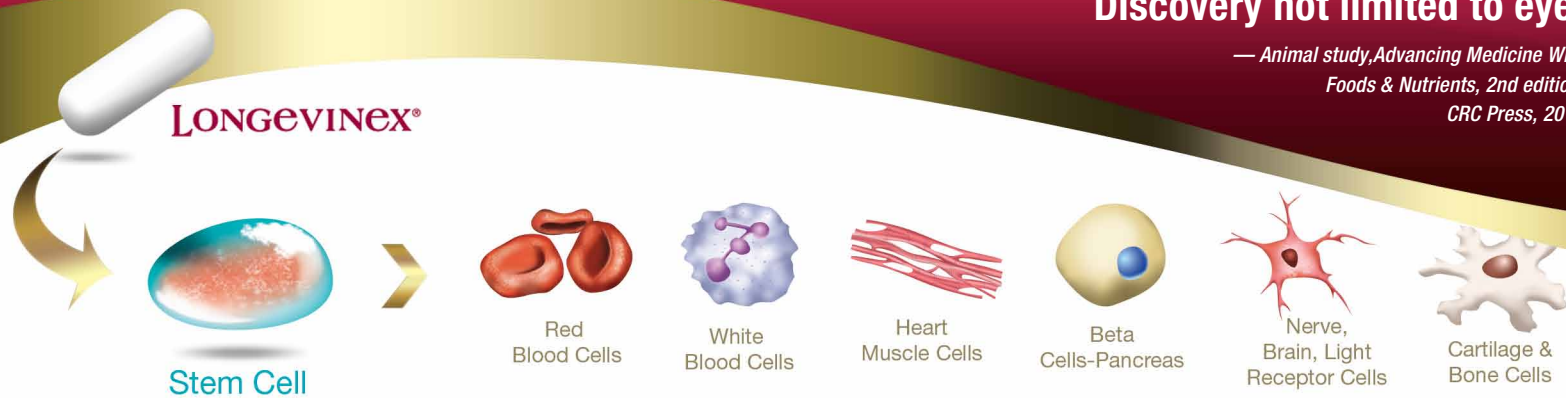


Striking evidence of stem cell re-generation of damaged tissues at the back of the human eye after taking Longevinex®.

Discovery not limited to eye.

— Animal study, *Advancing Medicine With Foods & Nutrients*, 2nd edition, CRC Press, 2012



First images of molecularly re-generated human retina

Advancing Medicine with Food and Nutrients, Second Edition CRC Press 2012



The first report using molecular medicine to re-generate damaged tissues in the back of the human eye via use of an array of small antioxidant molecules (Longevinex®) to promote survival of internally-produced stem cells is reported in a newly published book (*Advancing Medicine With Foods & Nutrients, 2nd edition, CRC Press, 2012*). It may be the first successful report of cellular or tissue regeneration via internally-derived stem cells in all of medicine.

Striking photographic evidence of stem cell regeneration of damaged tissues at the back of the human eye is reported after use of this commercially available nutraceutical. It is arguably one of the most significant discoveries in the archives of molecular medicine.

Cells at the back of the human eye that do not normally regenerate (retinal pigment

epithelial cells) along with other cells that have a slow renewal rate, exhibit rapid regeneration and repair via molecularly induced survival of stem cells. The discovery is not limited to the eye and exhibits a global effect throughout the body.

Stem cells are those specialized cells that can morph into brain, liver, muscle, heart or eye cells and survive if the free-radical storm that typically accompanies inflammation is quelled.

Initially regenerative approaches have focused largely on transplantation of stem cells from embryos or from stem cells harvested from an individual's own skin or red blood cells. However, stem cell transplantation has been met with disappointment. An alternative approach involves direct live expansion of endogenous (internal) adult stem cell populations using small molecules.¹

A number of small molecules can be used to control cell self-renewal.² Small molecules stimulate the body's own regenerative capabilities by promoting survival, migration and specialization of endogenous stem cells.³ The development of small-molecule combinations to stimulate a person's own endogenous cells for therapeutic benefit is now on the biological drawing board.⁴ This alternative paradigm that could be easier, safer, and more efficient, would involve attracting endogenous stem cells to the defect site for new tissue regeneration.⁵

¹ Small molecule-based approaches to adult stem cell therapies. *Annual Review Pharmacology Toxicology* 2013 Jan 6;53:107-25.

² Chemical approaches to studying stem cell biology. *Cell Research* 2013 Jan;23(1):81-91.

³ Small molecules and future regenerative medicine. *Current Topics Medicinal Chemistry* 2005;5(4):383-95.

⁴ Concise review: A chemical approach to control cell fate and function. *Stem Cells* 2012 Jan;30(1):61-8.

⁵ Recruitment of endogenous stem cells for tissue repair. *Macromolecular Bioscience* 2008 Sep 9;8(9):836-42.

