

Agel EXO

EXO is the proprietary exotic antioxidant formula in our initial product offerings. Antioxidants are substances that help prevent cellular damage in our bodies. Our body has its own process of repair, but with the stress of current life-styles and the increasing amount of pollutants in the environment, we may need some extra help. Ideally, we can get most of the antioxidants we need by eating fruits and vegetables, essentials of a healthy diet. However, in today's fast —paced world we sometimes replace fresh fruits and vegetables with less than ideal choices. Therefore, enhancing our less than optimal diet with an exceptional antioxidant supplement may be extremely beneficial.

EXO is a powerful blend of 14 different unique whole fruit purees and plant extracts from around the world, each with its own unique properties. This distinctive formula contains 14 potent botanicals that each when tested individually was found to have a very high total antioxidant capacity. Now imagine the extraordinary benefit of EXO, a highly concentrated gel, made up of not one but 14 of these antioxidant-rich fruits and plants. In independent testing, EXO's antioxidant capacity as determined by an oxygen radical absorbance capacity (ORAC) rating was found to be quite extraordinary.

Optimum health requires adequate nutrition. Adequate nutrition involves balance, moderation and variety. Scientific literature suggests that the intake of a varied selection of antioxidants is much better than taking high doses of just one or two antioxidants. Since EXO is a highly concentrated gel containing a variety of antioxidant-rich botanicals, the multifaceted benefits of this formulation are truly unique.

Ingredients: Dark Grape, Cranberry, Bilberry, Aronia, Blueberry, Pomegranate, Aloe Vera, Para Guava, Noni, Acerola, Wolfberry, Açai, Ashwaganda, and Rooibos

Agel EXO uses

Agel's EXO™ gel will help you delay signs of age-related declines. Aging causes natural declines in your mobility, coordination, memory, vision, skin, hair and health. These signs of aging often lead to persistent health conditions. This exclusive Gelceutical™ blend of 14 all-natural fruits helps you age gracefully — slowing down the visible signs of aging.*

The Need

The NeedSigns of age-related declines originate with every breath of oxygen. Oxygen is the major source of harmful free radicals. Ironic that life-giving oxygen also causes signs of health declines with advancing years. Oxygen free radicals have an unstable, single electron (versus stable, paired electrons) enabling them to chemically alter lipids, proteins, carbohydrates and even DNA. An oxygen free radical "attacks" a biomolecule by "stealing" its one electron, thereby changing the "good biomolecule" into a reactive free radical, but restoring oxygen to a stable state. Continual creation of biological free radicals damages cells and tissues – leading to the visual signs of aging.*

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Aging is a 24/7 declining process resulting from alterations to our normal biochemistry within every cell of the body — free radical aging. Free radical aging results in less-responsive cells. The life-extension capabilities of the cell are weakened when sections of DNA experience free radical damage. Changing in DNA coding alters the biosynthesis of proteins and enzymes that maintain normal cell functions. This is why aging is such a slow, continuous process.*

The Solution

Agel's EXO gel formulated with 14 exotic all-natural fruits and fruit extracts, each containing a wide-variety of antioxidants. EXO abounds with over 200 distinct antioxidants to shield, quench and repair the broadest spectrum of biological proteins, membrane lipids and nucleic DNA free-radicals. EXO is your greatest biological shield against the signs of age-related declines.*

Agel's EXO Gel Benefits:

1. Combats signs of age-related decline*
2. Supports youthful vision & recognition*
3. Maintains normal joint mobility*
4. Helps control youthful coordination*
5. Boosts immune function activity*
6. Enhances feelings of youthful energy*
7. Supports healthy cholesterol levels already within the normal range*
8. Guards healthy urinary tract health*
9. Shields the body from harmful free-radicals*
10. Reversing age-related losses in short-term memory*

Agel's EXO Features:

1. Patent pending Gelceutical™ enhanced-bioactive technology
2. Over 200 natural antioxidants
3. Antioxidant BioShield™ antioxidant and immune activity
4. Antioxidant Recharging™ system*

