

What's New!

Volume 31

NURTURING HEALTH AND NATURE THROUGH SHAKLEE

Issue 12



In the past few decades anti-aging research has increased tremendously. Much of the scientific research has concentrated on Resveratrol, and the anti-aging compounds that are found in it. Resveratrol is a polyphenol, (components of plants that can influence cellular activity in humans), called stilbene found in many plants, especially in plants containing a natural deep purplish hue.

Resveratrol was first mentioned in 1940 in a Japanese article by Michio Takaoka. The compound was found in some Japanese and Chinese plant roots. These roots were dried out and used for medicinal purposes. Various skin problems such as athlete's foot were treated with these dried root products.

Modern scientists began investigating Resveratrol for its potential medicinal value in the 1970s after it was discovered that grape vines produced resveratrol when infected with fungus. Further research determined that plants appeared to produce resveratrol in response to stress from injuries or diseases as a protective mechanism to limit the damage and extent of infection.

Of the two forms of resveratrol, trans-resveratrol is considered to exert more biological activity and is usually more prevalent. Trans-resveratrol is the active form of Resveratrol polyphenols, which are found in the skins, seeds and stems of the red wine grapes.

VIVIX RESVERATROL PLUS

Resveratrol is a powerful antioxidant over three times as potent as vitamin C and over four and a half times more than vitamin E. Trans-Resveratrol has been proven in studies to activate the SIRT1 gene. SIRT1 is an enzyme that deacetylates proteins that contribute to cellular regulation, a reaction to stressors, and longevity.

Resveratrol has been referenced in over 2,000 research citations by the National Library of Medicine, including studies conducted by Harvard University, the National Cancer Institute, and the National Institute on Aging.

Shaklee's Vivix™

With all the research and studies in hand Shaklee scientists have again gone above and beyond and in 2008 launched a cellular anti-aging dietary supplement, Vivix. Vivix has a unique polyphenol blend that adds to the power of resveratrol.

While Resveratrol addresses 3 out of 4 of the key mechanisms of aging, it is not very effective in addressing the formation of age proteins which can compromise cellular integrity and longevity. So Shaklee scientists identified and created a proprietary Rejuvetrol polyphenol blend that has been shown to be 10 times more powerful than resveratrol alone.



To see how the Shaklee scientists have accomplished this, let's take a look at the key ingredients of the unique blend that is in **Vivix**. The three key ingredients are:

- Muscadine Grape extract
- European Elderberry extract
- Purple Carrot extract

Muscadine Grape

At one time, it was believed that all Resveratrol was the same. Science has proven this untrue. The type of grapes, where they are grown, and how they are grown all contribute to the Resveratrol's potency, health benefits and immune-enhancing strength.

Scientific research and independent laboratory tests have shown that muscadine grapes are up to 40 times stronger than other grapes. Independent laboratory tests of muscadine grapes reveal that they contain the highest level of antioxidants in any food product ever tested.

The Muscadine grape, also known as *Vitis Rotundifolia*, are usually purple or bronze in color. Unlike other grapes, which are bred to be seedless, muscadines contain both seeds and thick skins. These provide about 90 percent of the nutritional health benefits of grapes.

The Muscadine grape also naturally contains an extra set of chromosomes not found in other grapes. This extra chromosome contains a gene that helps supply a broader range of health supporting components than other grapes

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SLOW AGING



Here is a list of some key bioactive compounds found in the Muscadine grape:

- Ellagic acid
- Quercetin
- Resveratrol
- Anthocyanidins
- Vitamin C

This is a direct quote from the USDA: “Betty J. Ector has big plans for the muscadine. In research jointly funded by USDA, the Mississippi State University nutritionist found that a puree of muscadine skins and pulp is an excellent source of resveratrol, dietary fiber, and some essential minerals and is high in carbohydrates and low in fat and protein.”

“We found that powdered muscadine puree has more dietary fiber than oat or rice bran,” Ector says. “And we know that high fiber consumption lowers blood pressure, serum triglycerides, and both total and LDL (bad) cholesterol levels. It also protects against coronary heart disease, gastrointestinal diseases, and colon cancer. Soluble fiber has extra benefits for diabetics by delaying glucose absorption and increasing the sensitivity of skeletal muscles to insulin.”