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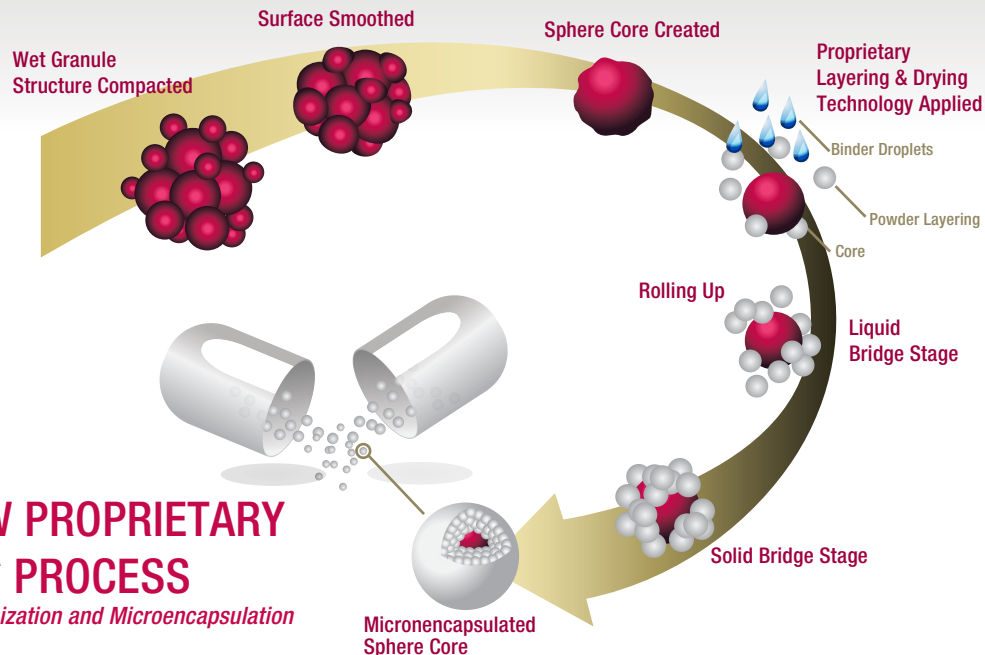
Microencapsulation enfolds resveratrol in plant starches and dextrans to protect against degradation by UV-light.

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Trans resveratrol, the active form of resveratrol, is best stabilized and preserved from degradation by light, heat and oxygen by microencapsulation (enfolding within plant dextrans and starches) and by encapsulation within an opaque capsule, as employed in Longevinex®.

The Key To Longevity

In animal studies, Longevinex® mimicked the gene activation profile, and reduced blood sugar better than plain resveratrol or a calorie restricted diet, something never demonstrated before in biology!

Not Borrowed Science

Consumers be aware. Most competing brands of resveratrol rely upon science conducted with research-grade resveratrol, not their own product. Longevinex® cites its own proprietary studies in both animals and humans to substantiate its claims.

Synergistic Like Red Wine

The magic in red wine is produced by a low-dose of a variety of small molecules. The unique combination of three red wine molecules (resveratrol, quercetin, ferulic acid) plus rice bran IP6 in Longevinex® mimicks this red wine effect at a lower and safer dose than competing products without the alcohol, sugars or sulfites in wine.

Superior Bioavailability

There's a mistaken idea that resveratrol is not biologically available. Studies show ~70% of trans resveratrol is orally absorbed [Drug Metabolism 32: 1377, 2004]. As resveratrol traverses the liver it is attached to a detox molecule called glucuronate, prolonging its half-life (50% degradation) up to 9 hours. At sites of inflammation, infection or malignancy, the enzyme glucuronidase releases trans resveratrol from its binding molecule (glucuronate), thus delivering resveratrol at the right time and place.

Important Things to Know About Taking Longevinex®:

- ✔ Ingredients in Longevinex® heighten the effects of drugs and should be taken 2-4 hours apart from medications.
- ✔ Ingredients in Longevinex® safely inhibit blood clotting but can be taken with blood thinning drugs if not taken at the same time.
- ✔ Do not use if anemic - would have cold fingers and toes, leg kicking in bed (nocturnal leg cramps), shortness of breath when climbing stairs, behind-the-eye or forehead headache).
- ✔ Longevinex® is not recommended for growing children, pregnant or menstruating females who tend to be anemic and have high need for minerals.
- ✔ Excessively-high doses have been reported to cause Achilles heel tendonitis/soreness (induced by copper shortage; copper is best acquired from the diet in nuts and cocoa powder).
- ✔ Store in a cool, dry place (not refrigerator)
- ✔ You can open the capsule and mix with cool beverage if you have difficulty swallowing pills. Tomato or pineapple juice will mask the bitter taste.
- ✔ When consuming with a meal, for optimal mineral chelating effect, take at a different time than vitamin C. Can take with vitamin C between meals.
- ✔ Preferably consume with food to avoid stomach upset.
- ✔ Do not exceed recommended serving size (dosage). More does not work better.
- ✔ If you experience heart palpitations, skin rash, visual decline, anxiety, cease taking. People under great mental stress (high adrenaline levels) may be more prone to these reactions.