

## ANTIOXIDANTS

We're under attack. Every day we are exposed to free radicals—scavenging molecules that strip electrons from healthy cells and lead to illness and disease. Many physical effects of ageing are due to free radical attack. Antioxidants are the first defense against free radicals, some of which are made within the body, and certain foods also contain them. The problem we have is that the number of free radicals in the environment is escalating, and the quality of the foods we eat is deteriorating.



### DID YOU KNOW?

The DNA in each cell of your body receives 70,000 free radical hits per day, and there are  $10^{16}$  free radicals in just one cigarette. (that's a 10 with 16 zeros after it)

### WHAT ARE CAROTENOIDS?

These are the red, yellow and orange pigments spread throughout nature, especially in the fruits and vegetables that we eat. Lycopene, alpha-carotene, beta-carotene and lutein are some of the most important. A typical carotenoid molecule can sustain more than 20 free radical hits by lipids before it becomes completely destroyed. They also act sacrificially to protect other types of antioxidants like vitamins E and C. This means that your carotenoids support the entire antioxidant network within your body,

and reduce the danger of oxidative stress from free radicals. If you want to be healthy, there's no ifs or buts about antioxidants.

### WHO NEEDS SUPPLEMENTS?

In 1996 the US department of Agriculture showed that most people do not meet the recommended daily allowance (RDA) for most essential vitamins and minerals. Then in 2002 in the Journal of the American Medical Association reported that low levels of the antioxidants vitamins A, C & E may increase the risk of severe health conditions. The researchers went on to conclude that "it appears prudent for all adults to take vitamin and mineral supplements"

### WHAT'S IN LIFEPAK?



LifePak is more than just antioxidants, it contains a comprehensive dietary supplement of

phytonutrients, vitamins, minerals and other metabolic cofactors which help promote general health and wellness. Each bag contains one vitamin capsule, one phytonutrient capsule, and two mineral capsules. LifePak has a broad focus including

- Correcting nutrient deficiencies
- Balancing bone nutrition
- Balancing immune support
- Supporting blood sugar

metabolism

- Helps protect the body with cardiovascular nutrients
- Helps reduce age-related DNA damage by free radicals
- Contains a powerful antioxidant network.

LifePak contains more than 40 antioxidants because science has shown that a spectrum of antioxidants is more effective in combating free radicals than a high amount of a single antioxidant. It contains all eight forms of natural vitamin E, C, selenium, copper, zinc and manganese, six carotenoids, more than 20 flavonoids, and alpha-lipoic acid.

The company behind LifePak—Pharmanex—now has several of its products included in the 2006 edition of the Physicians' Desk Reference (PDR) in the USA. PDR is a reference tool listing medical and health products and is used by individuals in the medical profession around the world.

### IS LIFEPAK BETTER?

An independent organization in the US rated many of the popular supplements, scoring LifePak a top rating 95/100.

But the standout issue with LifePak, is not only is the product very high quality, it is the ONLY supplement company that has tested and proven it's efficacy, and is willing to

guarantee it with you the consumer. If you already take several supplements, and perhaps focus on one type alone, then you should seriously consider changing to LifePak..

### WHAT ABOUT THE SCANNER?

#### Landmark Clinical Study on Scanner presented at FASEB 2006

A landmark study conducted in collaboration with three major US universities to test skin carotenoid levels as an indicator of the overall antioxidant network was presented at the annual meeting of the Federation of American



Societies for Experimental Biology (FASEB) in San Francisco, California in April 2006. Pharmanex® scientists collaborated with researchers from the University of Utah, Tufts University, and Vanderbilt University on this groundbreaking research which studied over 300 healthy subjects. The study results show that a consumer-friendly tool called the BioPhotonic Scanner provides a good indicator of fruit and vegetable intake, antioxidant nutrition, and oxidative stress, making it an accurate way to measure overall antioxidant health in the body. This easy-to-use tool gives instant results and is non-invasive—requiring neither bodily fluids, tissue samples, nor a laboratory.

The Pharmanex® BioPhotonic Scanner provides a personalized, scientifically validated measurement of how diet and supplementation is protecting a person's cells and overall nutritional health. The scanner non-invasively measures the carotenoid level in the skin of your palm using a safe blue light and a technology called Raman spectroscopy. By consistently tracking carotenoid antioxidant levels in the body, you're now equipped with the knowledge to maintain a lifestyle and nutrition habits that will help boost antioxidant levels and maintain proper nutrition and health.



In addition, the study demonstrated that skin carotenoids as measured by the Scanner are a convenient non-invasive indicator of average fruit and vegetable consumption. Previously, blood carotenoids had been viewed as the gold standard indicator of fruit and vegetable intake. The results also confirmed prior research showing strong correlations between skin and blood carotenoids and that the BioPhotonic Scanner test is *as reliable* as blood measurements.



Measurement of blood antioxidants typically involves invasive blood sampling, extraction and analysis of

carotenoids, vitamin E and/or vitamin C by high performance liquid chromatography (HPLC). Blood antioxidant analysis is not practical for use outside the clinic since it is invasive, time-consuming, expensive, and the blood levels are confounded by multiple factors, such as antioxidant consumption from recent meals.

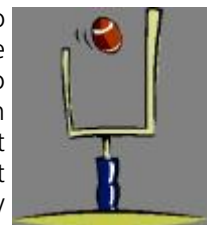
### WHAT'S THE GOAL?

Are you serious about not only maintaining good health, but fighting off potential nasty illnesses and diseases? I hate to hear the words, "well you've got to die of something", since it implies giving in without even attempting to be the best you can be,

If you follow the progress of modern medicine, you'll know that regression is probably a better description. It holds no silver bullet, there are no secret solutions, the ONLY way to have a healthy body to is to have a fit, strong immune system to defend against challenges.

Have a diet rich in fresh fruit and vegetables, moderate exercise, restful sleep, and a high quality supplementation regime is the logical combination for you to achieve a healthy old age.

It's important to remember that the goal is not simply to have a high skin carotenoid score, but to have this as part of a balanced healthy lifestyle.



### Choices...

Your good health is a 'horse to water' issue. We aim to do all the work to bring you the most cost effective, efficient means for achieving and maintaining good health.

We can't make you drink, but we hope you'll at least think about it.