The Mechanism

EXO's antioxidant spectrum slows down signs of age-related decline. Regular consumption of EXO releases an active army of antioxidants in your bloodstream. EXO antioxidants work in two ways to minimize signs of aging — through EXO's Antioxidant BioShield™ and through its exclusive Antioxidant Recharging™. EXO's Antioxidant BioShield technology guards against free radical damage to both water-soluble and fat-soluble biomolecules. The Antioxidant BioShield is very protective due the variety of natural antioxidants within EXO's 14 exotic fruits, including: flavonoids, proanthocyanins, anthocyanins, phenolic acids, polyphenols, carotenoids, vitamins, and essential minerals. EXO's Antioxidant BioShield™ minimizes free radical bioactivity

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and repairs free radical damage to cellular DNA, lipids, proteins and enzymes. Agel's Antioxidant BioShield also places the immune system on "surveillance alert" via active fruit polysaccharides against foreign invaders.*

Antioxidant Recharging™ is Agel's exclusive formulation technology that regulates antioxidant bioactivity. For example, in the process of repairing a free radical-damaged biomolecule with the vitamin E antioxidant, vitamin E becomes "deactivated" as an antioxidant. With Agel's exclusive Antioxidant Recharging™ system, the deactivated vitamin E is recharged by vitamin C. The resulting water-soluble, "deactivated" vitamin C is readily eliminated from the body following the recharging process. Agel's EXO contains many examples of coordinated Antioxidant Recharging. EXO's exclusive Antioxidant BioShield™ and Antioxidant Recharging™ provides you the best bioprotection against signs of aging — 24/7.*

The Ingredient

The exotic antioxidant-rich fruits in EXO represent the best berry and fruit sources from around the globe. Blueberries from the lush Pacific Northwest of USA, Dark-skinned grapes from Europe and North America, Cranberries from quiet waters of Northeastern USA, Bilberries from rich lands of Northern Europe, Aronia chokeberry from forests of Central Europe, Pomegranate from Persia and Mediterranean, Aloe vera gel from the arid Mexican plains, Noni fruit from mineral-rich Polynesian shores, Para guava from South America, Acerola cherry from Brazil, Wolfberries from China and Southeast Asia, Acai berries from Amazon rainforests, Ashwaganda from depths of India, Rooibos herb extract from Africa. These selected fruits are ranked highest in ORAC rating ? a rating of antioxidant bioactivity.*

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

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Açai

Açai (a-sigh-ee) (*Euterpe oleracea*) is considered to be one of the most nutritious fruits of the Amazon rainforest. It contains Vitamin B1 (Thiamin), Vitamin B2 (Riboflavin), Vitamin B3 (Niacin), Vitamin C, Vitamin E (tocopherol), iron, potassium, phosphorus and calcium. It also contains the essential fatty acids Omega 6 and Omega 9 (these are the healthy fatty acids), and many of the essential amino acids, with a protein profile similar to an egg. And, that is just for starters. What makes Açai unique is that is very rich in anthocyanins, which are very potent antioxidants. In fact, this amazing fruit contains 33 times more anthocyanins than the red wine grape.

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Anthocyanins as a class of nutrients are important in their ability to help prevent atherosclerosis (clogged arteries), and generalized cellular damage caused by free radicals in the body. They are considered to be very helpful in the anti-inflammatory process, and may even help to lower LDL cholesterol (the bad cholesterol). In addition, they play an important role in neutralizing dangerous carcinogens.

Açai is an amazing fruit with many health benefits. But, what is truly amazing is that it is only one of the 14 different exotic fruits and herbs contained in Agel EXO, each of which are loaded with health enhancing nutrients.

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Acerola

J Acerola (*Malpighia glabra*) is a fruit resembling the Bing cherry that is believed to originate from the Yucatan peninsula in South America. Some of the largest plantings in modern times are in Brazil. It is one of the richest known food sources of vitamin C, and it is for this reason that this fruit has played an important role in South American herbal medicine. In addition, it has carotene content comparable to that of carrots, and is also a good supply of magnesium, and several of the B vitamins; niacin, pantothenic acid, vitamin B1 (thiamine), and vitamin B2 (riboflavin).

Vitamin C is a nutrient that must be supplied in the diet. It has many biological functions, including the formation and maintenance of collagen (the primary protein of skin and connective tissues), healthy maintenance of the liver and adrenal glands, and it is a powerful natural antihistamine. However, one of its most important roles is that of an antioxidant and its ability to help the body fight physiological stress. Our environment is filled with external stresses and pollutants that put our bodies under extraordinary pressure to maintain health. We are much more prone to infection and disease in our metropolitan environments and the intake of extra vitamin C can serve as an excellent adjunct to healthy living.

