

Live long. Live healthy.

THE SCIENCE BEHIND ISAGENIX

Ageless Essentials with Product B

The Best of Science
and Nature

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Live long. Live healthy.

A word from the chief...

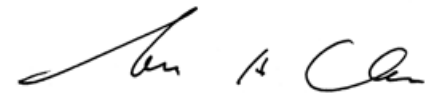


The human body is more complex than most people can imagine. According to recent estimates, it's made up of some 34 trillion cells. That number comes after factoring in all of the different cell types and the volume and density of those cells in your organs and tissues. These include your skin, liver, heart, muscles, blood, and bone. It's simply astounding that all of

these cells work together to make up your living, breathing self.

Even when following a healthy, balanced diet, it can be difficult to get the nutrition that your body needs to function at its best and age gracefully. Estimates show that U.S. consumers meet dietary recommendations for essential nutrients on average just 7 days out of 365—less than 2 percent of the time. Reasons include fewer nutrients in foods because of processing and poor agricultural practices. And it's not just vitamins and minerals that are important; your health can significantly benefit from phytonutrients, herbs, and bioactive botanicals.

Ageless Essentials™ with Product B™ is a convenient way to get these *vita-nutrients* you need to support quality of life. We see it as our role at Isagenix to use science to supply your trillions of cells with a solution to obtain the most superior nutrition available on Earth. The pack's components work in unison to nourish the body's cells, tissues, and organs. Far superior to any multivitamin, Ageless Essentials with Product B is a complete regimen for a healthy life and youthful aging.



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Is Your Health at Risk?

American diets still lacking in several vitamins and minerals

If you're like most Americans, your health may be at risk because you're not getting enough vitamins and minerals. The majority of Americans don't get enough of the nutrients that are essential for lifelong health, according to the latest national survey research.

The National Health and Nutrition Examination Survey (NHANES) 2009–2010 reveals a grim picture of Americans' health. According to the data, nearly the entire U.S. population is at risk of vitamin and mineral inadequacy, which is associated with increased risk of chronic disease (1-3).

- 65% or greater fail to meet daily recommended dietary intakes (DRIs) for vitamin E
- 25% or greater fail to meet DRIs for calcium
- 75% or greater fail to meet DRIs for vitamin D
- 5–25% fail to meet DRIs for B vitamins (folate, B12, B6, and niacin)
- 55% or greater fail to meet DRIs for magnesium
- 50% or greater fail to meet DRIs for vitamin A
- 20% or greater fail to meet DRIs for vitamin C
- 25% or greater fail to meet DRIs for zinc
- 10% or greater fail to meet DRIs for folate

Food that is lacking in nutrients because of processing and poor agricultural practices contribute to these inadequacies. Inadequate nutrient intakes are shocking in a country that currently also faces an epidemic of overeating and obesity, which can lead to greater requirements for vitamins and minerals.

Top the statistics off with the knowledge that there still exists considerable debate over whether or not current DRIs are high enough for optimal nourishment. For example, several nutrition researchers have called for raising the DRI for vitamin C, E, and D (4-6). While the current dosages are set to prevent deficiency and the associated diseases (such as scurvy), significant health benefits may be gained by increasing intakes.

Furthermore, age and genetics can sometimes predispose specific populations for increased need of certain vitamins and minerals for healthy metabolism and cellular function. These include vitamin D, vitamin B12, folate, and selenium (7;8).

