



VITALITY

POSITIONING STATEMENT

As we age, our bodies' ability to effectively generate and utilise energy can decline, robbing us of youthful vitality. ageLOC Vitality improves the three dimensions of vitality—physical vigour, mental acuity, and sexual drive. Through targeting the sources of age-related vitality loss, ageLOC Vitality helps you feel more like you did when you were young*



CONCEPT

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, our energy levels can decrease and we tend to get tired more quickly and more often, which can affect our physical, mental, and sexual vitality. In 2008, a Datamonitor survey revealed that 30 percent of consumers consistently felt tired, with a further 50 percent reporting that they felt tired sometimes.

Our mental sharpness begins to decrease as well, and 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 the average person experiences a 40 to 65 percent decline in memory between the ages of 35 and 80.¹ Other research shows that mental decline begins between the ages of 20 and 30.²

Studies also show that sexual drive dramatically declines with age. One study showed that 68 percent of women have a strong sexual drive at 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).³ Additional studies report an even more dramatic decline in sexual drive from individuals under 40 to individuals over 70—only one percent of women and only two percent of men over 70 reporting high to very high interest in sex.^{4,5}

In today's society, many of us rely on quick fixes to get us through the day. These stimulant products can have harsh highs and lows and can become less effective over time as a person's vitality and energy levels continue to decline with age. By using these types of products, consumers are targeting a symptom of a problem without addressing the source.

Age-Related Vitality Loss

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 that powers our cellular processes. As we age, the efficiency, size, and number of our mitochondria declines and energy production is unable to keep up with our bodies' demands. Some declines in efficiency of our mitochondria are associated with age-related changes in gene expression.

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 three dimensions of vitality.



PRIMARY BENEFITS

- Supports three dimensions of vitality that typically decline with age—physical vigour, mental acuity, and sexual drive.
- Raises and sustains baseline energy levels.*

WHAT MAKES THIS PRODUCT UNIQUE?

- Unlike other one- or two-dimensional products, ageLOC Vitality supports healthy vitality in three important ways: physical vigour, mental acuity, and sexual drive.
- Raises baseline energy with consistent use, helping you 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.

WHO SHOULD USE THIS PRODUCT?

Men and women over the age of 18 who have ever felt tired, a loss of vitality, or an inability to fully engage in an active life, and who want to reset, revive, and renew their youthful vitality.

COMPLEMENTARY PRODUCTS

- 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.
- Pharmanex® Solutions Products—combine with ageLOC Vitality for targeted benefits. Current users of Cordyceps should not take both products but 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 delivers a beautiful blend of youthful appearance and youthful vitality.

FREQUENTLY ASKED QUESTIONS

How does ageLOC Vitality work?

ageLOC Vitality is formulated to address the sources of age-related vitality loss. 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 raise and maintain a person's baseline energy level for a long-term and sustained increase in overall vitality. This helps people 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 improvement in stamina and physical capacity, improved mental acuity or sharpness, and increased levels of 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.

DIRECTIONS FOR USE

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

Alternate Dosage: Take six (6) capsules once daily to jump start your day or to overcome that afternoon vitality slump.

KEY SCIENTIFIC STUDIES

1. Burke DM, Mackay DG. Memory, language, and ageing. *Phil. Trans. R. Soc. Lond. B* 1997;1845-1856.
2. Salhouse TA. When does age-related cognitive decline begin? *Neurobiol Aging* 2009;30:507-514.
3. Lindau ST, 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:c810.
4. Beutel ME, Stobel-Richter Y, Brahler E. Sexual drive and sexual activity of men and women across their life-spans: results from a representative German community survey. *BJU Int* 2008;101:76-82.
5. Nappi RE, Nijland EA. Women’s perception of sexuality around the menopause: outcomes of a European telephone survey. *Eur J Obstet Gynecol Reprod Biol* 2008;137:10-6.

Supplement Facts

Recommended Daily Dose 6 Capsules

Daily Doses Per Container 60

EACH CAPSULE CONTAINS :	% DAILY VALUE
ageLOC™ Vitality Blend	*
Cordyceps sinensis hyphae powder	333.33 mg
Extracts equivalent to:	
Panax ginseng dry root	66.7 mg
Punica granatum (Pomegranate) fresh fruit peel	56.7 mg

* Daily Value not established.

OTHER INGREDIENTS

Microcrystalline Cellulose, Capsule (Gelatin, Titanium Dioxide), Stearic Acid, Silicon Dioxide.

WARNINGS

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 soy and peanuts. Use only as directed.

GUARANTEE

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

