

# Death Begins in the Cells...

**AND OTHER REVELATIONS OF ANTI-AGING**

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# ONLY ONE DISEASE — MALFUNCTIONING CELLS

## ✘ Never Be Sick Again

By Raymond Francis

### ✘ 2 causes

1. Lack of nutrients
2. Toxins

✘ Toxins from *without* ( Get Clean, additives, preservatives, electronics, etc)

✘ Toxins from *within* – free radicals from normal metabolic action and especially when cellular components malfunction

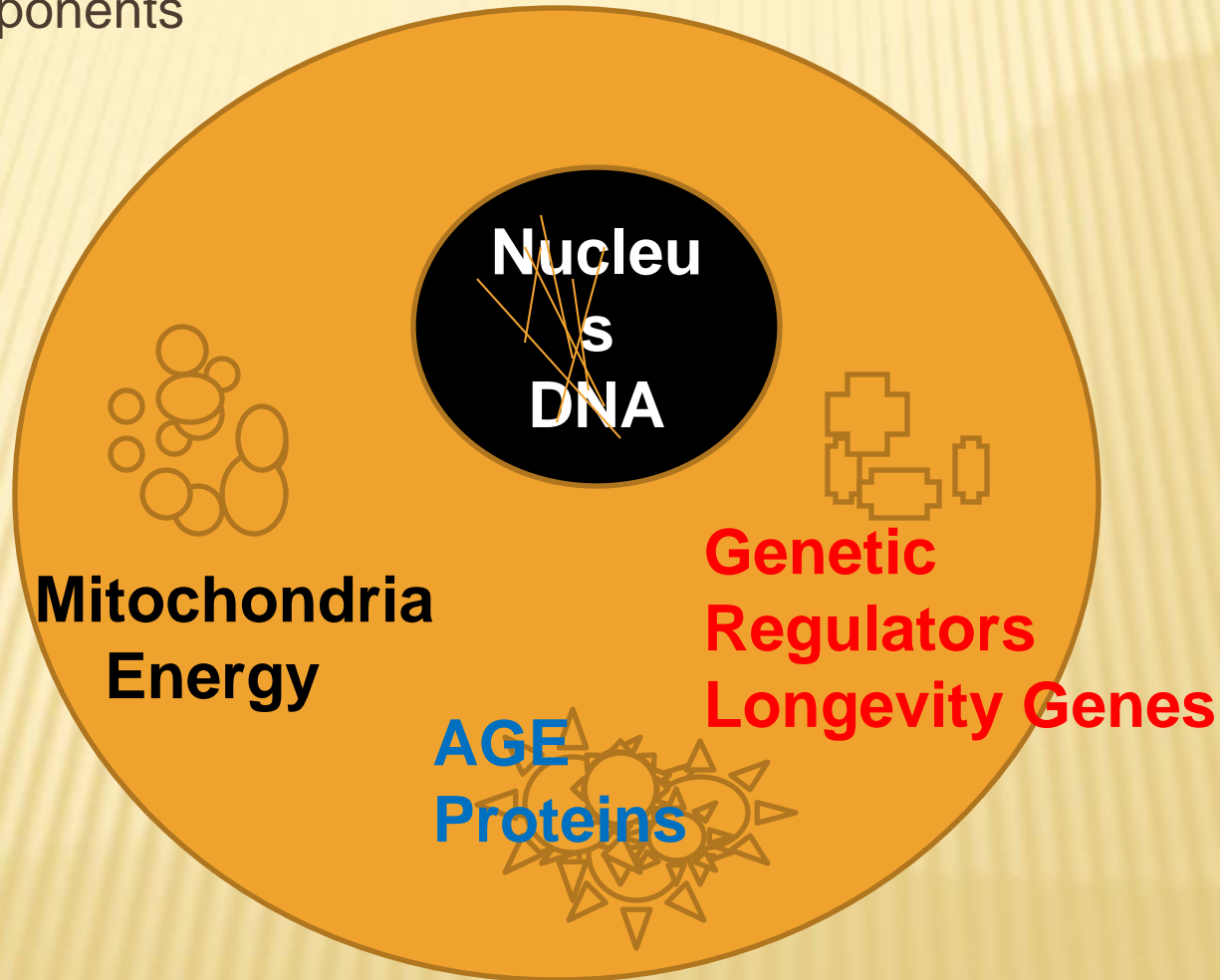
# ANTIOXIDANTS DETOXYFY

- ✖ They stimulate the liver to produce enzymes that break down dangerous chemicals, including carcinogens.
- ✖ The more kinds of antioxidants in the diet, the more kinds of toxins the body can disarm.
- ✖ That is why it is so important to eat many different kinds of plants.

**Without them, the cell ages.**

# 4 MECHANISMS OF CELLULAR AGING

Cellular components





# ANTIOXIDANTS

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- ✗ Early antioxidants .. Essential nutrients that had antioxidant properties
  - ✗ Vitamin C
  - ✗ Vitamin E
- ✗ Carotenoids → **CarotoMax**
- ✗ Flavonoids → **FlavoMax**
