

# NUTRIGENOMICS: BIG WORDS — HUGE BENEFITS

Aging is inevitable. And we're all painfully aware of the toll it takes on our bodies. From a decline in cognitive ability and energy, loss of hearing and loose, wrinkly skin, getting old really adds up.

But now we don't have to take aging lying down. Our study of nutrigenomics fights the root causes of aging.

It starts with oxidative stress—a biochemical process that occurs on the cellular level and increases as we age. Our cells begin to deteriorate.

By using the Nrf2 pathway to help the body produce more antioxidants and boosting mitochondrial production with the NRF1 pathway, nutrigenomics delivers a one-two punch that creates stronger cells that are better equipped to help fight the effects of aging.



## GLOSSARY

### nutrigenomics (*n.*)

The study of how nutrition and naturally occurring compounds affect our genes.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, cure, or prevent disease.

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