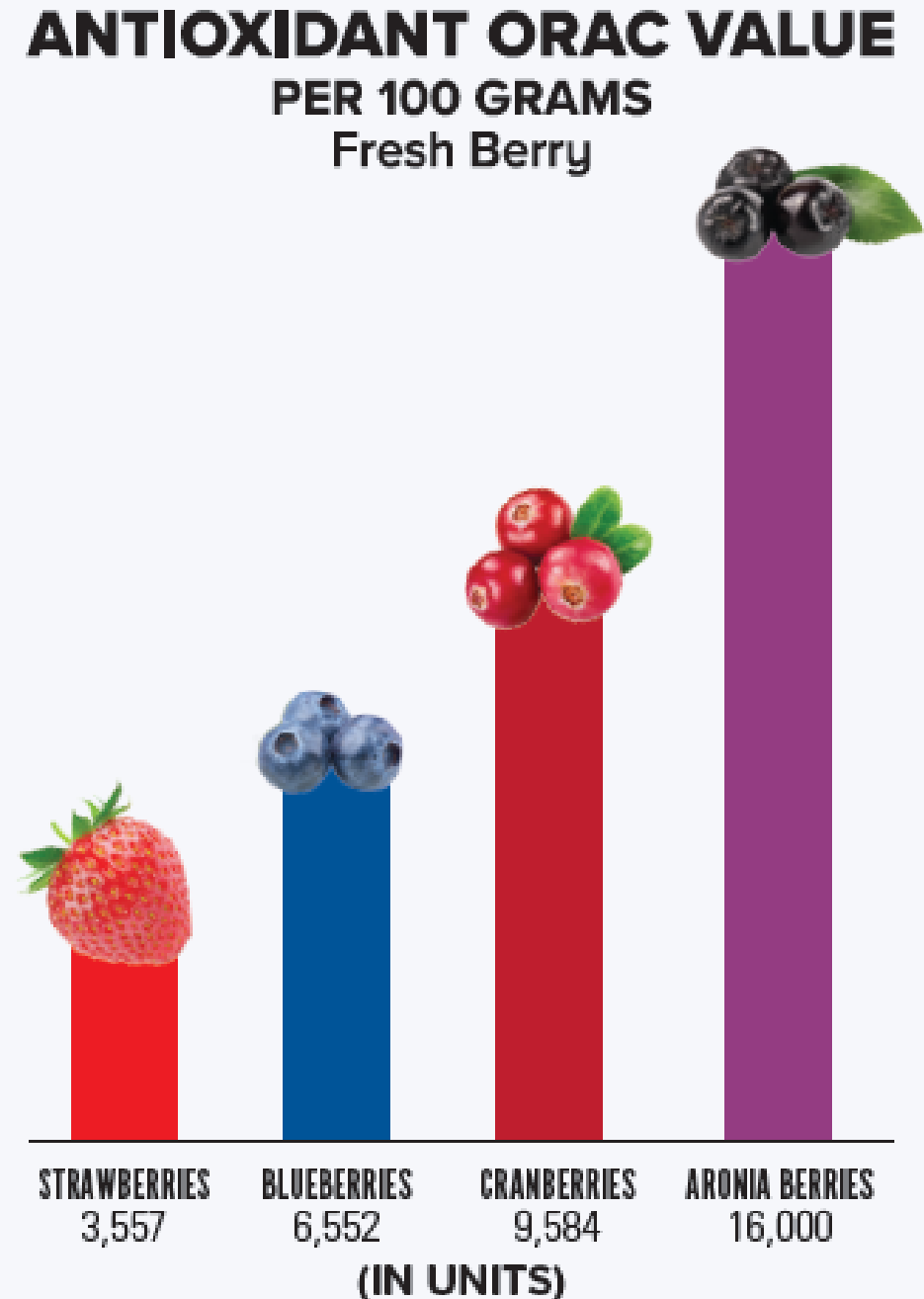
# New Product Review





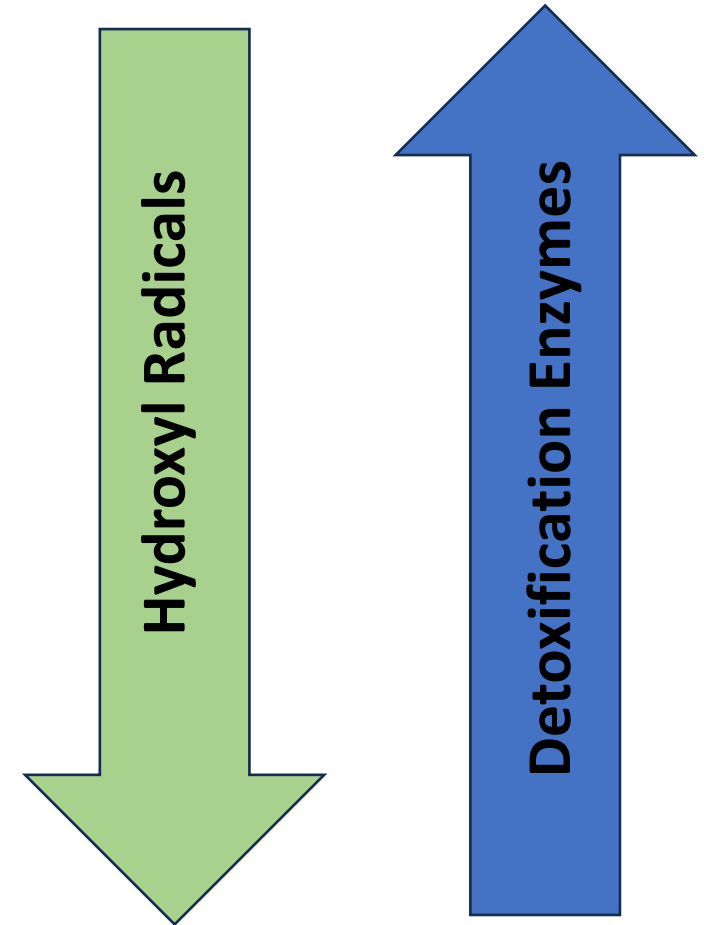
# What Makes Aronia Great?

- One of the richest in polyphenols of all the berry fruits
- Potent antioxidant activity – higher ORAC activity than most other fruits
- Reduces inflammation
- Protects DNA from damage



# Aronia's Antioxidants

- Researchers isolated 27 unique fractions from aronia
- 63% of these showed significant ability to neutralize hydroxyl radicals
- These same fractions also bumped up the activity of an important detoxification enzyme