- ✗ Co-Q 10 → **CoQHeart** with Resveratrol

# ANTIOXIDANT SOURCES

- NOT in meat and proteins
- NOT in dairy
- NOT in breads, pasta, sweets, snacks and chips

Primarily in...

**Vegetables and Fruits**

If you don't eat 6 to 9 servings a day ...

# VITALIZER



Men 18-49  
(No Iron)

Women 18-49  
(+ Iron)

Everybody 50+

**Once Daily with a Meal**  
**Best at the start of your breakfast**

**26 antioxidants**

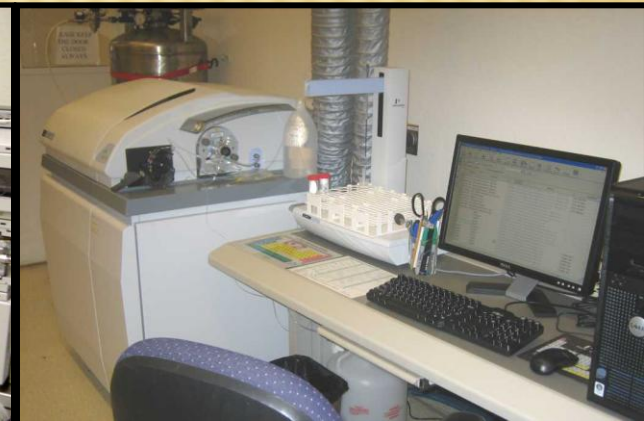


# VITALIZER QUALITY



**Over 1000 quality tests on EACH batch, incl.:**

- Over **110** tests conducted to ensure what's on the label is in the box
- Over **500** physical tests to ensure consistent manufacturing
- Over **330** raw material tests





**ANOTHER CLASS OF ANTIOXIDANTS  
EVEN MORE POTENT**

**Polyphenols:**  
**Resveratrol**  
**Ellagic Acid**  
**and more**

# VIVIX

## CELLULAR ANTI-AGING TONIC



- ✕ Revolutionary breakthrough in fight against cellular aging\*
- ✕ Vivix impacts the four key mechanisms of cellular aging\*

\*This statement has not been evaluated by the Food and Drug Administration. This product are not intended to diagnose, treat, cure, or prevent any disease.

