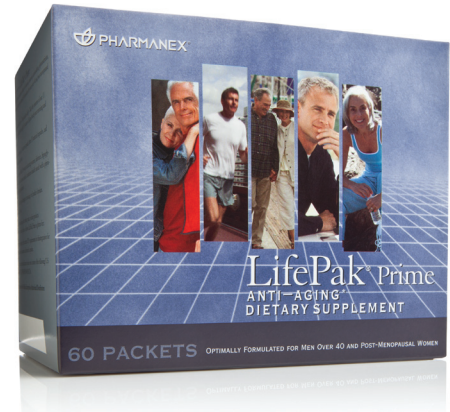


LifePak Prime®

OPTIMALLY FORMULATED FOR ADULTS OVER 40
DIETARY SUPPLEMENT AUST L121006



POSITIONING STATEMENT

LifePak Prime® is a nutritional supplement with optimal levels of essential micronutrients scientifically formulated to support wellness for the general health of adults over 40. LifePak Prime® provides a comprehensive array of antioxidants, vitamins, and minerals typically lacking in the average adult diet, as well as alpha-lipoic acid, coenzyme Q10, and grape seed extract to combat the effects of the normal ageing process. In addition to meeting common nutritional deficiencies, the many health benefits of LifePak® Prime include powerful antioxidant support to protect cells, immune system support, promotion of cardiovascular health, blood sugar metabolism support, complete bone nutrition, support of brain function, eye health, sexual function and energy production. Used with Pharmanex® Optimum Omega™, LifePak Prime® provides a nutritional foundation for a long life full of vitality and energy free of many health issues associated with nutritional deficiencies. Convenient packaging of five gelatin capsules in a small bag make it easy for all adults to take LifePak Prime® every day with meals.

CONCEPT

In the twenty-first century, people are expected to live an average of 30 years longer than a century ago because of advances in medicine and improved health habits. At the same time, health concerns associated with normal ageing continually increase.

Ageing is the one debilitating condition that all living things have in common (except for lobsters and some fish). It is the culmination of changes that occur biologically (internal age) and chronologically (birth age) to everyone over a lifetime.¹ A number of acute and chronic health problems in the aged are nutritionally related, including immunodeficiency, proneness to infection, cardiovascular disease and cognitive impairment.²

Ageing affects every body tissue and organ including the skin, brain, digestive system and bones. Some natural changes with age may not be reversed, such as grey hair, wrinkles, balding, reduced sensitivity and some loss of hearing. But you probably can slow or prevent the following changes by exercising, eating an adequate diet, and planning ahead:³

- Decreased sugar metabolism
- Cardiovascular diseases
- Bone loss
- Decreased immunity
- Mental confusion
- Decreased short-memory
- Slowed energy metabolism
- Loss of fertility (men)
- Loss of sexual functioning
- Loss of joint flexibility
- Loss of eyesight

The central cause of ageing is cellular DNA damage by free radicals. Unfortunately, as we age, our antioxidant defence system becomes weaker. A large amount of free radicals are generated by normal metabolism, and lifestyle factors such as smoking, alcohol intake, radiation, pollutants, stress and excess dietary fats. Free radicals damage cell membranes, tissue proteins and DNA, which lead to diminished energy production and cellular function and regeneration. They also cause the visible age spots in the skin and begin the process of most diseases.

Preventive nutrition is our defence against mental and physical ageing. Researchers generally agree that to retard ageing, nutrient substances within the body that decline with age must be kept at a level that was present at the time of youthfulness.⁴ As adults surpass 40 years of age, physiological and lifestyle changes significantly alter their nutritional needs. For example, there is an increased need for powerful antioxidants, bone-related nutrients, heart and brain support.

¹ Kirschmann G J Kirschmann J D. Nutrition Almanac 4th Edition. p 331.

² Wahlqvist M.L. Food & Nutrition. 1997. p 327.

³ Hamilton, Whitney & Sizer. Nutrition Concepts & Controversies 4th Edition. p 507.

⁴ Kirschmann G J Kirschmann J D. Nutrition Almanac 4th Edition. p 334.

LifePak Prime®

LifePak Prime® – The Optimal Formula for Adults Over 40
LifePak Prime® is a comprehensive dietary supplement ideally formulated for adults over 40. LifePak Prime® nutrients address nutritional deficiencies, free radical damages, bone health, immune system, blood sugar levels, cardiovascular health, brain function, eye function, sexual function and energy production.

