



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 health—by promoting youthful gene expression patterns associated with 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 decline in sexual health 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

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 decline, 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 gene expression patterns 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 gene expression influences aging. We are able to develop products that support youthful gene expression 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 and target a specific gene expression pattern related to vitality.

Data suggests that nutrient efficacy varies by tissue; some nutrients work well in the muscles, 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 youthful gene expression patterns associated with vitality.*
- Supports three dimensions of vitality that typically decline with age—physical vigor, mental acuity, and sexual health.
- 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 to promote gene expression patterns associated with youthful vitality.*
- Unlike other one- or two-dimensional products, ageLOC Vitality supports youthful vitality in three important ways: physical vigor, mental acuity, and sexual health.
- 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 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 their excellent nutrition and broad antioxidant formulation, provide nutrients and critical mitochondrial free radical protection to slow the accumulation of mitochondrial and genetic damage, reducing the effects of aging. Together, ageLOC Vitality and LifePak/LifePak Nano support 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™ should not take both products but should transition to ageLOC Vitality for broader benefits. If needed, add Venix™ for a more targeted sexual health benefit since it helps support circulation, which is essential to normal sexual health. For more targeted pre- and post-workout benefits, add OverDrive™.*
- **ageLOC® Skin Care Products**—great companions to ageLOC Vitality because youthful gene expression 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 youthful gene expression patterns related to cellular energy production, 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 health.

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 improved stamina and physical capacity, mental acuity or sharpness, and sexual health.

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.

WHATS IN IT

Supplement Facts		
Serving Size 3 Capsules		
Servings Per Container 60		
AMOUNT PER SERVING:		% DAILY VALUE
Calories	10	
Total Carbohydrates	2 g	1%**
Dietary Fiber	< 1 g	2%**
Protein	1 g	
ageLOC® Vitality Blend 1135 mg *		
Cordyceps Cs-4® Mushroom Mycelia (<i>Paecilomyces hepiali</i>), Pomegranate (<i>Punica granatum</i>) Fruit Extract, Pharmanex® Asian Ginseng Rb1 (<i>Panax ginseng</i>) Root Extract		
* Daily Value not established. **Percent Daily Values are based on a 2,000 calorie diet		

OTHER INGREDIENTS: Microcrystalline Cellulose, Capsule (Gelatin, Titanium Dioxide), Stearic Acid, Silicon Dioxide. May contain soy.

DIRECTIONS FOR USE

Take three (3) capsules twice daily. Store in a cool, dry place.

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. Discontinue 2 weeks prior to and after surgery. Discontinue use and consult a physician if any adverse reactions occur. Do not use if safety seal is broken or missing.

GUARANTEE

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

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.