The Truth About Supplements

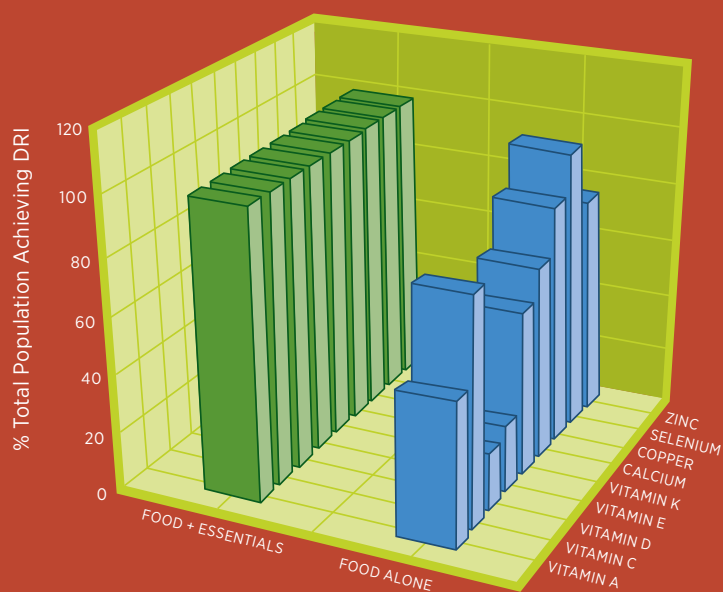
Consumers who understand that not getting enough essential nutrients can put their health at risk turn to use of supplements. Of more than half of Americans who used dietary supplements from 2003–2006, nearly 40 percent reported using multivitamin/minerals (9). Clearly, supplements are a convenient and useful tool for easily obtaining optimal doses of nutrients to complement diet and to meet DRIs.

But some media reports would have consumers believe otherwise—that taking a multivitamin produces little benefit. However, many of these reports tend to “cherry pick” single studies with questionable endpoints, downplay other more meaningful studies, and contradict the findings of the totality of the scientific literature (10-12).

After reviewing the entire span of epidemiology and randomized controlled trials, the larger picture indicates that vitamin and mineral supplements—that combine therapeutic dosages, quality forms, and are designed to ensure absorption and bioavailability—are entirely safe and support overall health (10-12).

continued >>

AMERICANS DIETS LACK SEVERAL VITAMINS AND MINERALS



source: NHANES data

Essentials for Men™ or Essentials for Women™

The groundwork for the most advanced vitamin and mineral supplement was laid out in Isagenix Essentials for Men and Essentials for Women. With several features that set it apart from other typical “multis,” the product stands on its own as a unique solution for maintaining healthy cellular function and metabolism.

The Research and Science team at Isagenix carried out a thorough review of nutritional literature to identify dosages and forms supported by science. The result is a unique formulation of essential vitamins and minerals to support optimal nutrition.

For example, Isagenix Essentials for Men or Women helps ensure consumers meet DRIs for vitamin D, vitamin E, vitamin A, vitamin C, B vitamins (B6, B12, niacin, riboflavin, and folate), selenium, zinc, copper, and more. These nutrients are necessary for healthy metabolic and cellular function across several tissues and organs including the brain, the heart, the liver, bones, muscles, and eyes.

Careful attention to absorption and bioavailability of vitamins and minerals also ensures efficacy of the nutrients. Essentials for Men and Essentials for Women combine a rapid disintegration technology with cautious regard for nutrient competitiveness and possible anti-nutrients (e.g. phytates) that could impede absorption. A timed dose, in the morning and in the evening with food, also assists in achieving optimal absorption and bioavailability.

In summary, Essentials for Men or Essentials for Women offers several unique advantages over typical multivitamin supplements:



- Therapeutic dosages and forms based on totality of scientific literature for ensuring optimal metabolic and cellular function
- Rapid disintegration technology for greatest absorption
- Cautious regard for nutrient competitiveness and anti-nutrients that could impede absorption
- Timed dose (taken in the morning and evening with meals) to promote bioavailability
- Greater solubility for better absorption using different forms of nutrients

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Your Complete Healthy Aging Solution

Featuring the best of science and nature, Ageless Essentials™ with Product B™ is the convenient no-compromise way for you to get the ideal combination of essential vitamins, minerals, and antioxidants—vita-nutrients your body needs to combat aging at a cellular level.

The total-body support offered in Ageless Essentials with Product B provides protection for heart, brain, vision, joint, cardiovascular health and more. Specifically targeting the unique needs of men and women, Ageless Essentials with Product B finally makes it easier than ever to live a healthier life and slow the aging process.

