



Nutrition for Optimal WellnessSM

Cellular Health*



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Healthy cells are truly the foundation of wellness and longevity. In addition to living a healthy lifestyle that includes diet and exercise, NOW is proud to offer a wide selection of dietary supplements that can help support healthy cellular activity and immune system response.* For more information on this topic and the products available, please visit www.nowfoods.com.

- NOW offers an extensive selection of high quality vitamins, minerals, antioxidants, standardized herbs, and combination formulas
- Science-based dietary supplements to help support healthy cellular growth and development
- Effective in reducing the oxidation and damage caused by unstable free radicals*
- Thoroughly tested in our 203,000 square foot facility for safety and potency



References

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*These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.



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Health Professor





Supercharge Your Cells

The differences between aging and growing old are poles apart. Growing old embodies retirement, world travel, and enjoying the fruits from a lifetime of labor. In contrast, aging recalls tired images of wrinkled skin, brittle joints, and medicine cabinets that teem with odd salves and dozens of opaque prescription bottles.

It is the cells, however, that ultimately determine who ages and who grows old. Growing old gracefully is reliant upon how properly or poorly you nurture the ten trillion cells that define you, individually. Healthy cells are constantly under attack by free radicals—molecularly unpaired cells that scour the body in search of stable cells. Free radicals rob them of their missing components. The more this occurs throughout the body, the more rapidly it ages.

Now, considering that it is environmentally impossible to avoid all contact with the toxins that cause free radicals, the only realistic option is to safeguard your healthy cells. Committing to a healthy lifestyle is the first step, and can be accomplished by eating healthier foods, exercising regularly, and avoiding stressful situations.

The next step is to nourish and protect your cells. One of the best ways to accomplish this is to consume foods that contain cell-friendly compounds. As many people eventually discover, this is often easier said than done. Today's adult is busier than ever, and this can make it difficult to constantly prepare fresh, unprocessed meals. This shouldn't imply that hope is lost. Stunning advances in the nutritional sciences have made it possible to enjoy life while safeguarding cellular integrity.*

Antioxidants

Antioxidants work at the cellular level to neutralize oxidation-free radicals throughout the body. They include vitamins A, E, and C, Selenium, Zinc, Alpha Lipoic Acid, Lycopene, Lutein, and CoQ10. And though antioxidants are relatively similar in how they function, each of these free radical fighters plays a unique role within the body.*

OPCs

OPCs (Oligomeric Proanthocyanidins) are high-powered polyphenol antioxidants that belong to the flavonoid family. Grape

Seed Extract, Pine Bark Extracts (Pycnogenol® and Enzogenol®), Bilberry, Gingko Biloba, Resveratrol, and others all fall into this category. Research continues to suggest that OPCs work in much the same the manner that traditional antioxidants do, though their ability to eradicate free radicals is much greater and more versatile. For example, OPCs have a unique structure that allows them to easily cross the blood/brain barrier to support healthy neural tissues.*

Mushroom Extracts

Throughout history, many civilizations have relied on organic mushroom extracts to promote wellness. What we know now is that mushrooms such as Shiitake, Maitake, Reishi and others are rich in 1,3 Beta-glucans—soluble fiber compounds that help support both innate and adaptive immunity. The active compounds in some mushrooms have been shown to stimulate the production of microphages, T cells, and other natural killer cells. These biological warriors serve at the front line when it comes to responding to attack.* They are of immeasurable value to the immune system, though drastically lacking in today's average diet.

Standardized Herbs

Herbs such as Astragalus, Olive Leaf, Rhodiola, Echinacea, Panax Ginseng and Ashwagandha have been used for centuries to help support healthy cells and a strong, responsive immune system. Many have also been shown to exhibit natural synergistic effects when used in combination with one another. Today, they remain one of the most popular ways to naturally support good health and general well-being.

When it comes to supporting healthy cells, NOW is pleased to offer one of the industry's most extensive selections of antioxidants, standardized herbs, and immune support formulas. Be sure to look for these and other great products at fine health food retailers nationwide.*



Cellular Support from NOW

Glyconutrient Complex,

NOW® Glyconutrient Complex contains Glyconutrient Blend and ImmunEnhancer™. Glyconutrient Blend is a proprietary blend of ingredients that supplies eight immune supporting glyconutrients (sugars) from whole coffee fruit and other natural substances. Glyconutrients are essential components of cell signaling molecules that are involved in a multitude of intercellular communication functions, and play an especially important role in immune response. ImmunEnhancer™ is a polysaccharide from Larch called Arabinogalactan. Scientific studies have shown that Arabinogalactan can support a healthy immune system through its effects on NK Cells.*

Broccology™

NOW® Broccology™ contains BroccoRaphanin® (Sulforaphane Glucosinolate 10%). Broccoli and Broccoli Seeds are important sources of chemoprotective sulfur compounds, such as Glucoraphanin, that support the body's natural detoxification mechanisms. Sulforaphane Glucosinolate is a potent activator of the body's immune defense system through its effect on Phase 2 enzymes.* BroccoRaphanin® is the subject of hundreds of scientific studies. BroccoRaphanin® is a registered trademark of CS Health.

Mushroom Glyco Nutrients,

NOW® Mushroom GlycoNutrients contains RBAC™, a compound that is formed when rice bran fibers are broken down with Shiitake mushroom enzymes. Clinical studies have shown that RBAC™ has a number of beneficial effects on the immune system and helps to modulate overall immune function.* NOW® Mushroom GlycoNutrients also contain a blend of Maitake, Reishi and Shiitake Mushrooms, which provides high 1,3 beta-glucan content.

AHCC®,

Active Hexose Correlated Compound, or AHCC®, is a proprietary extract produced from specially cultivated and hybridized Basidocymete mushrooms. Extensive clinical research has suggested that AHCC® can support healthy immune system function through its influence on macrophages and various other cells. Cells and the intercellular mediators they produce are critical for the maintenance of healthy cell cycle function. AHCC® has also been shown to possess antioxidant properties and support healthy liver function.*



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