



Protandim®

Revolutionary Anti-Aging Breakthrough!

Laurie Velger & Donna Wood

Can taking just one herbal pill a day really reverse aging, extend your life span, and fend off over 200 degenerative diseases? What if someone told you that in 30 days, regardless of your current age, one yellow capsule would make your cells resemble those of a 20-year-old? And if you continued taking one pill once a day, in 120 days your cells would be identical to those of a newborn baby?

And not only that, all inflammation and oxidative stress (the initial cause of aging) within your body would be drastically reduced, and your cells would begin to produce millions of its own free-radical fighting antioxidants¹ on a daily basis? Would you believe them? But what if they presented you with undeniable peer-reviewed² clinical proof?

Introducing Protandim

Twenty-six leading universities and research institutes around the world have been intrigued enough by the power of this miracle herbal caplet, called Protandim, to initiate and fund their own studies on its effects on diseases such as diabetes, metabolic syndrome, skin cancer, asthma, heart disease, renal failure, non-alcoholic fatty liver disease,

Duchenne muscular dystrophy, osteoarthritis, periodontal disease, optic neuropathy, pulmonary hypertension, and other devastating illnesses. This level of interest in a natural supplement by the medical community is unprecedented!

As of this writing, five of these peer-reviewed clinical studies have been completed (listed at the end). And the results are simply astounding!

Developed after 40 years of research, Protandim is a true scientific breakthrough in anti-aging and wellness. Protandim has been featured on ABC's "Primetime," NBC, and PBS, in *The Wall Street Journal* and described in CNN Chief Medical Correspondent Dr. Sanjay Gupta's book, *Chasing Life, The Quest For Immortality*. Nationally known talk show host Montel Williams has been a fan of Protandim for the last several years. Why? Protandim helps him control his Multiple Sclerosis symptoms.

Powerful Aging Fighter

Your age is determined by much more than a simple number. It is a mixture of several elements, including your chrono-

Protandim's Amazing Benefits

1. Scientifically proven as a super-powerful free-radical fighter. Helps the body unlock its survival genes which allow it to manufacture its own antioxidant enzymes that can eliminate over a million free radicals per second!
2. Reduces oxidative stress to the level of a 20-year-old in 30 days—and to the level of a newborn baby in 120 days!
3. Reduces cell aging by an average of 40% (the only supplement clinically proven to!)
4. Increases glutathione, a key antioxidant and anti-aging component, by 300%
5. Greatly reduces inflammation, associated with less pain in the body
6. Low oxidative stress levels promote a healthy cardiovascular system, a healthy brain, proper immune function, better sleep and overall improved wellness!

logical age, stress, and environmental factors (such as the damage caused by free-radical compounds that continually attack our cells' genes), and your genetic composition.

Oxidation outside the human body causes rust in metals or browning in sliced apples. In the body, oxidation hurts cells and is a significant factor in aging. Scientific research has validated oxidative stress—damage to the body's cells by free radicals—as the root cause of aging. In fact, studies show that metabolic wear and tear caused by free radicals in cells accelerates aging. With each year of life, your body becomes less effective at fighting free radicals.