Some of the common ailments for which vitamin C is being taken in our modern society include: allergies, atherosclerosis (clogged arteries), bronchitis, cancer prevention, colds and flu, glaucoma, and skin wrinkles.

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Acerola is loaded with many important nutrients, and it is an important component of Agel EXO. It contributes synergistically with the other 13 exotic fruits and herbs to create a supplement with exceptional health-enhancing properties.

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Aronia

Aronia (*Aronia melanocarpa*) is a shrub that is native to the northeastern part of the United States. It produces clusters of small dark purple berries that are also known as “black chokeberries.” It has close botanical ties to the bilberry and the cranberry in that it contains high levels of anthocyanins and flavonoids, both of which are very potent antioxidants. It has been reported that the aronia berry contains over five times greater levels of these compounds than the cranberry.

Antioxidants are so important in our modern day-to-day living as we are constantly being bombarded with oxidative stresses. Antioxidants are substances that prevent cellular damage by acting as scavengers and neutralize free radicals by donating electrons to these electron-deprived compounds. The body has its own mechanisms for dealing with free radicals, but they can be inadequate, particularly with the added stress of current life-styles and the increasing amount of pollutants in the environment. For optimal health, it is therefore necessary to complement these processes with antioxidants from our

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diet. Fortunately, antioxidants are abundantly present in fresh fruits and vegetables, which are an essential part of a healthy diet. However, as we substitute the intake of fresh fruits and vegetables in our diets with other “empty” calories, the need to take food supplements rich in antioxidants becomes increasingly important.

The Aronia berry is just one of 14 different exotic fruits and herbs contained in Agel EXO that is loaded with these important antioxidants.

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Ashwaganda

Ashwaganda (*Withania somnifera*), also known as “Indian ginseng”, is a small evergreen that comes from the drier parts of western India, northern Africa, the Mediterranean, and the Middle East. It is related to the tomato plant of North America, and all of its parts, including its roots, oval leaves, showy yellow flowers, and red, raisin-sized fruits are used medicinally in various cultures. It is considered a major herb of the Ayurvedic system of health and healing which has been practiced in India for more than 2000 years.

Ashwaganda is an adaptogen, which is a substance that non-specifically enhances the body’s ability to resist disease, revitalize and increase performance. In India, this herb is celebrated as an adaptogen that will do the following: boost strength, increase stamina and relieve fatigue, strengthen the immune system, speed recovery from chronic illness, soothe and calm without producing drowsiness, clarify the mind and improve memory, and slow the aging process. It is one of the most frequently used remedies in India. Because Ashwaganda has a sedative effect on the central nervous system, it is also used in Chinese medicine for cases of nervousness, insomnia, and rheumatic pains.

It is clear that ashwaganda contains biologically active compounds that are responsible for the healing effects of this herb. However, these compounds have not yet been clearly identified. Nonetheless, this herb is time tested in the eastern cultures and has proven to have many important healing effects. Laboratory studies continue to be done in an effort to more clearly understand this beneficial herb.

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Ashwaganda, by itself is an amazing herb with many health benefits. But, in Agel EXO, it represents only a part of the wonderful ensemble of 14 exotic fruits and herbs from around the world.

The Aronia berry is just one of 14 different exotic fruits and herbs contained in Agel EXO that is loaded with these important antioxidants.

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Bilberry

As we continue to explore the wonderful health benefits of the 14 different exotic fruits and herbs in Agel EXO, it becomes increasingly more exciting to realize how truly unique it is. Today, let's explore the bilberry.

Bilberry (*Vaccinium myrtillus*) is a shrubby perennial bush that is commonly found in Europe, western Asia and in North America. The bilberry bears edible fruits that are related to the American blueberry, the cranberry and also the huckleberry. In fact, it is commonly called the "European blueberry."

For centuries, European herbalists have been using the Bilberry to treat a myriad of health related ailments, including urinary tract infections, diarrhea, night blindness, and many others. Of particular interest is the prolific use of the bilberry during World War II when British Royal Air Force pilots noticed a significant improvement in their night vision capabilities after consuming bilberry preserves prior to going out on bombing missions. Subsequent research has shown that bilberries are very powerful antioxidants, and it is in part because of this valuable property that they have such wonderful medicinal capabilities. In modern times, the bilberry has become a very popular nutritional supplement and it has been found helpful in treating various vision related problems, including poor night vision, cataracts and macular degeneration.

