



ageLOC®

VITALITY



POSITIONING STATEMENT

As we age, our bodies' ability to effectively generate and utilize energy can decline, robbing us of youthful vitality. ageLOC Vitality improves the three dimensions of vitality—physical vigor, mental acuity, and sexual drive—by promoting healthy YGC activity associated with youthful vitality. 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 vigor, reduced mental acuity, and the lack of sexual drive are common signs of aging—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 desire dramatically declines with age. One study showed that 68 percent of women have a strong sexual desire 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 desire 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. These changes are represented by the changes we see in the activity patterns of the Youth Gene Cluster (YGC) associated with mitochondrial aging.

Gene expression can be influenced through lifestyle choices as well as nutrition. With ageLOC science we have an understanding of how YGCs influence aging. We are able to develop products that support the healthy expression of these YGCs to help us feel more like we did when we were younger. Initial research findings from our exclusive partner, LifeGen Technologies, have revealed several potential ingredients shown to oppose age-related changes in expression of key gene groups associated with aging. We are now able to identify, target, and reset 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 three dimensions of vitality.

PRIMARY BENEFITS

- Promotes healthy YGC activity associated with youthful vitality.*
- Supports three dimensions of vitality that typically decline with age—physical vigor, mental acuity, and sexual drive.
- Raises and sustains baseline energy levels.*

WHAT MAKES THIS PRODUCT UNIQUE?

- Only product specifically designed to target the sources of age-related vitality loss and promote healthy YGC activity associated with youthful vitality.*
- Unlike other one- or two-dimensional products, ageLOC Vitality supports healthy vitality in three important ways: physical vigor, 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®/LifePak® Nano**—the perfect companion to ageLOC Vitality because optimal gene expression requires good nutrition and mitochondrial and DNA protection. LifePak/LifePak Nano, with its excellent nutrition and broad antioxidant formulation, provides nutrients and critical mitochondrial free radical protection to slow the accumulation of mitochondrial and genetic damage and reduce the effects of aging. Together, ageLOC Vitality and LifePak/LifePak Nano restore youthful gene expression and provide ultimate antioxidant protection, helping to restore youthful vitality.*
- **Pharmanex® Solutions Products**—combine with ageLOC Vitality for targeted benefits. Current users of CordyMax™ and Energy Formula should not take both products but should transition to ageLOC Vitality for broader benefits. If needed, add Venix™ for a more tar-

geted sexual health benefit since it helps support circulation, which is essential to normal sexual function. For more targeted pre- and post-workout benefits, add OverDrive.™*

- **ageLOC™ Skin Care Products**—great companions to ageLOC Vitality because resetting YGCs on the outside and the inside 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. By supporting healthy, youthful expression of a mitochondria-related YGC, it promotes optimal mitochondrial performance to help your cells produce energy more efficiently. This exclusive ageLOC Vitality blend improves three key areas of vitality—physical vigor, 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 (includ-

