

# ageLOC® Vitality

## Release your inner energy

### Product Format

Capsules packaged in twist top bottle.

### Size

180 capsules



### Positioning Statement

*As we age, our bodies' ability to effectively generate and utilise energy changes, impacting vitality. ageLOC® Vitality targets the following three dimensions: physical vigour, mental acuity and sexual drive, by promoting healthy Youth Gene Clusters (YGCs) activity associated with vitality and energy release. Prepare to release your inner energy with ageLOC® Vitality.*

### Consumer Need

Vitality is the state of being strong and active with the power to live. Loss of physical vigour, reduced mental acuity and the lack of sexual drive are common signs of ageing - ultimately, what we call the loss of vitality. As we age or following an intensive period of activity, our energy levels can be impacted, which can affect our physical, mental and sexual vitality. In 2008, a Datamonitor survey revealed that 30 percent of consumers consistently felt tired and 50 percent reported that they felt tired sometimes.

Our mental sharpness could also be influenced. There are subtle changes in the way we think - it can take longer to solve problems and it becomes more difficult to make calculations, learn new skills, remember names or even find the car keys. Studies show that the average person experiences a major change in memory between the ages of 35 and 80.<sup>1</sup> Other research indicate that changes in mental health begins between the ages of 20 and 30.<sup>2</sup>

Studies also show that sexual drive declines with age. One study showed that 68 percent of women have a strong sexual drive around 30 to 35 years of age and this drops to only 23 percent (a 66 percent decline) for women approximately 65 to 74 years of age. Men in the same age

groups showed a decline from 74 percent to only 47 percent (a 36 percent decline).<sup>3</sup> Additional studies report an even more decline in sexual drive from individuals under 40 to individuals over 70 - only one percent of women and two percent of men over 70 reported high to very high interest in sex.<sup>4,5</sup>

In today's society, quick energy boost products are often used to help with acute fatigue. These stimulant products can generate highs and lows and can become less effective over time as a person's vitality and energy levels continue to decline. By using these types of products, consumers are targeting a quick solution, while a more balanced and sustained energy level reflects a more overall feeling of vitality and energy release.

### Age-Related Vitality

Deep inside each of our cells, tiny cellular "power plants" called mitochondria create the chemical energy that fuels our bodies. These organelles never sleep as they continuously deliver the energy molecule ATP (adenosine triphosphate), which powers our cellular processes. During the ageing process, the efficiency, size and number of our mitochondria declines and consequently influences the energy production. In order to keep our mitochondria efficient, it is important to understand how gene expression works.

Gene expression can be influenced through lifestyle choices as well as nutrition. With ageLOC® science we have an understanding of how YGCs influence mitochondrial ageing as the activity patterns of the YGCs are associated with this type of ageing. We are able to develop products that support the expression of these YGCs to help us feel and keep healthy. According to the

latest scientific insights, we have been able to discover several potential ingredients that work on the expression of key gene groups associated with energy release. We can now identify, target and activate a specific YGC related to vitality.

Data suggests that nutrient efficacy varies by tissue; some nutrients work well in the muscle, while others work best in the brain. ageLOC® Vitality is formulated with a carefully selected blend of ingredients to provide you with vitality benefits in each of the three dimensions of vitality and inner energy release.

- Optimises and supports YGC activity associated with vitality and inner energy release.
  - Supports three dimensions of vitality: physical vigour, mental acuity and sexual drive.
  - Optimises and sustains baseline energy levels.
  - Specifically designed to target the sources of vitality and optimises YGC activity associated with vitality.
  - Unlike other one- or two-dimensional products, ageLOC® Vitality supports vitality in three important ways: physical vigour, mental acuity and sexual drive.
  - Sustains baseline energy with consistent use, helping you to avoid the highs and lows of harsh stimulants and excessive sugar.
  - Contains a proprietary blend of ingredients that impacts organs like the brain, muscle and heart differently.
- Men and women over the age of 18 who want to support and maintain a good baseline energy level and fully engage in an active, vital life.
- **LifePak®** - the perfect companion to ageLOC® Vitality because optimal gene expression requires good nutrition and mitochondrial and DNA protection. LifePak®, with its excellent nutrition and broad antioxidant formulation, provides nutrients and critical mitochondrial free radical protection. Together, ageLOC® Vitality and LifePak® activate gene expression and provide antioxidant protection, helping to offer a vital feeling.
  - **Pharmanex® Solutions Products** - combine with ageLOC® Vitality for targeted benefits. Current users of CordyMax Cs-4® should transition to ageLOC® Vitality for broader benefits. For more targeted pre- and post-workout benefits, add OVERdrive®.
  - **ageLOC® Skin Care Products** - great companions to ageLOC® Vitality, because activating the YGCs on the outside and the inside delivers a beautiful blend of youthful appearance and vitality.