There are five components of Ageless Essentials with Product B that provide full-spectrum nutritional insurance:

- 1. Essentials for Men™ or Essentials for Women™:** Essentials for Men and Essentials for Women were developed to provide a high-quality dietary supplement containing all the vitamins and minerals necessary for optimal health and wellness. With its unique formulation, Essentials is also optimally absorbed in the gastrointestinal tract, thus ensuring greater nutrient bioavailability. Essentials contains three forms of vitamin C and five calcium salts to enhance their effectiveness and bioavailability. Beyond a complete formulation of vitamins and minerals, Essentials also contains a unique proprietary blend of antioxidants, herbs, and plant-based bioactives.
- 2. Ageless Actives™:** Ageless Actives is a novel dietary supplement based upon the latest science of cellular aging. This product uses state-of-the-art technology to provide a high-potency CoQ10 (100mg/serving) that is 8 times more absorbable compared to powdered CoQ10. Ageless Actives

also contains 1000 IU of vitamin D3 and 250 milligrams of resveratrol per serving (equivalent to the amount found in 250 glasses of red wine), with heart-healthy unsaturated fatty acids, botanicals, red grape and pomegranate extracts. Collectively, Ageless Actives helps maintain cellular integrity, scavenge cell-damaging free radicals, and promote brain, bone, muscle, and immune system health.

- 3. Product B™:** Product B is designed to protect the body against oxidative stress not only by delivering bioactive antioxidants, but also through the stimulation of antioxidant enzymes in the body. Reduction of oxidative stress helps maintain telomere length and mitigates the pathological processes that contribute to premature telomere shortening, a known sign of accelerated aging (1).

continued >>



4. **IsaOmega Supreme®:** IsaOmega Supreme provides a highly concentrated form of purified omega-3 fatty acids shown to support healthy immune, cognitive, cardiovascular, and metabolic functioning (2;3). It also contains a proprietary blend of other heart healthy fatty acids from pomegranate, evening primrose, borage seed, and flax seed oils. This product is rigorously tested for toxins such as heavy metals, dioxins, and other environmental pollutants.
5. **C-Lyte®:** Vitamin C is the primary water-soluble antioxidant in human circulation (blood). C-Lyte is formulated with three vitamin C salts (calcium, magnesium, and sodium) to support overall health and well-being. Daily intake of C-Lyte will ensure maximum body concentrations of vitamin C, shown

to be associated with optimal cardiovascular and metabolic health as well as antioxidant protection (4;5). C-Lyte is also formulated with a proprietary blend of enzymes to assist in absorption and to reduce gastrointestinal effects sometimes accompanying acidic vitamin C preparations.

Ageless Essentials with Product B is like no other product out there. The convenient A.M. and P.M. packs make it easy to fill nutritional gaps in your diet and provide your body with the right forms and dosages of essential nutrients. Targeting all areas of health and meeting the specific needs of men and women makes Ageless Essentials with Product B a vital component of any healthy lifestyle.

What's in Ageless Essentials with Product B?

Essentials for Men & Women™	Ageless Actives™	IsaOmega Supreme®	C-Lyte®	Product B™
				
<ul style="list-style-type: none"> • More than just a multivitamin • Advanced formula of antioxidants, herbs, and plant-based bioactives • Increased solubility and absorption 	<ul style="list-style-type: none"> • 1000 IU of vitamin D (2000 IU in AEDP) • 250 milligrams of resveratrol • CoQ10 that is 8 times more absorbable than competing products 	<ul style="list-style-type: none"> • Concentrated EPA and DHA omega-3s • Purified and free of heavy metals, PCBs, dioxins, and other toxins • Optimal dose for heart, cognitive, and telomere health 	<ul style="list-style-type: none"> • Formulated with three forms of vitamin C, which is a very important antioxidant for overall health and well-being • Blend of enzymes assists in absorption and reduces gastrointestinal effects 	<ul style="list-style-type: none"> • Advanced comprehensive support for telomere health • Designed to stimulate production of antioxidant enzymes

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More Than Just a Multivitamin

Ageless Essentials™ with Product B™ is a convenient a.m. and p.m. lifestyle regimen that provides total body nutrition plus telomere support & healthy aging at the cellular level.