Helps Protect Against Age-Related Free Radical DNA Damages

To address the central cause of ageing – cellular DNA damage by free radicals, LifePak Prime® contains green tea catechins, the proprietary Tegen 97®, which is known as one of the most powerful antioxidants on earth. Green tea extract provides triple-action cell protection by supporting the body in scavenging cell-damaging free radicals. LifePak Prime® also contains beta-carotene, the family of carotenoids including lutein and lycopene, and the flavonoid quercetin, work together, each in their own way, to assist in keeping all cells healthy. Other powerful antioxidants in LifePak Prime® include alpha lipoic acid, coenzyme Q 10 (Co Q10) and grape seed extract for added free radical scavenging.

Protects Cells with an Advanced Antioxidant Network

LifePak Prime® offers cell protection against damaging free radicals with a comprehensive antioxidant network containing more than 40 different antioxidants. Pollution, stress and run-down lifestyles produce free radicals that damage our cells. Our bodies are under constant attack by these free radicals. Science has shown that a network of antioxidants (rather than a high amount of a single antioxidant) is more effective in combating these damaging molecules. The body relies on a steady supply of dietary antioxidants to maintain optimal health. LifePak Prime® contains the full spectrum of antioxidants in normal LifePak formula, with an extra amount of grape seed extract and alpha-lipoic acid, plus additional powerful antioxidant Co Q10, especially designed for the needs of adults over 40 to bring advanced antioxidant benefits.

Promotes Optimal Bone Health and Maintains Bone Strength in Mature Users

LifePak Prime® provides key bone nutrients in clinically significant amounts to strengthen and maintain bone health for mature users, and aids in the management of postmenopausal bone health in women. The comprehensive bone nutrients in LifePak Prime® include additional amount of calcium and vitamin D, magnesium, vitamin K, vitamin A, copper, zinc and glucosamine, and each plays a different role:

1. Calcium and magnesium are building blocks of bone health and involved in development and maintenance of bone structure and strength.

2. Vitamin D helps proper calcium absorption, and regulates calcium and magnesium bone metabolism.
3. Vitamin K helps transport calcium to the bones.
4. Vitamin A helps in the building of strong bones.
5. Copper assists in maintaining normal bone strength.
6. Zinc is involved in bone metabolism.

Promotes Healthy Immune Function

The overall health and condition of our immune system is vital for longevity. Without an optimally functioning immune system, the body is less able to defend itself appropriately. LifePak Prime® contains optimal levels of vitamins A, C & E, carotenoids, vitamins B6, and minerals zinc, copper and selenium help to promote a healthy immune system.

Supports Normal Blood Sugar Levels and Healthy Blood

LifePak Prime® helps maintain normal blood sugar levels, glucose tolerance and insulin metabolism by supplying the body with optimum amounts of chromium, vitamin C, vitamin E, alpha-lipoic acid, magnesium, and zinc-important nutrients clinically shown to support normal blood sugar metabolism and maintain normal sugar levels in the blood. LifePak Prime® also provides calcium, vitamin K, vitamin B12 and folic acid for maintenance of healthy blood.

Supports a Healthy Cardiovascular System

LifePak Prime® delivers support for a normal, healthy cardiovascular system with natural vitamin E, D, B-vitamins, plus calcium and magnesium. LifePak Prime® provides the optimum amounts of over 40 different antioxidant nutrients that work synergistically in the body to protect the LDL (Low Density Lipoprotein) blood lipids from oxidation by free radicals. LifePak Prime® also includes Co Q10 for increased heart function support.

Assists in Brain Functions

LifePak Prime® provides inositol which is an essential component of cell membranes and an intracellular messenger system, and participates in normal healthy brain cell function. LifePak Prime® includes vitamin K that is necessary for healthy brain function.

Helps Maintain Eye Function and Health

LifePak Prime® contains vitamin A which plays a vital role in maintenance of normal eyesight, and is particularly essential for normal night vision. The antioxidant lutein is also included in LifePak Prime® to support normal eye function. Lutein is a constituent of the pigment of the eye, and is essential for maintaining health in the macula of the eye by filtering potentially phototoxic blue light.

LifePak Prime®

Assists In Sexual Function and Energy Production

LifePak Prime® provides the matured body with optimal levels of nutrients that are essential for vigour and vitality. LifePak Prime® contains vitamin C to help maintain normal healthy sperm, and the mineral zinc which is essential for normal male fertility. Zinc is also a constituent of more than 200 enzymes involved in protein metabolism and energy production. B vitamins included in LifePak Prime® assist the body with carbohydrates metabolism, which the body “burns” to produce energy. They participate in the release of energy from carbohydrates, fatty acids and proteins. LifePak Prime® also includes chromium which plays an important role in carbohydrate metabolism, and magnesium which is involved in production for cellular energy. Co Q10 is also added in LifePak Prime® formula. It is essential and involved in energy production in cells, and is important for the formation of adenosine triphosphate (ATP), an essential source of energy.