For years, scientists thought the solution to reducing the n

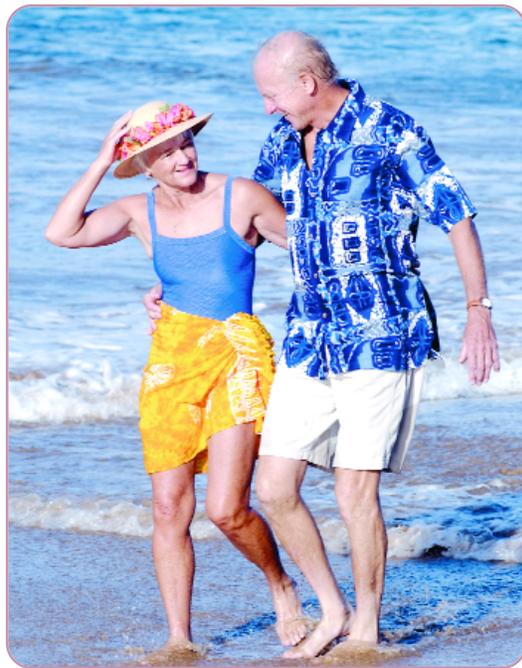
umber of destructive free radicals and preventing age-related diseases, such as cancer and heart disease, might lie in antioxidant vitamins. But in 2004, The American Heart Association released an advisory stating that research on vitamin C, E, and beta-carotene (a form of vitamin A) supplements failed to justify their use to prevent or treat cardiovascular disease. Science is now finding that antioxidants from vitamins cannot significantly reduce the oxidative stress caused by free radicals. The body can't ingest enough antioxidants through food, juices, or vitamins to equal the staggering number of free radicals it makes every day.

Most Effective Antioxidant

The most effective way to fight free radicals is to trigger the human body to produce more of its own free-radical-fighting enzymes and reduce oxidative stress. Instead of providing your body with additional dietary antioxidants (supplements fall into this category and are called "consumable" antioxidants), Protandim works from *within* your body—signaling the DNA inside every cell

to boost its own production of key antioxidant enzymes. Studies show that Protandim increases levels of the anti-aging enzymes Superoxide Dismutase (SOD) by 30% and Catalase (CAT) by 54%, while reducing oxidative stress levels an average of 40% in just 30 days!

Studies also show that Protandim produces a 300% increase in the anti-aging enzyme Glutathione. This is why Protandim is significantly more effective than any other antioxidant available today: *your body* is actually producing the antioxidant power! Protandim, the first Nrf2 activator on the market, also up-regulates the survival genes that help the human body fight oxidative stress and down-regulates the profibrotic (scar tissue formation) and pro-inflammatory genes



Formulated by Nobel Prize Nominee

Protandim's formulator, Dr. Joe McCord, is a world-renowned scientist and a pioneer in the field of Free Radical Biology. In 1969, as a Duke University biochemistry graduate student, Dr. McCord discovered the key anti-aging enzyme Superoxide Dismutase. His role was so significant that SOD is measured in McCord units. Dr. McCord has devoted his life to the study of free radicals and their role in aging.

Dr. McCord was awarded the Elliott Cresson Medal from The Franklin Institute in 1997. This award has been bestowed on distinguished inventors and scientists, putting Dr. McCord in the same company as Pierre and Marie Curie, Alexander Graham Bell, Orville Wright, and Henry Ford. Dr. McCord has also been nominated four times for the Nobel Prize in Medicine. Dr. McCord's revolutionary breakthrough in unlocking the human body's anti-aging enzymes is the key to allowing humanity to have longer, healthier life spans.

that help us fight infection.

Also, consumable antioxidants can only eliminate free radicals on a one-to-one basis: one antioxidant molecule neutralizes one free radical. With Protandim, your body produces far more antioxidant enzymes that dramatically eliminate free radicals at a rate of 1,000,000:1 per second. This antioxidant process is thousands of times more powerful than red wine, oranges, blueberries, juices, or other consumable antioxidants.

Vegetarian & Allergen-Free

Protandim is uniquely formulated from a combination of five botanicals used in Aryurvedic and Chinese medicines: milk thistle; bacopa, ashwagandha, green tea, and turmeric. Although each ingredient is powerful by itself, testing shows the synergistic action of these five ingredients together offers superior protection.

Protandim is 100% vegetarian, and allergen-free. Unlike many other vitamin and mineral supplements, there are no known side effects. Science has proven Protandim works in 100% of people 100% of the time, producing its special synergy in all mammals. Pet owners have noticed healthier horses, dogs and cats.

Protandim's proprietary formula has been issued three U.S. Patents, with two more pending.