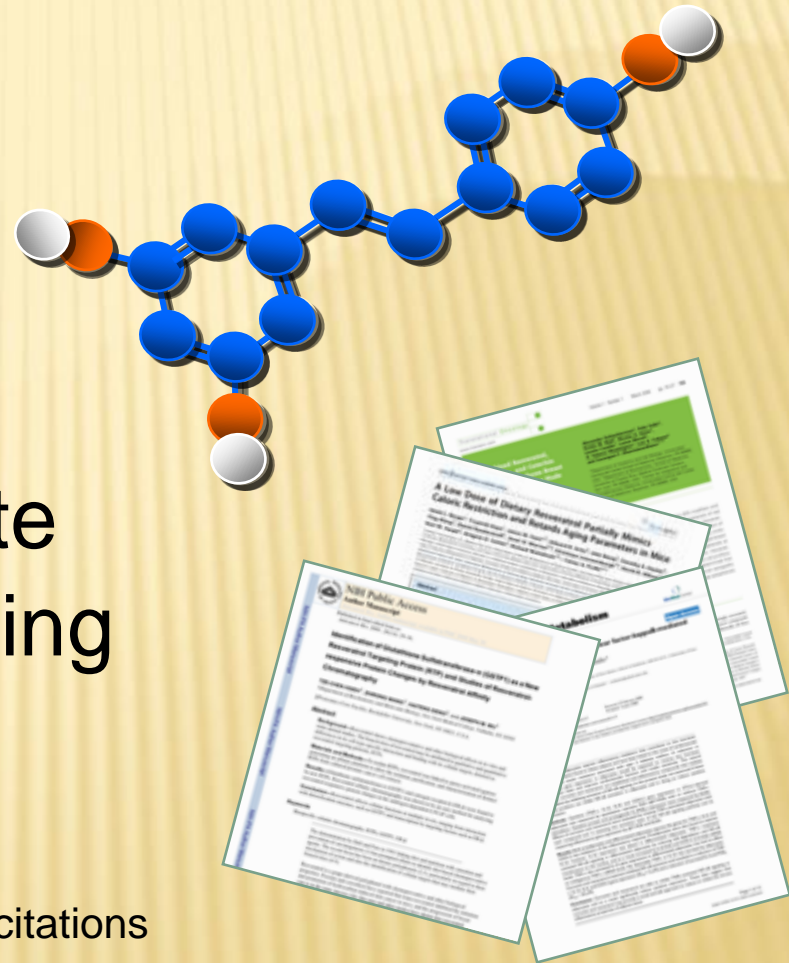
# RESVERATROL

A red wine polyphenol

2,800+ publications\*

- National Cancer Institute
- National Institute on Aging
- Harvard University

\*Medline Pubmed search, July 22<sup>nd</sup> 2009, 2,841 citations



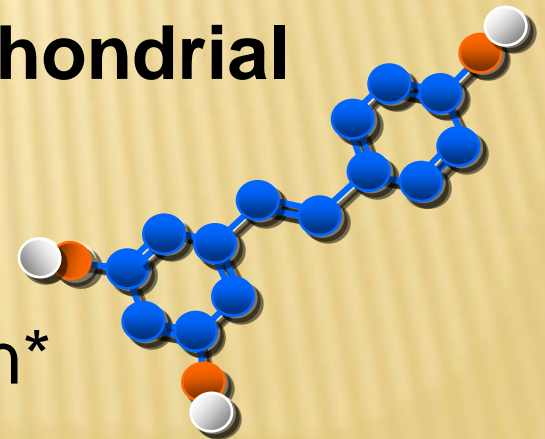


# RESVERATROL

**Addresses 3 of the 4 key mechanisms of cellular aging** in laboratory studies\*

- 1 Helps protect and repair DNA\***
- 2 Activates genetic regulators to help turn down cellular aging\***
- 3 Supports cellular energy (mitochondrial biogenesis)\***