Vitamin C:

Vitamin C is a water-soluble antioxidant (1). C-Lyte™ contains three vitamin C salts (calcium, magnesium, and sodium) for maximum support for immune health and antioxidant protection.

Calcium:

Calcium supports bone, nerve, and muscle health. Ageless Essentials with Product B provides five different calcium salts for optimal absorption.

Vitamin D:

Vitamin D is important for bone, heart, and brain health. Our bodies can make vitamin D from sunlight, but many people don't get enough especially during the winter (2). Ageless Actives™ contains vitamin D in its more natural and bioavailable form as cholecalciferol (D3).

Vitamin E:

In the U.S., 65 percent of adults don't get sufficient amounts of vitamin E—an important antioxidant (3). Ageless Essentials with Product B helps has naturally derived vitamin E as d-alpha tocopherol.

Vitamin K2:

Vitamin K2 is essential for heart, blood, and bone health. Ageless Essentials with Product B provides vitamin K in the right amount to complement your diet.

B Vitamin Complex:

B vitamins are “energizing” vitamins because they are vital for metabolizing food.

Minerals:

Minerals including iodine, magnesium, zinc, and selenium support optimal health by activating enzymes, supporting metabolism, and creating hormones.

Supplement Facts

Serving Size 1 Pack
Servings Per Container 60

Amount per Serving	A.M. Pack		P.M. Pack	
		%Daily Value		%Daily Value
Vitamin A (as beta carotene)	2,500IU	50%	2,500IU	50%
Vitamin C (as ascorbic acid; calcium, magnesium and sodium ascorbates; Isa-C™ Complex)	600mg	1000%	80mg	133%
Calcium (as carbonate, ascorbate, hydroxyapatite, citrate and gluconate)	400mg	40%	400mg	40%
Vitamin D3 (as cholecalciferol)	1000IU	250%	1000IU	250%
Vitamin E (as mixed tocopherols and d-alpha tocopheryl succinate)	30IU	100%	30IU	100%
Vitamin K2 (as menaquinone)	40mcg	50%	40mcg	50%
Vitamin B1 (as thiamin HCl)	3.75mg	250%	3.75mg	250%
Vitamin B2 (as riboflavin)	4.25mg	250%	4.25mg	250%
Vitamin B3 (as niacinamide)	10mg	50%	10mg	50%
Vitamin B6 (as pyridoxine HCl)	5mg	250%	5mg	250%
Folic Acid	300mcg	75%	300mcg	75%
Vitamin B12 (as cyanocobalamin)	27.5mcg	458%	27.5mcg	458%
Biotin	150mcg	50%	150mcg	50%
Vitamin B5 (as pantothenic acid)	5mg	50%	5mg	50%
Iodine (as kelp and potassium iodide)	100mcg	67%	100mcg	67%
Magnesium (as oxide, citrate, ascorbate, and amino acid chelate)	100mg	25%	100mg	25%
Zinc (as oxide, citrate and amino acid chelate)	7.5mg	50%	7.5mg	50%
Selenium (as amino acid chelate)	50mcg	71%	50mcg	71%
Copper (as amino acid chelate)	1mg	50%	1mg	50%
Manganese (as amino acid chelate)	1mg	50%	1mg	50%
Chromium (as picolinate)	100mcg	83%	100mcg	83%
Molybdenum (as amino acid chelate)	37.5mcg	50%	37.5mcg	50%
Potassium (as citrate and iodide)	25mg	<1%	25mg	<1%
Boron (as citrate)	250mcg	*	250mcg	*
Vanadium (as amino acid chelate)	2.5mcg	*	2.5mcg	*
Coenzyme Q-10 (ubiquinone)	50mg	*	50mg	*
Resveratrol (from <i>Polygonum cuspidatum</i>)	125mg	*	125mg	*
Essentials for Men Proprietary Blend	180mg	*	180mg	*

Coenzyme Q-10:

The use of statin drugs and age can result in depleted levels of the energy-producing antioxidant, CoQ10 (4). The CoQ10 in Ageless Actives is eight times more absorbable than competing products.

