Vivix™ Cellular Anti-Aging Tonic: The science behind this breakthrough product

Unlocking the secrets of biological aging is perhaps the ultimate scientific quest—and significant progress has occurred in the last decade in the understanding of the aging process. Scientists and the general public have become aware of the compelling research on a compound found in red wine called resveratrol, and its ability to extend lifespan in many different laboratory studies. Indeed, resveratrol has been referenced in over 2,000 research citations by the National Library of Medicine, including studies conducted by Harvard University, the National Cancer Institute, and the National Institute on Aging.

Launched in August 2008, *Vivix™* cellular anti-aging dietary supplement has captured the attention of people across America in just a few short months. Vivix was specifically designed to address 4 key mechanisms of cellular aging and Shaklee has the scientific substantiation to back up all claims for the ingredients in Vivix:

- Help protect and repair cellular DNA
- Positively impact genetic regulators
- Promote mitochondrial biogenesis
- Slow AGE protein formation

The genesis of Vivix coincided with a landmark research study published in the journal *Nature* in 2006. This laboratory study surfaced the potential of resveratrol, a compound in red wine, to address two key mechanisms of cellular aging including improving mitochondrial biogenesis and activating genetic regulators of longevity pathways. Numerous laboratory studies including those cited below confirm an effect of resveratrol on helping to protect against a third mechanism of cellular aging, the protection and repair of DNA damage.

But Shaklee scientists went beyond resveratrol in the creation of Vivix by creating a unique and patent-pending polyphenol blend that adds to the power of resveratrol. While resveratrol addresses 3 of 4 of the key mechanisms of aging, it is not very effective in addressing the formation of AGE proteins which can compromise cellular integrity and longevity. So Shaklee scientists identified and created a proprietary Rejuvetrol™ polyphenol blend that has been shown to be 10X more powerful than resveratrol alone at addressing this 4th mechanism of cellular aging.

So, to help review the science supporting Vivix claims, we’ve included the citations of key studies that have been used to validate and support the most important claims we make, including: “In laboratory studies, Vivix™ ingredients have been shown to impact four key mechanisms of cellular aging.”

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.*
**DIETARY SUPPLEMENT**

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### Helps protect and repair cellular DNA

5. Chakraborty S, Roy, M, Bhattacharya RK, “Prevention and repair of DNA damage by selected phytochemicals as measured by single cell gel electrophoresis,” *Environmental Pathology, Toxicology, and Oncology*, 2004; 23(3): 215-26

### Positively impacts genetic regulators


### Promotes mitochondrial biogenesis

**Slows AGE protein formation**

**Guidance on Resveratrol Dosage and Safety**

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