Supports heart and joint health,  
brain health and cognitive function\*



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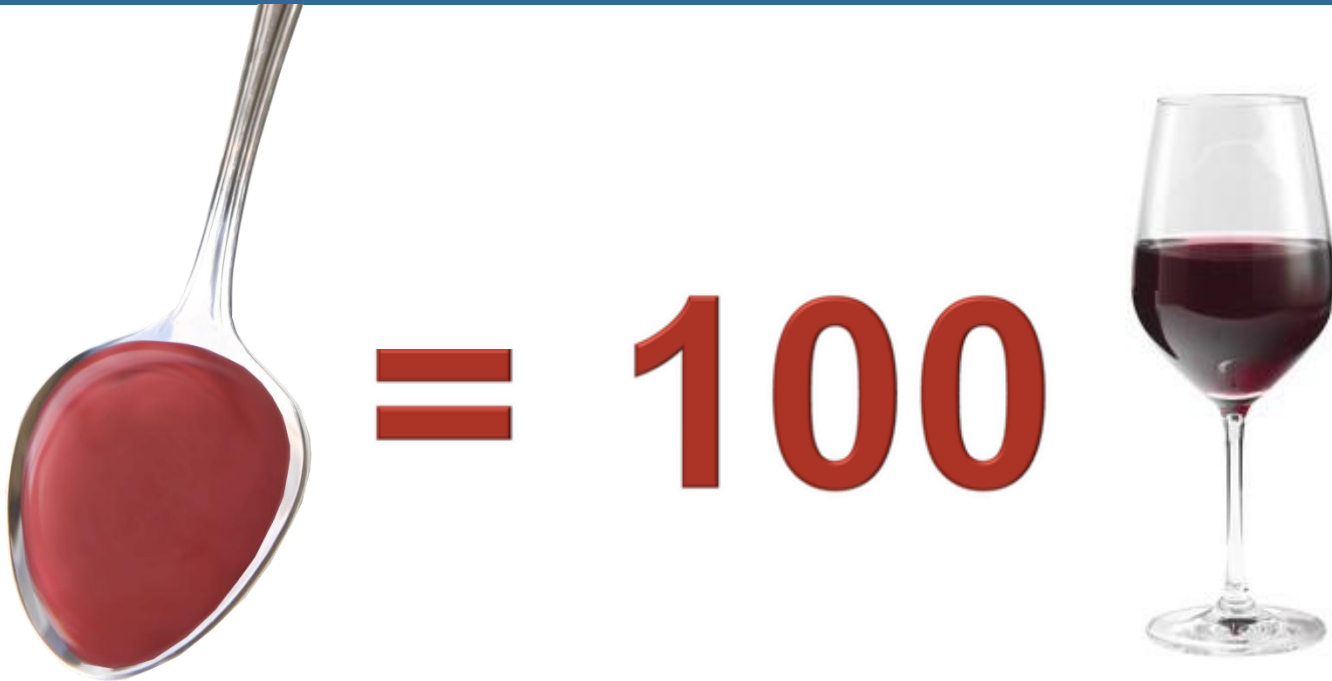
# SHAKLEE DIFFERENCE



CELLULAR ANTI-AGING TONIC\*  
DIETARY SUPPLEMENT

**Uses ULTRA-PURE  
resveratrol, unlike  
most products**

# Potency



**One serving of Vivix™ delivers the equivalent amount of resveratrol found in 100 glasses of red wine.**



# Shaklee Difference



3000 glasses of wine

# KEY MECHANISMS OF CELLULAR AGING

## 1. Genetic Regulators/Longevity Genes

- ✗ Control balance of DNA damage & repair
  - + Some protect cells .. They decline with age.
  - + Some increase cellular damage..  
They increase with age.
- ✗ Activated when cells are stressed as in calorie deprivation ( Dr Sinclair )
- ✗ VIVIX activates longevity genes (Nrf2) which stimulates the cells defense mechanisms and thus helps stop cellular



# New VIVIX Clinical Study

- State University of New York, Buffalo
- Randomized, placebo-controlled
- Healthy volunteers





# VIVIX FAST FOOD CLINICAL STUDY STATE UNIVERSITY OF NEW YORK AT BUFFALO

- 2 groups fed 910-calorie breakfast ( from Burger King)
- **Group 1 – no Vivix**
  - cells became highly stressed..
  - huge inflammatory response
  - free radical damage,

# New VIVIX Clinical Study

- 910 Cal junk food breakfast
- Measured anti-aging outcomes for 5 hrs



# FAST FOOD CLINICAL STUDY ...CONTINUED

Group 2 -- 910 high fat breakfast ...**with Vivix**

- immediately activated a key genetic molecule Nrf2 which set in motion a
- **huge cellular defense and survival respons**
- Antioxidant enzymes
- Cellular detoxification pathways
- Immune response ( glutathione activated)
- Anti-stress
- Anti-inflammatory
- Immediate anti aging effect



# KEY MECHANISMS OF CELLULAR AGING

## 2. DNA Damage

- × DNA is the genetic blueprint of the cell
  - + Controls normal cell function
  - + Replicates and repairs (less efficient with age)

× DNA → mRNA → Proteins

Bombarded up to a million times a day!