Resveratrol:

Resveratrol is a potent polyphenol found in nuts, grape skin, and red wine. Ageless Actives contains 250 mg of resveratrol.

Daily Value (DV):

The Daily Value for each vitamin and mineral is set by the FDA and represents recommended daily intakes to avoid nutrient deficiency.

continued>>

Amount per Serving	A.M. Pack	P.M. Pack
	%Daily Value	%Daily Value
Ageless Actives Proprietary Blend Conjugated linoleic acid (CLA), flax (<i>Linum usitatissimum</i>) seed oil, red grape (<i>Vitis vinifera</i>) extract, alpha-lipoic acid, pomegranate (<i>Punica granatum</i>) fruit extract, wolfberry (<i>Lycium chinense</i>) fruit extract, ashwagandha (<i>Withania somnifera</i>) root extract, turmeric (<i>Curcuma longa</i>) root extract.	412mg *	412mg *
IsaOmega Supreme Concentrate Total omega-3 fatty acids	1,020mg *	1,020mg *
EPA (eicosapentaenoic acid)	600mg *	600mg *
DHA (docosahexaenoic acid)	300mg *	300mg *
Other omega-3 fatty acids	240mg *	240mg *
IsaOmega Proprietary 5 6 9 Complex Pomegranate seed oil (omega-5), evening primrose seed oil (omega-6 GLA), borage seed oil (omega-9), organic flax seed oil.	60mg *	60mg *
C-Lyte Proprietary Blend Bromelain [from pineapple (<i>Ananas comosus</i>)], lactase (from <i>Aspergillus oryzae</i>), lipase (from <i>Rhizopus oryzae</i>), cellulase (from <i>Trichoderma longibrachiatum</i>), papain (from <i>Carica papaya</i>), alpha-amylase (from <i>Bacillus subtilis</i>), acid-stable protease (from <i>Aspergillus niger</i>), Ionic Alfalfa™ (<i>Medicago sativa</i>).	110mg *	110mg *
Product B Proprietary Blend Milk thistle (<i>Silybum marianum</i>) seed extract, ashwagandha (<i>Withania somnifera</i>) root extract, horny goat (<i>Epimedium sagittatum</i>) weed extract, grape (<i>Vitis vinifera</i>) seed extract, turmeric (<i>Curcuma longa</i>) root extract, resveratrol (<i>Polygonum cuspidatum</i>), bacopa (<i>Bacopa monnieri</i>) leaf extract, N-acetyl-L-cysteine, green tea (<i>Camellia sinensis</i>) leaf extract, pomegranate (<i>Punica granatum</i>) fruit extract, Asian ginseng (<i>Panax ginseng</i>) root extract, DL-alpha lipoic acid, boswellia (<i>Boswellia serrata</i>) fruit extract, bilberry (<i>Vaccinium myrtillus</i>) fruit extract, blueberry (<i>Vaccinium angustifolium</i>) fruit extract, red raspberry (<i>Rubus idaeus</i>) fruit extract, white tea (<i>C. sinensis</i>) leaf extract, black tea (<i>C. sinensis</i>) leaf extract, quercetin, L-glutathione, velvet bean (<i>Mucuna pruriens</i>) root extract, maca (<i>Lepidium meyenii</i>) root extract, harada (<i>Terminalia chebula</i>) fruit extract, shilajit extract, chia (<i>Salvia hispanica</i>) seed extract, Chinese goldthread (<i>Coptis chinensis</i>) rhizome extract, acacia (<i>Acacia nilotica</i>) bark extract, hawthorn (<i>Crataegus pinnatifida</i>) root extract, hawthorn (<i>C. pinnatifida</i>) fruit extract, plantain (<i>Plantago major</i>) leaf extract.	37.5mg *	0mg *
	1,070mg *	1,070mg *

* Daily Value not established.

Omega-3 Fatty Acids:
IsaOmega Supreme provides a highly concentrated form of purified fish-derived omega-3 fatty acids known to support healthy immune, cognitive, cardiovascular, and metabolic functioning.