Corrects Nutritional Deficiencies

As adults surpass 40 years of age, there is an increased need for a more nutrient-dense diet. However as we age, the absorption of some nutrients, such as vitamin D, from food decreases. Recommended dietary intakes for use in Australia (by NHMRC - National Health & Medical Research Council, 1991) point to some persistent nutrient deficiencies (such as vitamin B12 & D for older people), and the health authorities have issued the following recommendation: “... efforts are warranted to promote increased dietary intakes of vitamin E, calcium, magnesium, potassium, and fibre by children and adults and to promote increased dietary intakes of vitamin A & C by adults.” LifePak Prime® improves the foundation of your daily health by supplying the body with over 20 essential vitamins and minerals for optimal health and energy

PRIMARY BENEFITS

- Offers benefits and cell protection against DNA damage from free radicals by providing the body with high potency antioxidants, phytonutrients and other essential nutrients
- Protects cells with an advanced antioxidant network including over 40 different antioxidants
- Promotes optimal bone health and maintains bone strength in mature users with clinically significant amounts of bonenutrients
- Promotes healthy immune function
- Supports normal blood sugar levels and healthy blood
- Supports a healthy cardiovascular system with a comprehensive blend of nutrients
- Assists in brain functions
- Helps maintain eye function and health
- Assists in sexual function and energy production
- Corrects nutritional deficiencies

WHAT MAKES THIS PRODUCT UNIQUE?

- Supplies nutrients for adults over 40, such coenzyme Q10 for increased heart function, and additional amount of calcium and vitamin D for extra bone support
- LifePak® (US formula) was the first comprehensive dietary supplement to show antioxidant benefits in double-blind, placebo-controlled studies
- LifePak Prime® provides clinically-significant amounts of essential vitamins and minerals typically lacking in the diet
- LifePak Prime® promotes your entire antioxidant defence network to protect against age-related free radical damage
- LifePak Prime® provides a wide range of high potency antioxidants for optimal benefit
- Provides significant doses of antioxidant vitamins, mineral cofactors, broad spectrum carotenoid blend, over 20 flavonoids, and scientifically advanced antioxidants, such as alpha-lipoic acid
- Conveniently packaged bag fits with your busy lifestyle

WHO SHOULD USE THIS PRODUCT?

Adults over 40 concerned with improving their health should take LifePak Prime®.

DID YOU KNOW?

- Normal ageing and many medications alter smell and taste sensations, contributing to poor diets in older populations
- Persons aged 65 years and older are the fastest growing population in Australia
- Almost 80% of females do not get the recommended daily amount of calcium
- Today, people are living 30 years longer than a century ago
- The DNA in each cell of your body receives 70,000 free radical hits per day
- Around 3.67 million Australians are affected by cardiovascular disease
- 1.10 million Australians are disabled long-term by cardiovascular disease

FREQUENTLY ASKED QUESTIONS

Why should I take LifePak Prime® with Optimum Omega™?

LifePak Prime® supplies the body with essential micronutrients typically deficient in modern day diets, while Optimum Omega™ supplies the body with the essential macronutrients EPA and DHA typically deficient in modern day diets. In addition to providing a comprehensive nutritional foundation, Optimum Omega™ works synergistically with LifePak Prime® by enhancing nutrient bioavailability and absorption for maximum health benefits.

LifePak Prime®

Why is it important to take LifePak Prime® twice a day?

LifePak Prime® is a comprehensive multivitamin/mineral/phytonutrient supplement that contains a potent blend of nutrients. It should be taken twice daily to provide your body with optimal saturation and absorption of vitamins and minerals. Twice daily delivery also provides your body 24-hour antioxidant protection.

What are the 40+ antioxidants in LifePak®?

See information in LifePak®

What is an antioxidant network?

See information in LifePak®

What is the difference between LifePak Prime®, and LifePak®?

Based on studies that have shown significant and differing nutritional needs in different demographics, Pharmanex has developed LifePak® formulas to meet the specific needs of adults at different stages of life.