Studies on Protandim

Currently being conducted by the following institutions. Read these studies at StopAgingNaturally.com:

- University of Colorado
- Denver Health Medical Center
- Children's Hospital, Denver
- University of Florida
- University of Kentucky
- University of Michigan
- Louisiana State University
- Ohio State University
- Vanderbilt University
- Glamorgan University, Wales
- Sahlgrenska University Hospital, Goteborg, Sweden
- University of Toronto/ St. Michelle's Hospital, Canada
- University Hospital, Brno, Czech Republic
- Mexican Institute of Social Security, Mexico City

Game-Changer

Leading doctors and scientists have called Protandim a "game changer" because its effects on health are so far reaching. Protandim's claims are backed by clinical studies that have been peer-reviewed, scrutinized by regulatory agencies such as the FDA, and completely validated. Protandim is also sold for use topically as *TrueScience Anti-aging Cream*™. ■

For more info and to order, visit StopAgingNaturally.com or call Mary or James at 406-599-5874.

Peer-Reviewed Studies:

- 1) Protandim eliminates the age-related increase in cell aging factors. Human Study #1, Free Radical Biology and Medicine, 2006
- 2) Protandim produces a 300% increase in Glutathione. Human Study #2, Free Radical Biology and Medicine, 2008
- 3) Mice on Protandim showed a reduction in both skin tumor incidence by 33% and multiplicity of 57% compared to those on a basal diet. Study sponsored by the Skin Cancer Foundation published in Louisiana State (LSU), PLoS ONE Journal, 2009
- 4) Protandim protected the heart in a study of pulmonary hypertension in rats. A study by Virginia Commonwealth University (VCU) published in Circulation, the American Heart Association Journal, 2009
- 5) Protandim improved markers of oxidative stress and fibrosis in muscular dystrophy mice, giving hope that it could possibly benefit boys with Duchenne Muscular Dystrophy. Study published by The Journal of Dietary Supplements, 2010



PROTANDIM is the only supplement clinically proven to reduce oxidative stress by an average 40%, slowing down the cell aging process to the level of a 20 year-old. While conventional or direct antioxidants can neutralize only one free-radical molecule, Protandim triggers the creation of enzymes that can each eliminate over a million

free-radical molecules per second without being used up.



TRUESCIENCE ANTI-AGING CREAM

was formulated to fight your aging battles from the outside in. With cutting-edge science battling externally and the ingredients in Protandim proven to protect your cells internally, TrueScience is the complete anti-aging solution that gives your skin a beautiful, even tone, diminishes the appearance of fine lines and wrinkles, and provides a vibrant, glowing appearance.

NOTES:

1. Antioxidant enzymes form the first line of defense against free radicals in organisms. Their regulation depends mainly on the oxidant status of the cell, because oxidants are their principal modulators.
2. The peer-review process guarantees that published studies meet the rigorous standards that scientists impose upon themselves and each other.

Protandim™



Turn Back Your Clock!

Clinically Proven Revolutionary Anti-Aging Antioxidant Therapy

- ◆ Boosts your body's production of key antioxidant enzymes to defeat one million free radicals every second
- ◆ Reduces cell aging to the level of a 20-year-old or less in 30 days.
- ◆ Reduces oxidative stress by 40%
- ◆ Supports healthy aging & promotes a healthy immune system
- ◆ Works for everyone!



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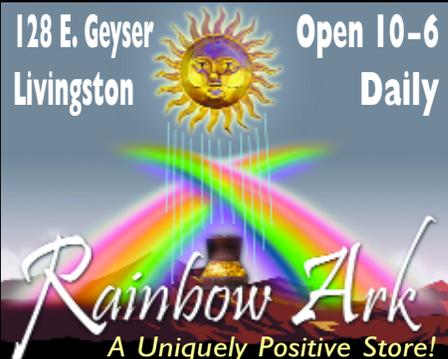
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