Milk Thistle:
Milk thistle supports liver and heart health as well as the detoxification process.

Turmeric:
Research supports turmeric's contribution to brain health through its antioxidant properties and ability to help reduce buildup on the brain related to cognitive decline (5).

N-Aceyl-L-Cysteine:
Cysteine is necessary for the production of intracellular glutathione—a powerful antioxidant that decreases with age (6).

DL-Alpha Lipoic Acid:
This vitamin-like nutrient can protect against oxidative stress in the brain (7).

No-Compromise Quality:
As part of our quality assurance process, every ingredient used in Ageless Essentials with Product B undergoes an extensive process of testing for identity, safety and potency. To ensure accuracy of label claims on the product, batches are also evaluated independently by third-party laboratories.



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12 Reasons Why You Need Ageless Essentials™ with Product B™

How many days per week do you eat five fruits and vegetables? Did you consume two servings of fish last week? What about getting the vitamin D your body needs?

Sure you can get the right amounts of vitamins and minerals from food, but not only is it difficult to do—for example, it would take ten tablespoons of corn oil (1,200 calories and 136 grams of fat!) or five cups of boiled spinach to meet daily recommendations for vitamin E—it's also inconvenient and requires strict adherence to a healthy, balanced diet.

Most Americans fail to meet recommended dietary intakes of many essential vitamins and minerals, resulting in nutritional gaps and increased disease risk (1). Only one in four adults in the U.S. eats five or more fruits and vegetable servings daily, only one in five adults eats the recommended two servings of fish per week, and only half get enough vitamin D during the winter months (2-4).

Complementing your diet with essential vitamins, minerals, and phytonutrients gives you nutritional insurance so you know you are providing your body with the right amounts and kinds of nutrients to support overall health and wellness—even on days when your diet isn't up to par.

More than just a multivitamin, here are 12 reasons why you should be using Ageless Essentials™ with Product B™:

1

Complete Age-Defying Nutrition

Ageless Essentials with Product B provides a complete foundation of health for your body with more than 20 essential vitamins and minerals, omega-3 fatty acids, age-defying plant phytonutrients, and potent cellular protectors such as CoQ10 and alpha-lipoic acid.

2

Advanced Cardiovascular Health Support

They say a person is only as old as his or her arteries. Ageless Essentials with Product B provides the correct dosages of nutrients for cardiovascular support. These include highly concentrated fish-derived omega-3 fatty acids (DHA and EPA), resveratrol, vitamin D, vitamin K2, and highly absorbable CoQ10.

3

Advanced Brain Support

Your brain function decreases significantly as you age. Ageless Essentials with Product B provides nutrients for optimal brain health. These include highly concentrated fish-derived omega-3s, vitamin C, and turmeric for protection against oxidation. It also contains vitamin B12 as stability-ensured cyanocobalamin for brain support.

4

Advanced Bone Support

Strong healthy bones begin with regular physical activity and correct doses of nutrients such as calcium and vitamin D. Ageless Essentials with Product B provides five different forms of calcium, as well as vitamin D in its natural and more bioavailable form (cholecalciferol). In addition, the packs provide green tea extract, which also supports bone health.

5

Advanced liver detoxification support

Your liver is the workhorse of your body, continually detoxifying pollutants, free radicals, and drugs, while metabolizing your food. Ageless Essentials with Product B also provides selenium, milk thistle, turmeric, and other bioactive compounds to improve efficiency of detoxification and antioxidant enzymes.

6

Support for Blood Sugar Control

Blood sugar control is imperative for long-term health. Ageless Essentials with Product B provides B vitamins for proper carbohydrate metabolism, as well as chromium and vanadium for improved glycemic support.