European Elderberry

Also known as *Sambucus nigra*, the Elderberry has for a long time been used as a folk remedy for a number of health conditions. This prompted a number of scientific studies and investigations.



In a study carried out in 2004, it was noted there was a significant improvement in the condition of the flu patients who were given elderberry extract. This is due to the antioxidant properties of the elderberries.

Elderberries contain flavonoids, which have strong antioxidant properties. They boost the immune system to fight against viral and bacterial infections. Elderberries are also rich in a compound known as anthocyanin, which has an anti-inflammatory effect. Therefore, it can alleviate the symptoms like muscle aches, pain or fever associated with flu or influenza.

Elderberries are abundant in Vitamins A, B, and C and abundant in nutrients like, amino acids, carotinoids, tannin, and rutin. They not only strengthen the immune system, to fight against viral infections and flu, its extracts are also found to be effective to fight conditions like colds, yeast infections, asthma, cough, nasal and chest congestion.

They can also help reduce cholesterol levels and prevent the oxidation of LDL cholesterol, which is considered as an important contributory factor for cardiovascular diseases.

Keep in mind that the anti-viral and anti-flu effects were only found in the elderberry extract, not in the berries or the plants themselves. Shaklee uses the European Elderberry Extract in Vivix.

Purple Carrots

Scientists at the University of Wisconsin-Madison have been researching carrots and have discovered that purple carrots may actually help prevent heart disease and cancer. They may also be a natural way to reduce blood cholesterol.

Purple carrots contain more antioxidants than orange carrots, and they possess anti-inflammatory properties.

They have been found to be antiviral, antiseptic and antimicrobial. They also contain phytochemicals, including carotenoids, polyacetylenes, isocoumarins, phenolics and sesquiterpenes. Phytochemicals have antioxidant, anti-bacterial, and other disease preventative and health enhancing properties.

Purple carrots contain high doses of Vitamin A. This helps prevent clogging of the arteries, which in turn helps prevent strokes. Along with that, they also contain vitamin B, C and E as well as calcium pectate, which is a very good source of fiber.

Shaklee scientists have spent many years researching resveratrol and the muscadine grape. Their hard work has

produced **Vivix**, the only anti-aging blend that contains both resveratrol and a proprietary phytonutrient blend. This blend harnesses the powerful antioxidant prop-

erties of rare muscadine grapes and has been shown to be 10 times more effective than resveratrol alone in slowing a key mechanism of cellular aging.



Shaklee's Vivix

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Kosher Vivix

22911

Vivix ingredients are all natural and clinically tested for the utmost purity and potency,

STOMACH SOOTHING

Nearly everyone suffers from occasional stomach ailments and indigestion. As we age, these problems often increase in frequency and severity. There are many types of stomach ailments, ranging from mild to severe. Some of the more serious problems include:

- **Acid Reflux**, acid flowing backward from the stomach up into the throat.
- **Irritable Bowel Syndrome (IBS)**, a malfunction of the nerves that control the intestines.
- **Ulcer**, a sore on the stomach lining.
- **Lactose intolerance**, discomfort after consuming milk products due to a deficit in the enzyme that digests lactose, the sugar found in dairy products.
- **Celiac Disease**, a digestive disease that damages the small intestine due to an intolerance to gluten, the protein found in wheat, rye, and barley. Often misdiagnosed as IBS, celiac disease is now considered one of the most common gastrointestinal disorders.

In addition to these malfunctions, we have short term stomach aches normally caused by eating too quickly, over-eating, a high-fat diet, smoking, excess alcohol, excess caffeine, motion sickness, or stress and anxiety.

Shaklee has developed a unique four-herb formulation, **Stomach Soothing Complex**, that may be the answer to whatever stomach condition you're dealing with. Shaklee's Stomach Soothing Complex provides peppermint powder, peppermint oil, and ginger powder, herbs used

traditionally over many centuries for their stomach soothing effects, as well as fennel powder and anise powder.

Peppermint has been used as early as the 12th century for digestive disorders, headaches, menstrual pain, flatulence, fevers, burns, bug bites, and inflammations. The active medicinal ingredient in peppermint is menthol.