- × Healthy immune system protects DNA
- × LOTS of antioxidants required for today's exposure to toxins

# KEY MECHANISMS OF CELLULAR AGING

## 3. Declining Cellular Energy Production

- ✗ Mitochondria = our nuclear power plant
- ✗ Highest concentration in brain, muscle, organs
- ✗ Antioxidants protect mitochondria
- ✗ Decline with age
- ✗ When damaged.. Create free radicals (like nuclear meltdown)

# KEY MECHANISMS OF CELLULAR AGING

## 4. Accumulation of AGE Proteins

- ✗ **Advanced Glycation End products**
- ✗ **Cross-linked proteins (messengers inside the cell) lose their function**
- ✗ **Create sludge leading to cell death..organ death..**
- ✗ **Associated with diets high in sugar and carbs**



# SHAKLEE ON THE CUTTING EDGE

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- ✖ Invented whole new technology to discover, harvest and safely produce Vivix
- ✖ Combined resveratrol & little known grape
- ✖ 10 X more potent than resveratrol alone
- ✖ Exclusive to Shaklee



# Super Grape



**Muscadine (*Vitis rotundifolia*)**

**Extra Chromosome = Extra Health Benefits!\***

20 vs. 19 chromosomes

# SUPER GRAPE POLYPHENOLS

Ellagic acid

**Ellagitannins**

Gallic acids

Anthocyanins

Proanthocyanidins

Chlorogenic acid

Quercetin

Myricetin

Caffeic acid

Kaempferol

Resveratrol

Catechins

**Concentrated  
in Skin and Seed**





# ELLAGIC ACID

- ✗ ***Ellagic acid*** -- anti-proliferative and antioxidant
- ✗ Anti-proliferative properties -- inhibits DNA binding with certain carcinogens  
(nitrosamines & polycyclic aromatic hydrocarbons)
- ✗ Reduces side effects of chemotherapy

# SHAKLEE SUPER GRAPE EXTRACT

- Developed for maximum cellular anti-aging efficacy\*
- Liquid FULL SPECTRUM extract
- Unique. Proprietary. Patent-pending.
- Secured exclusive supply for 20 years from the largest and best growers world-wide