7

Comprehensive telomere support

More and more research is showing that telomere shortening is directly involved in the aging process. Put simply, bad things happen when telomeres get short. Ageless Essentials with Product B provides the latest that science has to offer in the form of vitamins and bioactive compounds to improve efficiency of antioxidant enzymes that help lower oxidative stress and support telomere integrity.

continued >>

8

Comprehensive Antioxidant Support

Controlling oxidative stress by preventing excessive free radical production is a primary goal to slow down the aging process and ensure optimal health and wellness. Antioxidants function to prevent oxidative stress. Ageless Essentials with Product B uses the latest nutritional and scientific research to provide four forms of vitamin C, alpha-lipoic acid, resveratrol, and the herbal polyphenolic blend of Product B. Together these vita-nutrients help guarantee your body has all the essential components of a strong antioxidant defense system against unwanted oxidative stress.

9

Obesity Support

Obesity brings with it unique dietary nutrient challenges. Ageless Essentials with Product B supplies vitamins such as omega-3 fatty acids, vitamin D3, and plant polyphenols such as resveratrol that can support against the ravages of obesity.

10

Pharmaceutical support

Did you know statin drugs and other pharmaceuticals may deplete the body's levels of CoQ10 and vitamin

E? Ageless Essentials with Product B helps replenish the body's stores with naturally derived vitamin E, which is more potent than synthetic forms, as well as CoQ10.

11

Advanced nutrient delivery

Ageless Essentials with Product B employs advanced delivery systems for greater absorption of nutrients. For example, Essentials for Men and Essentials for Women feature rapid disintegration technology to increase solubility and absorption of minerals such as calcium and zinc. In addition, Ageless Actives includes lipid-solubilized CoQ10 to improve absorption eight times in comparison to competing products.

12

No-compromise Quality

No-compromise quality is of the upmost importance at Isagenix. As part of our quality assurance process, every ingredient used in Ageless Essentials with Product B undergoes an extensive process of testing for identity, safety, and potency. To ensure accuracy of label claims on the product, batches are also evaluated independently by third-party laboratories.

Why Nothing Else Compares

	Ageless Essentials™ with Product B™	Typical Multinutrient Pack	Typical Multivitamin
Convenient	✓	✓	✗
Nutritional Insurance (Contains All Essential Nutrients)	✓	✓	✓
Optimal Dosages (Based on Evidence-Based Nutrition Research)	✓	✗	✗
Brain Health (Turmeric, CoQ10, Vitamin B12, DHA, EPA)	✓	✗	✗
Liver and Cleansing Health (Milk Thistle, Selenium, Turmeric)	✓	✗	✗
Bone Health (Calcium, Vitamin D, Vitamin K2)	✓	✗	✗
Heart Health (DHA, EPA, CoQ10, Resveratrol)	✓	✗	✗
Complete Age-Defying Nutrition and Telomere Support	✓	✗	✗
Tested for Purity, Potency, Quality	✓	✗	✗

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Taking a Statin?

Why You Need the Right CoQ10

Did you know statin drugs can cut your levels of CoQ10 by almost half, leading to fatigue and muscle weakness? Only the right supplement can help restore levels of this energy-producing antioxidant.

With recent news of revised guidelines for statin therapy by the American Heart Association and the American College of Cardiology, estimates are that prescriptions for these cholesterol-lowering drugs could more than double in the United States in efforts to curb heart attacks and strokes (1).

But such drastic changes in the way cardiologists prescribe these drugs could have unintended consequences – in the form of widespread low levels of CoQ10. In one study, for example, statin therapy depleted average serum levels of CoQ10 in subjects by up to 49 percent after only 30 days (2).

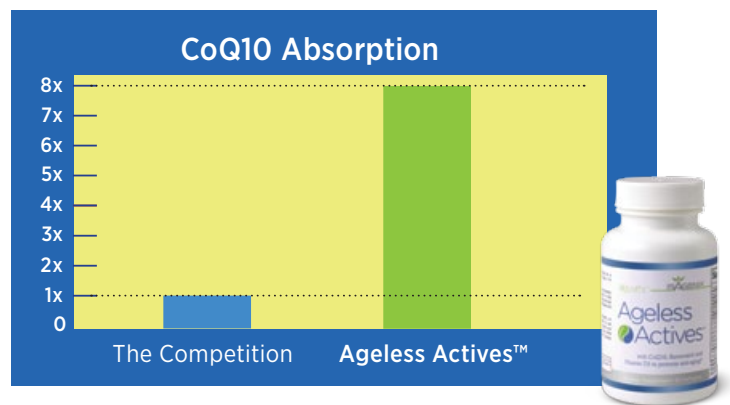
The problem is in the mechanism by which statins work. Clearly effective, these drugs lower cholesterol by blocking the action of the enzyme involved in the synthesis of cholesterol called HMG-CoA reductase. However, the same enzyme is also involved in the production of CoQ10.

