

# ONE STEP CLOSER TO *the fountain of youth*

A new dietary supplement from Nuskin optimizes the cell activity that keeps us young.

**W**e all feel changes happening as the years pass by; our energy is just not the same. Our bodies may accomplish the same challenges as before, but recovery begins to take longer. Our sex drive goes up and down through our lives and the physical performances, the joy of learning new things, how quickly we comprehend and process information etc., well, that varies too. However, it's a fact that the older we get, the more often we experience our energy failing us. So, is the youthful energy and enthusiasm something, which is only temporary? Are we given a carefully measured dose that unavoidably runs dry one day when we get older? Many years of genetic research seems to find the answer learning towards a no – just

the opposite. Anti-ageing is a word that pops up more and more frequently in the beauty industry. Meanwhile, anti-ageing is a field of research, which is given a lot of attention these days. But can you really stop the body's processes? Despite of everything, it's biological factors that have the last say and the body ages whether we like it or not. That's at least the most common belief, but it's also on these points that genetic research has a lot of new information.

#### PIONEERING RESEARCH FROM THE US

The farthest into our DNA you find the biological reason as to why ageing is progressing. And there, in the innermost constituents of our body, is the answer to the fountain of youth. At LifeGen Technologies in the US, are two professors from the University of Wisconsin-



Madison, Richard Weindruch and Tomas A. Prolla, studying the genetic background of the ageing process. Their goal is to prolong the time in which we can live healthy and lively. The pioneering research done by LifeGen Technologies has resulted in several patent applications, among others for the usage of what is called gene expression profiling, as a measuring method for ageing on a molecular level. In short it can be explained as follows: After decades of research, it's been possible to identify gene clusters in the body that has a specific expression in the early years. These expressions change, the older we get. In our cells are the mitochondria, which are the "engines" that turn food into energy for the cells. With age, the number of mitochondria diminishes and efficiency is reduced. This is noticeable through decreased vitality in several areas. The identification of these gene clusters has also led to knowledge of how to turn the function and activity of the mitochondria on and off, in order to copy the gene expression of youth. Nuskin now launches the world's first dietary supplement that handles these exact energy depots. By regular use, it affects and enhances the body's basic energy level. The result? A more vigilant and vigorous human being – both physically and mentally.