# Aronia for DNA Protection



**Neutralizes free radicals  
before they reach DNA**

**Stabilizes DNA to better  
resist oxidative stress**

**Rallies other protective  
antioxidant enzymes**

**Turns down the  
temperature of free  
radical-producing pathways**

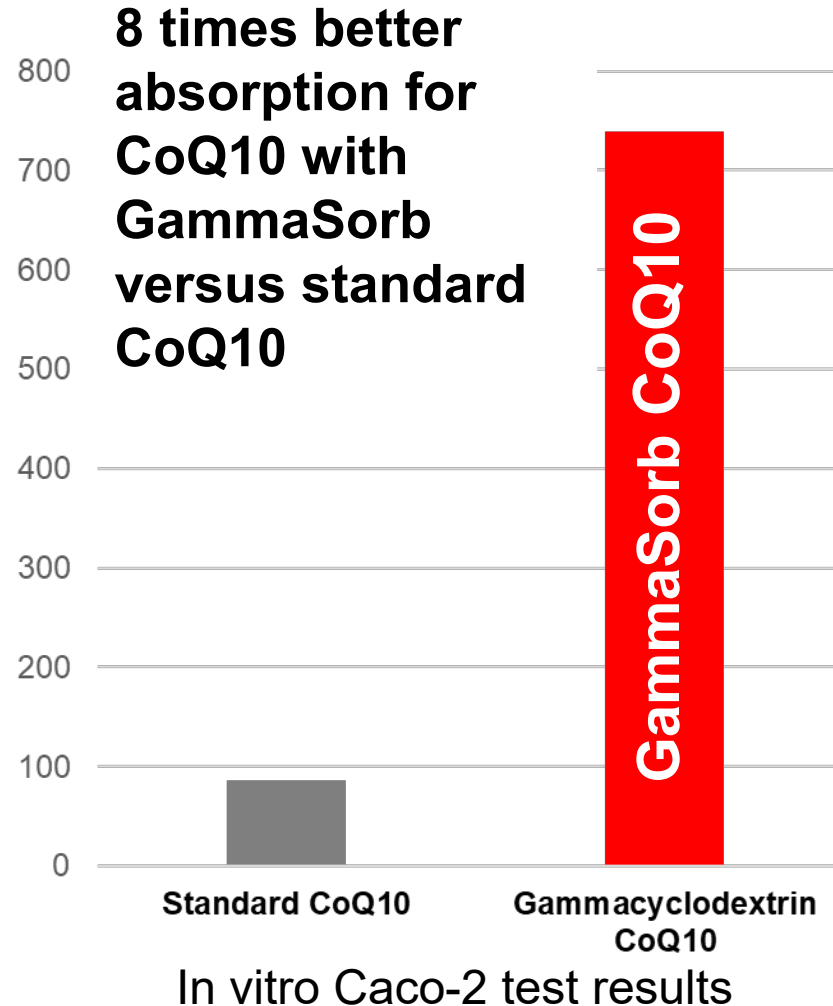
# GammaSorb Boosted Absorption

**Improves  
Absorption**

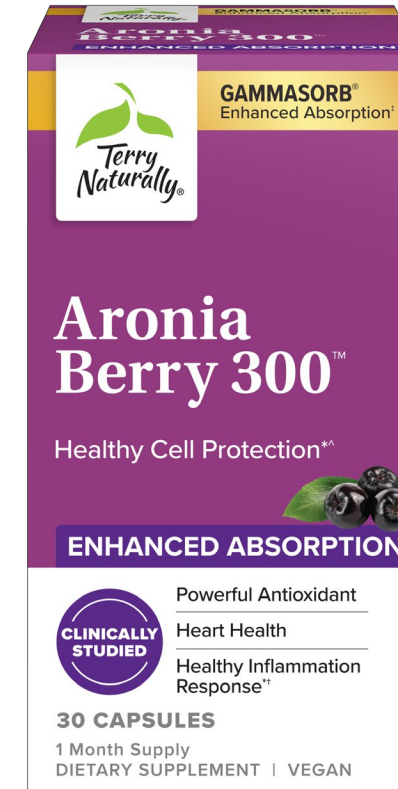
**Enhances  
Solubility**

**Masks unpleasant  
flavors and odors**

**Enhances efficacy**



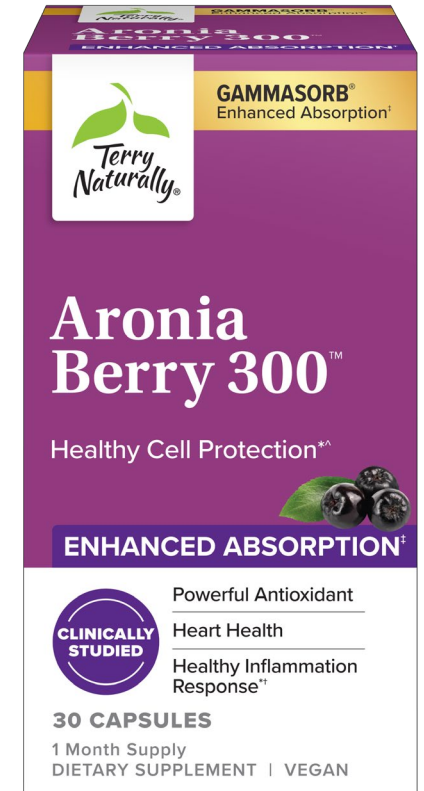
**Packaging Design  
Highlights GammaSorb**



**Look for the  
Gold Band**

# Aronia Berry 300

- Aronia berry extract standardized for polyphenol content
- Scientifically supported
  - Human clinical trials
  - Three new studies by Ajay Goel on cellular immune effects
- Featuring the GammaSorb delivery system
- Support for cellular health, heart health, and a healthy inflammation response\*†



SUPPLEMENT FACTS		
Serving Size: 1 Capsule		
Servings Per Container: 30		
Amount Per 1 Capsule (Veg):		%DV
Aronia ( <i>Aronia melanocarpa</i> )	300 mg	**
Berry Extract (AB40™) standardized to ≥ 40% total polyphenols		
**Daily Value (DV) not established.		

Recommendations: 1 capsule daily.

Occasional inflammation due to exercise or overuse.