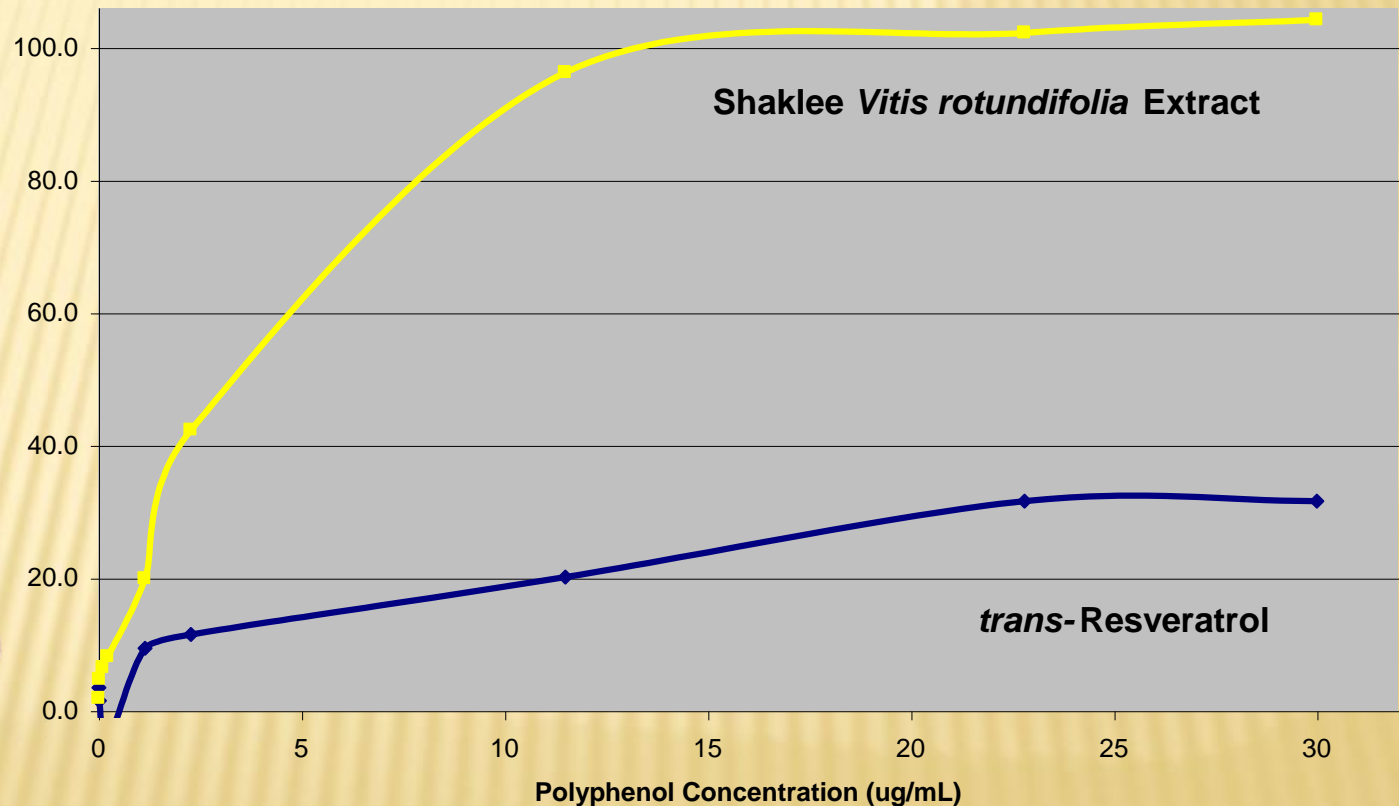
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# SHAKLEE DIFFERENCE

## 10x more powerful than resveratrol

In slowing AGE protein formation, a key mechanism of aging





# VIVIX™ — ALL NATURAL

- ✕ Gentle cold filling process
- ✕ Naturally stabilized
  - + no artificial preservatives added
- ✕ No artificial colors, flavors or sweeteners
- ✕ Purest, most potent resveratrol
- ✕ 98% pure, no emodin
- ✕ Ideal dosage 100 mg



## RESVERATROL BENEFITS UNDER STUDY

- Protects and repairs DNA
- Increases cell energy
- Activates cell anti-aging genes
- Supports brain health
- Slows AGE protein formation

## RESVERATROL BENEFITS UNDER STUDY

- Lowers PSA levels
- Reduces risk of blood clots
- Lowers elevated blood pressure
- Slows plaque build-up in tissue
- Increases endurance and energy
- Anti-inflammatory



# MORE RESVERATROL BENEFITS

- Supports joint health
- Enhances immunity
- Repairs alcohol damaged liver
- Reverses or delays cardiovascular problems
- Improves insulin and blood sugar levels
- Fights cancer.. Anti-tumor properties
- Most powerful antioxidant protection

## RESVERATROL STUDIES ON:

Diabetes

Cancer

Osteoporosis

High LDL cholesterol

Alzheimers

Low HDL cholesterol

energy

Macular Degeneration

Degenerative Diseases

Heart Disease

Arthritis

Hair Loss

Low

# VIVIX REPORTS

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VIVIX REPORTS



# FACTORS THAT MOST DAMAGE OUR HEALTH...

JAMIE MCMANUS, MD

Carrying excessive weight &  
fat.. Obesity is the #1 factor  
leading to serious illness

*Solution! --*

# Cinch