- **Tru Face® Line Corrector** - features a revolutionary pro-collagen peptide that helps soften moderate to deep lines around the mouth, eyes and forehead.
- **Nu Skin 180°® Anti-Ageing System\*** - designed to reverse the full range of ageing effects, each product in this system plays an integral role in delivering anti-ageing benefits and works synergistically to enhance results.

\*These products should not be used with the ageLOC® Edition Nu Skin Galvanic Spa System™ II instrument itself.

### How does ageLOC® Vitality work?

ageLOC® Vitality is formulated to address the sources of vitality. By supporting the expression of a mitochondria-related YGC, it also supports optimal mitochondrial performance to help your cells produce energy more efficiently. This exclusive ageLOC® Vitality blend improves three key areas of vitality: physical vigour, mental acuity and sexual drive.

### How is ageLOC® Vitality different from typical energy drinks or supplements?

Unlike many products currently on the market, ageLOC® Vitality is not designed to provide a quick fix or boost. Instead, it is formulated to optimise and maintain a person's baseline energy level for a long-term and sustained overall vitality. This helps people to avoid the ups and downs of caffeinated and high-sugar drinks and supplements.

### How quickly will I experience benefits from ageLOC® Vitality?

ageLOC® Vitality is not a stimulant and is designed to raise overall levels of vitality with consistent use. When people take ageLOC® Vitality as directed, they should notice benefits within two to four weeks.

### What should I feel when I take ageLOC® Vitality?

When ageLOC® Vitality is taken regularly, noticeable benefits should include optimisation of stamina level and physical capacity, improved mental acuity or sharpness and positive impact on sexual drive.

### Is there anyone who shouldn't use ageLOC® Vitality?

ageLOC® Vitality contains a blend of safe and well studied fruit and phytonutrients and is suitable for all healthy adults. Concurrent use of ageLOC® Vitality with prescription drugs has not been assessed; however, third party studies of the individual ingredients provide useful insights to physicians advising their patients. People taking anticoagulants (including high-dose aspirin therapy), anti-diabetic drugs, MAO inhibitors, blood pressure medication, immunosuppressants or any other medication, should consult a physician before taking this or other

dietary supplements. Discontinue use of this product two weeks prior to and after surgery. A physician should be notified prior to surgery if supplementation was continued during the two-week washout period.

Suggested Dosage: Take three (3) capsules twice daily. Can be taken with or without food. Not to exceed six (6) capsules daily.

1. BURKE D.M. and MACKAY, D.G.: "Memory, language, and ageing." Phil. Trans. R. Soc. Lond. B 1997, pp. 1845-6.
2. SALHOUSE, T.A.: "When does age-related cognitive decline begin?" Neurobiol Aging 2009, 30, pp. 507-14.
3. LINDAU, S.T. and GAVRILOVA N.: "Sex, health, and years of sexually active life gained due to good health: evidence from two US population based cross sectional surveys of ageing." BMJ 2010, 340, pp. c810.
4. BEUTEL, M.E., STOBEL-RICHTER, Y. and BRAHLER, E.: "Sexual drive and sexual activity of men and women across their lifespans: results from a representative German community survey." BJU Int 2008, 101, pp. 76-82.
5. NAPPI, R.E. and NIJLAND, E.A.: "Women's perception of sexuality around the menopause: outcomes of a European telephone survey." Eur J Obstet Gynecol Reprod Biol, 2008, 137, pp. 10-6.

Microcrystalline cellulose, Capsule (Gelatine, Titanium dioxide), Stearic acid, Silicon dioxide.

Keep out of reach of children. If you are pregnant, lactating or taking a prescription medication, consult a physician prior to using this product. Do not use if safety seal is broken or missing. May contain traces of soy and peanuts. Use only as directed.

No added sugar, salt, wheat, yeast or dairy products.  
No preservatives.

### Supplement Facts

Serving Size 3 Capsules		Servings Per Container 60
AMOUNT PER SERVING:		% DAILY VALUE
ageLOC® Vitality Blend	1,135 mg*	
<i>Cordyceps sinensis</i> (Berk) Sacc Mycelia		
Pomegranate ( <i>Punica granatum</i> ) fruit extract		
<i>Panax ginseng</i> root extract		
*Daily Value not established.		