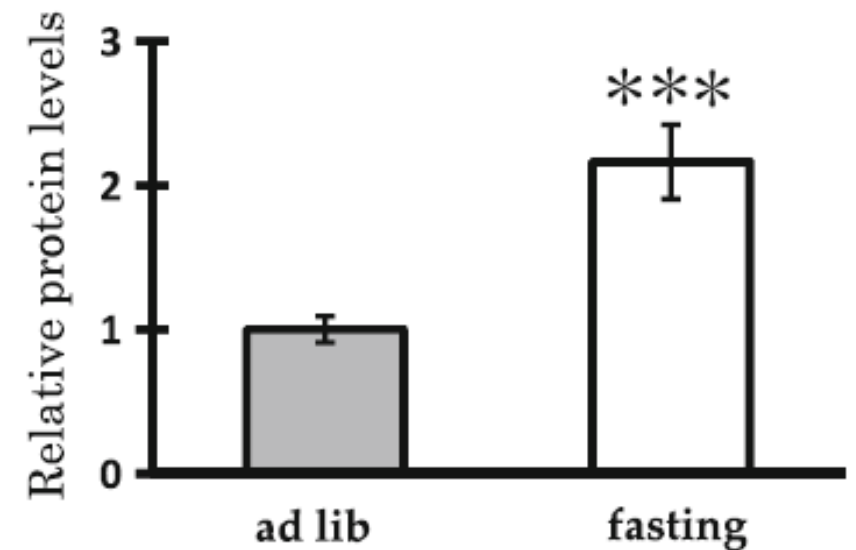
\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.





# How can SIRT1 be activated?

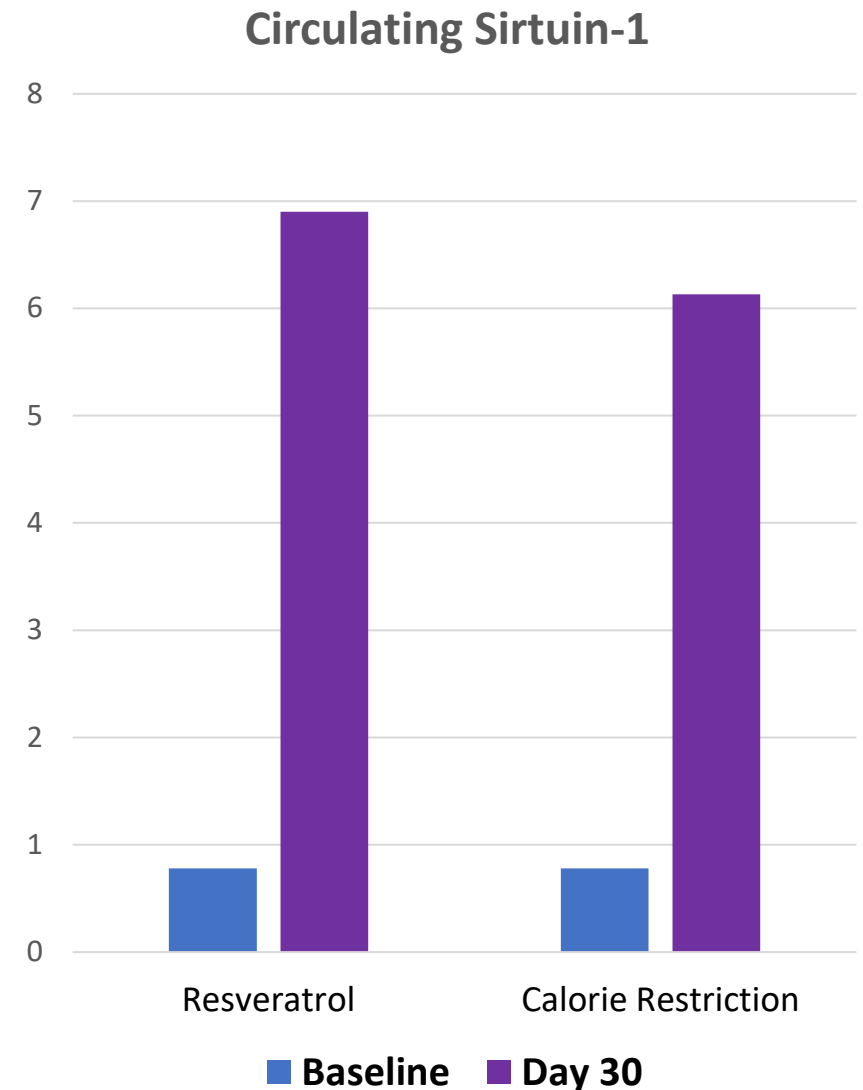
- Research in different biological models of aging shows that **restricting calories** can increase lifespan by as much as 30% -50%
- Why?
- Calorie restriction increases SIRT1
- Animal model: 24 hour fast doubled SIRT1 levels
- In a study of young, overweight adults, 25% calorie restriction increased SIRT1 **113%** [mitochondrial muscle tissue]