Peppermint oil and soluble fiber, for example, can help people with irritable bowel syndrome; a 2008 British Medical Journal study suggests that both should be first-line therapies for IBS. According to Harvard Medical reports, menthol is a cooling compound that triggers sensors in the body to temporarily feel coolness. This helps prevent and relieve digestive-related pain by easing gas that moves through the stomach and intestines after eating.

Ginger has been used as a natural remedy for many ailments for centuries.

Researchers are now finding that ginger has many more health benefit than ever known before.

- **Morning Sickness**, (a review of several studies concluded that ginger is as effective as vitamin B6 in the treatment of morning sickness).
- **Motion Sickness**, (ginger has been shown to be effective for nausea associated with motion sickness).

Ginger has also long been used in the treatments of heartburn relief, and cold and flu prevention.

Ginger actually comes from the stem of the plant which grows underground, not from the roots as commonly believed. Ginger contains four oils that give it its distinct flavor.



The oils in ginger calm stomach spasms by neutralizing acids and increasing enzymes in the digestive tract.

The herb originated in Southeast Asia but grows in any tropical area. It is very popular in China, where it is routinely used to ease the pain of menstrual cramps.

Anise powder, made from the seed of the plant is known to freshen the breath, improve digestion, benefit the liver, improve circulation, increase lactation, and relieve flatulence.

Fennel seed powder also contains many health benefits. It is a good source of many minerals and vitamins, such as vitamin C, vitamin B3, manganese, fibers, potassium, calcium, magnesium, and iron. Fennel seeds are also a good source of phytoestrogens, which help treat stomach upsets, irritable bowel syndrome, colic, bloating, flatulence, and indigestion.



Shaklee has created this four-herb proprietary blend in order to give you the best dietary supplement there is to soothe and calm any stomach ailments you may experience.

Shaklee's Stomach Soothing Complex is gluten free, no artificial flavors, sweeteners, colors, or preservatives added. Great for travelers who get queasy stomachs in a car, boat, airplane, or other motion sickness and its accompanying queasiness.



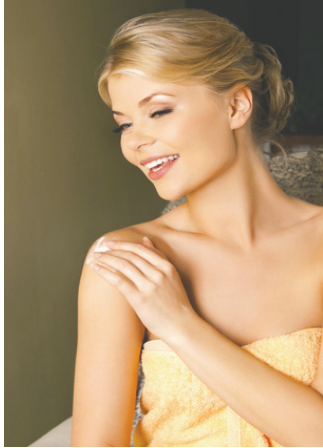
Shaklee's Stomach Soothing Complex

20601
(90 tablets/30 servings)

SKIN CARE SOLUTIONS

Your skin is your body's first line of defense against the elements; sun, wind, and cold, which can leave your skin dry and itchy. It is often just a temporary problem, something you experience more often in the winter time.

Dry skin often shows up as rough, red, and itchy patches in places of the body that show, the arms, hands, lower legs and ankles. It's also common on the soles of the feet, thighs, and the abdomen. No matter what the cause, making a few adjustments to your daily skin care routine can often help.



Applying a moisturizer right after you shower is one of the best routines you can get into for dry skin. Shaklee has three different skin care moisturizing creams to provide the best skin care for your needs.

Enfuselle Hand & Body

A nourishing, intensely moisturizing skin treatment providing four unique benefits:

- Triple patented Vital Repair + that defends against prematurely older looking skin.
- Fortified with pro-vitamin B5, known to help strengthen nails and cuticles.
- Targeted prebiotic nurtures skin's natural protective system.
- Phytic acid neutralizes skin damaging reactions triggered by iron in tap water.

Enfuselle Spa Shea Butter Cream

An ultra moisturizing Shea Butter Cream. Shea butter is extracted from the fruit of the shea tree and has amazing moisturizing properties. Vitamin E is added for extra skin nourishment.

Herbal Blend Multi-Purpose Cream

A soothing mentholated cream for dry, chapped, and rough skin. Enriched with natural extracts like Rosemary, chamomilla, corn oil, and salvia. This multi-purpose cream nourishes the skin with rich emollients and minerals, leaving your skin feeling cool, smooth and refreshed.

Enfuselle Hand & Body

32541

Enfuselle Spa Shea Butter Cream

32536

Herbal Blend Multi-Purpose Cream

39078

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