- LifePak® is recommended for adults 18 to 40 years of age. LifePak® is a comprehensive nutritional wellness program containing a broad range of antioxidants and all the essential and beneficial micronutrients.
- LifePak Prime® has been ideally formulated for adults over 40.
 1. It contains the full spectrum of antioxidants in LifePak®. It also contains additional potent antioxidants coenzyme Q10, extra amount of grape seed extract and alpha-lipoic acid, which all have been shown to provide additional nutritional support.
 2. It provides additional amount of calcium and vitamin D for extra bone nutrients in clinically significant amounts to strengthen and maintain healthy bone. LifePak Prime® aids in the management of post-menopausal bone health.
 3. It supplies additional nutrients such as coenzyme Q10 for increased heart function.

KEY SCIENTIFIC STUDIES

See information in LifePak®

DIRECTIONS FOR USE

Take two (2) bags daily with 250 mL (1 glass) of liquid with your breakfast and evening meals. Store in a cool, dry place.

PACKAGING

60 bags (30-day supply) Each bag contains 1 vitamin, 1 phytonutrient and 3 mineral capsules

WARNINGS

If you are pregnant—or considering becoming pregnant—do not take vitamins A supplements without consulting your doctor or pharmacist. When taken in excess of 3000 mcg retinol equivalents—vitamin A can cause birth defects.

OTHER INGREDIENTS

Vitamin capsules: gelatin, microcrystalline cellulose, magnesium stearate, silicon dioxide, calcium hydrogen phosphate. / Phytonutrient capsules: microcrystalline cellulose, gelatin, magnesium stearate, silicon dioxide, dl-alpha tocopherol. / Mineral capsules: gelatin, microcrystalline cellulose, silicon dioxide, titanium dioxide, stearic acid, calcium hydrogen phosphate.

Supplement Facts

Amount Per Capsule

Vitamin Capsules: Yellow powder in a clear 2 piece gelatin capsule

Biotin	75 mcg
Pantothenic acid (from calcium pantothenate)	15 mg
Folic Acid	300 mcg
Nicotinamide	17.5 mg
Pyridoxine (from pyridoxine hydrochloride)	5 mg
Riboflavin	4.25 mg
Thiamine (from thiamine nitrate)	3.75 mg
Vitamin A (retinyl palmitate)	375 mcg RE
Vitamin B12 (cyanocobalamin)	30 mcg
Ascorbic acid (Vitamin C) (from calcium ascorbate)	220 mg
Vitamin D3 (cholecalciferol)	7.5 mcg
d-alpha-Tocopheryl acetate (equiv. Vitamin E 100 IU)	74.6 mg
d-alpha-Tocopherol (equiv. Vitamin E 12.5 IU)	8.4 mg
Tocotrienols complex—palm	4.24 mg
Phytomenadione (vitamin K1)	20 mcg
Inositol	5 mg

Phytonutrient Capsules: Green powder in a clear 2 piece gelatin capsule

Betacarotene	3.75 mg
Ascorbic acid (Vitamin C) (from calcium ascorbate)	80 mg
Citrus Bioflavonoids extract	25 mg
Vitis vinifera (Grape seed extract) (equiv. to dry seed 2.5 g) Standardised to procyanidins 23.7 mg	25 mg
Camellia sinensis leaf extract (equiv. to dry leaf 1.4 g) Standardised to epigallocatechin-3-O-gallate 26.6 mg Standardised to catechins (of camellia sinensis) 18.9 mg	70 mg
d-alpha-Tocopheryl acetate (37.5)	27.6 mg
R,S-alpha lipoic acid	25 mg
Polygonum cuspidatum root extract (equiv to dry root 300mg) 5mg (equiv to Resveratrol 2.5mg)	
Lutein	1mg
Lycopene	2.5 mg
Quercetin	25 mg
Ubidecarenone (Coenzyme Q10)	15 mg

Mineral Capsules: White powder in an opaque white 2 piece capsule

Calcium (from calcium citrate)	37.5 mg
Calcium (from calcium carbonate)	18.75 mg
Chromium (from calcium phosphate)	18.75 mg
Chromium (from chromic chloride)	25 mcg
Copper (from copper gluconate)	125 mcg
Iodine (from potassium iodide)	12.5 mcg
Magnesium (from citrate nonahydrate)	24.1 mg
Magnesium (from magnesium amino acid chelate)	6.25 mg
Magnesium (from heavy magnesium oxide)	8 mg
Manganese (from manganese amino acid chelate)	250 mcg
Molybdenum (from Brewers yeast—molybdenum)	9.38 mcg
Selenium (from sodium selenite)	4.69 mcg
Selenium (from L-selenomethionine)	4.69 mcg
Zinc (from zinc amino acid chelate)	1.88 mg