Animal model, unrestricted access to food versus 24 hour fast

# Resveratrol Increases SIRT1

- **Resveratrol increases SIRT1 without requiring caloric restriction**
- 48 healthy adults ages 55-65
- Supplemental daily resveratrol OR caloric restriction (50% reduction in daily calorie intake) for one month
- Results: both groups saw significant increases in circulating SIRT1 – over 8 times higher levels on day 30



# When to Recommend

- Immune
- Blood Sugar
- Heart
- Metabolism
- Aging
- Brain function
- Liver health

# Resveratrol Complex

- **Concentrated, active form of resveratrol**, plus enhanced absorption BCM-95<sup>®</sup> curcumin and plant-sourced quercetin
  - All have potent **antioxidant activity** to protect against free radicals\*
  - All support activity of **SIRT1 (sirtuin-1)**, also known as the “longevity gene”\*
- **Ideal for cellular health and longevity, cardiovascular health, and healthy aging\***
- **With Gammasorb<sup>®</sup> for enhanced absorption**

Recommendations: 1 capsule daily.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent disease.



## SUPPLEMENT FACTS

Serving Size: 1 Capsule

Servings Per Container: 60

Amount Per 1 Capsule (Veg):	%DV
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Proprietary Complex	250 mg	**
Containing Trans-Resveratrol [from Japanese knotweed ( <i>Polygonum cuspidatum</i> ) roots], Curcumin ( <i>Curcuma longa</i> ) Rhizome Extract (BCM-95 <sup>®</sup> /Curcugreen <sup>®</sup> ) enhanced with turmeric essential oil and standardized for curcuminoid complex (curcumin, demethoxycurcumin and bisdemethoxycurcumin), Quercetin [from Japanese pagoda tree ( <i>Sophora japonica</i> ) flower buds]		

\*\*Daily Value (DV) not established.



# Featuring Clinically Studied Maqui Berry Extract

**Hair, Skin & Nail Essentials**  
Premium Beauty Formula

**Terry Naturally**

**CLINICALLY STUDIED MAQUI BERRY** with Biotin, Millet Seed Oil, Silica, & other nutrients to enhance your natural beauty\*

**60 SOFTGELS**  
DIETARY SUPPLEMENT



# Maqui Berry from Patagonia

- Grows wild in the southernmost tip of South America (Chile) in extreme weather conditions
  - High levels of sun exposure
  - Wide temperature swings
- Hand-harvested
- Careful preparation preserves the polyphenol content and yields an extract standardized to a specific types anthocyanidins, **delphinidins**