Low CoQ10 levels in the body—as a normal consequence of aging or statin therapy—are linked to a number of health consequences including chronic fatigue, muscle weakness, a lack of interest in exercise, and others. These health consequences, research shows, can be avoided through supplementation with CoQ10. Only recently, a randomized controlled trial found that supplementation with sufficient CoQ10 (300 mg) was effective in enhancing antioxidant status (including vitamin E status) in patients on statin therapy (3).

However, not all CoQ10 supplements are effective in raising CoQ10 levels in the blood. In most commonly used powder supplements, in fact, only about 1 percent of the CoQ10 is absorbed into the body. There is also the problem of poor quality supplements that may not contain amounts stated on labels.

Exercise and a balanced diet are key for supporting heart health. Additionally for those taking a statin, an effective, quality supplement is essential for raising CoQ10 to levels that are associated with improved antioxidant status and greater energy levels. Look no further than Ageless Actives, which contains lipid-complexed CoQ10 shown clinically to increase effectiveness by eight times (800 percent greater absorption and bioavailability).

When taking a statin, get the right CoQ10 for youthful energy.



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Double Up on Fish Oil for Your Heart

Doubling your daily dose of fish oil could be better for your heart, especially if paired with exercise and a weight-management program, according to a new study.

A recent study, published in the *Journal of the American Heart Association* found that daily supplementation with 2 grams of fish oil derived of long-chain omega-3 fatty acids— DHA and EPA— provides even greater heart health benefits than 1 gram (1).

To reach these conclusions, Penn State researchers separated 125 people into five groups. Each group received daily doses ranging from 0 to 1.8 grams of fish oil. After five months, the group supplementing with about 1 gram of EPA and DHA per day had improved cardiovascular health, but the group taking the most, almost 2 grams per day, had maximum benefits.

The researchers based their findings on a new method of measurement, known as the Omega-3 Index. When fish oil is digested and broken down in the body, a certain amount of omega-3 is incorporated into red blood cells. The Omega-3 Index measures the level of omega-3 in red blood cells, showing how well a given amount of fish oil is absorbed.

Along with showing that more fish oil is better, the new research also found that body weight and exercise influence omega-3 needs. Interestingly, people who exercised more responded more to fish oil supplementation. Compared to more sedentary people, active participants absorbed more fish oil into their red blood cells for any given dose, suggesting that exercise may enhance omega-3 use in the body.

The study also showed that weight should be considered when figuring out fish oil needs, as heavier people were found to need more omega-3 than smaller people. Based on their findings, the study authors estimated that a person weighing about 120 pounds would need only about 0.9 grams of fish oil per day to improve cardiovascular health, whereas 1.2 grams per day would be needed for a person weighing about 165 pounds.

The typical American consumes far short of fish oil recommendations, getting less than 0.1 grams each day. For best cardiovascular protection, recommendations are that a person should consume fatty fish twice per week, exercise regularly, and supplement with at least 1 gram of fish oil daily (2-5).

Taking Isagenix IsaOmega Supreme® provides 1.2 grams of total omega-3 fatty acids (.6 grams EPA and .48 grams DHA) ensuring that omega-3 recommendations are met. However, based on these scientific findings, you might gain greater heart-health benefits from it by exercising and doubling your dose for 2.4 grams total per day.

IsaOmega Supreme is unmatched in its purity. It's highly concentrated dose of EPA and DHA is produced through molecular distillation. It is also rigorous tested for heavy metals, dioxins, and other environmental pollutants.



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