

CoQ10

Cardio Protection*

ANTIOXIDANT DEFENSE FOR A HEALTHY HEART*



Positioning Statement

CoQ10 provides a clinically-significant dose of coenzyme Q10, a potent antioxidant important to cardiovascular health shown to not only protect our delicate tissues against attack by reactive oxygen species (ROS), but also help recycle other antioxidants.*

Concept

Coenzyme Q10 (CoQ10) helps produce energy at the cellular level to support the body's most active muscle—the heart. Also known as ubiquinone, coenzyme Q10 is a vitamin-like substance that occurs naturally in the body. Present in all cell nuclei and microsomes, CoQ10 is most concentrated in the mitochondria of the cell. Structurally, coenzyme Q10 is similar to vitamin E and is a powerful antioxidant. As we age, our bodies produce less and less of these vital coenzymes. In humans, CoQ10 levels reach their peak by age 20 and then fall slowly thereafter. Research suggests that supplementing with CoQ10 could provide health benefits, especially as CoQ10 levels start to naturally diminish.*

CoQ10 provides a clinically significant daily dose of coenzyme Q10 for the promotion of normal cardiovascular function.*

Primary Benefits

- Strengthens heart muscle function and cardiac output without negative side effects*
- Maintains existing normal blood pressure*
- Promotes cardiovascular health by inhibiting LDL oxidation*
- Provides powerful protection against free radical damage in mitochondria*
- Recycles vitamin E in the body, bolstering our antioxidant defense network*
- Supports healthy skin by providing protection against UV radiation*
- Promotes healthy periodontal condition of teeth and gums*

What Makes This Product Unique?

- Essential coenzyme catalyst for the production of ATP that fuels energy
- More bioavailable than powdered CoQ10

Who Should Use This Product?

CoQ10 is intended for adults who want help maintaining normal cardiac function, for those concerned with declining CoQ10 levels with age, for those concerned with the effects of free radicals and who desire potent antioxidant protection, and finally for those who wish to support their body's normal processes of energy production.

Did You Know?

- In humans, coenzyme Q10 levels reach their peak in most tissues by age 20 and then fall slowly thereafter
- The level of coenzyme Q10 found in plasma has been proposed as a marker of oxidative stress
- Oxidative stress has been defined as a disturbance in the body's pro-oxidant/antioxidant balance in favor of pro-oxidants
- The plasma of individuals with compromised liver health has a significantly higher level of coenzyme Q10, suggesting increased oxidative stress in these individuals
- Peter Michell, Ph.D., won the Nobel Prize in chemistry for his discovery of how CoQ10 produces energy at the cellular level

Frequently Asked Questions

How does CoQ10 work?

Coenzyme Q10 is widely distributed in nature. It is biosynthesized in all cells of birds, fish, most mammals (including humans), plants, and microbes. Coenzyme Q10 is discharged, to a limited extent, into the blood where it is bound to serum lipoproteins. In the tissues of humans and other mammals, a reduced form of coenzyme Q10 called ubiquinol has beneficial antioxidant properties. Coenzyme Q10's primary functions are cellular energy production (metabolism) and free radical scavenging. Coenzyme Q10's role as a lipophilic

CoQ10

(fat-soluble) antioxidant has been expanded with recent evidence that it functions as a co-antioxidant for vitamins C and E helping to maintain these vitamins in their reduced state.*

Why is it important to have healthy levels of coenzyme Q10?

CoQ10 is essential for cell energy production. Moreover, it is an important antioxidant that protects cellular mitochondria from free radical attack. In humans, coenzyme Q10 levels reach their peak in most tissues by age 20 and then fall slowly thereafter. The level of coenzyme Q10 found in plasma has been proposed as a marker of oxidative stress, which has been defined as a disturbance in the body's pro-oxidant/antioxidant balance in favor of pro-oxidants. The plasma of individuals with compromised liver health have a significant increase in the portion of coenzyme Q10 suggesting increased oxidative stress in these individuals.*

How are the ingredients in CoQ10 standardized?

The constituents in CoQ10 are standardized through scientific and analytical methods to ensure that every capsule contains the specific level of constituents, every time. CoQ10 contains at least 99.7% coenzyme Q10.

Is CoQ10 safe?

CoQ10 is safe and well tolerated at the recommended dosage. If you are pregnant or lactating, or taking a prescription medication, or are allergic to any component of this product, please consult a physician prior to use. Coenzyme Q10 does not have an effect on the metabolism of the anti-cancer drug adriamycin (ADM). Coenzyme Q10 supplementation should not be administered during chemotherapy when adriamycin is being administered.

Key Scientific Studies

1. Poggesi L, Galanti G, Comeglio M, et al. Effect of coenzyme Q10 on left ventricular function in patients with dilative cardiomyopathy: a medium-term randomized double-blind study versus placebo. *Current Therapeutic Research*, 1991; 49:878–86.
2. Chen YF, Lin YS, and Wu SC. Effectiveness of coenzyme Q10 on myocardial preservation during hypothermic cardioplegic arrest. *Journal of Thoracic and Cardiovascular Surgery*, 1994; 107:242–47.
3. Digiesi V, Cantini F, Bisi G, et al. Mechanisms of action of coenzyme Q10 in essential hypertension. *Current Therapeutic Research*, 1992; 51:668–72.
4. Rim EB, Stampfer MJ, Ascherio A, et al. Vitamin E consumption and the risk of coronary heart disease in men. *New England Journal of Medicine*, 1993; 328(20):1450–56.

5. Baggio E, Gandini R, Plancher AC, et al. Italian multi-center study on the safety and efficacy of coenzyme Q10 as adjunctive therapy in heart failure. *Co Q10 Drug Surveillance Investigators. Molecular Aspects in Medicine*, 1994; 15(Suppl.):S287–94.

Supplement Facts

Serving Size One Softgel

Amount Per Two Softgels		%Daily Value*
Vitamin E	30 IU	100%
(from mixed Tocopherols)		
Coenzyme Q10 (Ubiquinone)	30 mg	*

*Daily Value not established.

Other Ingredients: Rice Bran Oil, Gelatin, Glycerin, Water, Beeswax, Annatto Extract (color), Beta Carotene, Titanium Dioxide.

Directions for Use

As a dietary supplement, take one (1) softgel daily with food. Store in a cool, dry place.

Warnings

Keep out of reach of children. If you are pregnant or lactating, or taking a prescription medication, consult a physician prior to use.

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