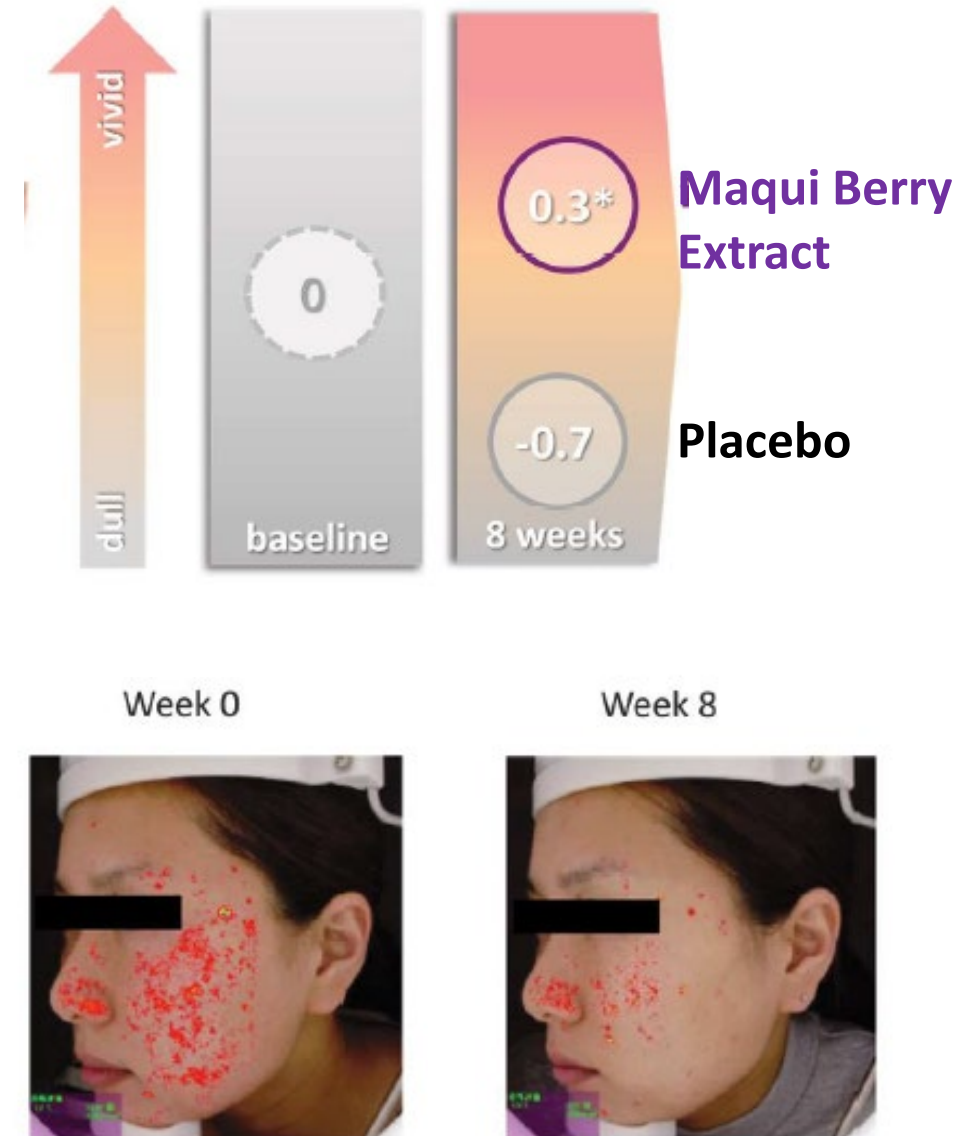


# Delphinidins: Powerful Health Benefits

- Maqui berry is the most concentrated source of **delphinidins**
  - Also found in Concord grapes, currants, bilberries and eggplant
  - Gives fruits and flowers a blue/purple color
- Most potent antioxidant effects of the anthocyanidins

# Maqui Berry Clinical Trial

- 16 healthy women
- Randomized, double-blind, placebo-controlled study for 8 weeks, evaluating skin brightness and red spots
- 60 mg maqui berry extract daily
- Results: significant increase in skin brightness and a decrease in red spots
- Additionally, older participants saw an increase in collagen





# Hair, Skin & Nail Essentials

- **Featuring clinically studied maqui berry extract**
  - Standardized for delphinidin content
  - Improves skin brightness and appearance
- **Additional premium nutrients**
  - Standardized aronia, millet oil, and horsetail extracts
  - Bioactive B6 (P5P) and preferred form of folate
  - Plus key vitamins, minerals, and amino acids
- **Supports thicker, healthier hair, youthful skin, and healthy nail growth\***

Recommendations: 2 softgels daily.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



## SUPPLEMENT FACTS

Serving Size: 2 Softgels

Servings Per Container: 30

Amount Per 2 Softgels:	%DV
Calories	10
Total Fat	1 g 1%†
Vitamin A (as retinyl palmitate)	1,200 mcg (4,000 IU) 133%
Vitamin E (as d-alpha and mixed tocopherols)	30 mg (45 IU) 200%
Riboflavin (Vitamin B2)	4 mg 308%
Vitamin B6 (from pyridoxal-5-phosphate)	20 mg 1,176%
Folate (from calcium-L-5-methyltetrahydrofolate)	680 mcg DFE 170%
Biotin (as d-biotin)	5,000 mcg 16,667%
Pantothenic Acid (from d-calcium pantothenate)	20 mg 400%
Zinc (from zinc gluconate)	10 mg 91%
Millet ( <i>Panicum miliaceum</i> ) Seed Oil (CO <sub>2</sub> Extraction) standardized to contain ≥ 4 mg of miliacin	400 mg **
Horsetail ( <i>Equisetum arvense</i> ) Aerial Extract standardized to deliver ≥ 7 mg of silica	100 mg **
L-Cysteine	100 mg **
L-Methionine	100 mg **
Maqui ( <i>Aristotelia chilensis</i> ) Berry Extract standardized to ≥ 40% total phenols and ≥ 25% delphinidins	60 mg **
Aronia ( <i>Aronia melanocarpa</i> ) Berry Extract (AB40™) standardized to ≥ 40% total polyphenols	50 mg **

\*\* Daily Value (DV) not established. †Percent Daily Values (DV) are based on a 2,000 calorie diet.