Researchers who have looked into the bilberry have identified the anthocyanins which are found abundantly in the bilberry as the substance responsible for most of the medicinal properties of this exotic fruit. Anthocyanins are very potent antioxidants and they appear to play a very important role in maintaining the integrity of our blood vessels, both large and very small. They appear to help prevent atherosclerosis (clogging of the arteries) in many of our vital organs. It is for this reason that they may be so beneficial in preventing

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heart disease, in helping with visual ailments, and in preventing some of the debilitating consequences of chronic diseases such as diabetes.

The bilberry is just one of 14 different exotic fruits and herbs contained in Agel EXO, each with its own repertoire of health enhancing properties.

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Blueberry

The Blueberry (*Vaccinium angustifolium*) is very closely related to the Bilberry of northern Europe and to the Cranberry of North America. It is one of the few fruits native to North America. It has been used by the native Americans for centuries as a tasty food source and as a medicinal aid. Like it's relatives, the blueberry is a rich source of the phenolic antioxidant called anthocyanin, as well as potassium, calcium, vitamins A, C, and E, folic acid, and fiber. It is reported by researchers at the USDA Human Nutrition Center (HNRCA) that blueberries have higher antioxidant capacity than 40 other fresh fruits and vegetables.

Recent animal research indicates that blueberries may be beneficial in slowing the process of age-related mental decline, possibly a result of the high antioxidant capacity of the anthocyanins that are so prevalent in this fruit. Also a result of this important compound, blueberries may help reduce the build up LDL ("bad" cholesterol) and thus help prevent heart disease and strokes. Also like its close relative, the bilberry, the blueberry may play a role in improving eyesight and reducing eye strain.

Just like many of the *Vaccinium* berries (bilberry, cranberry) the blueberry contains another biologically active substance called resveratrol. This compound has been found to suppress tumor cell proliferation and induce apoptosis (programmed tumor cell death) in selected cancer cell lines. Resveratrol also has anti-inflammatory and antioxidant properties as well.

Although the blueberry is not a cure-all, it does contain biologically important substances may help us to live better and healthier lives. It is an important component of Agel EXO, and it contributes synergistically with the other 13 exotic fruits and herbs to create a supplement with exceptional health-enhancing properties.

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Cranberry Extract

The North American Cranberry (*Vaccinium macrocarpon*) has a long and distinguished history. Not only has it been a food source, but has been used in ceremonies and for medicinal purposes. Cranberries are packed with nutrients and have been extensively researched. Cranberries have long been the focus of interest for their beneficial effects in preventing urinary tract infections. Cranberries contain proanthocyanidin compounds which prevent bacteria from attaching to the uroepithelial cells in the urinary tract.

Cranberries not only contain antioxidants but have anti-cancer and anti-inflammatory properties as well. Cranberries contain powerful phenolic antioxidants like anthocyanins, specifically it is the quercetin glycosides that provide cranberries with their free radical scavenging and enzyme inhibiting actions. The phenol antioxidants have also been shown to increase HDL (the “good” cholesterol) and reduce the oxidation of LDL (the “bad” cholesterol) potentially decreasing the risk of atherosclerosis. Resveratrol is an anti-cancer compound that is found naturally in cranberries. Resveratrol has been found to suppress tumor cell proliferation and induce apoptosis (programmed tumor cell death) in selected cancer cell lines. Resveratrol also has anti-inflammatory and anti-oxidative properties as well.

Cranberries are packed with nutrients and are an excellent source of antioxidants. Agel EXO, users can take advantage of the powerful antioxidant properties along with the benefits of 13 other exotic fruits and herbs from around the world.

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Noni

Noni (*Morinda citrifolia*) is an evergreen plant that is native to Malaysia, Australia, and Polynesia. There is reference to its use as a healing botanical in ancient Sanskrit Ayurvedic (traditional medicine in India) medical texts dating back thousands of years. It has been used to treat many different health disorders over the same period in multiple cultures, and it is only recently that its biologically active components have been identified and its healing properties have been explained.

In the Noni fruit, scientists have identified significant quantities of a precursor (proxeronine) to the pharmacologically active substance called xeronine. The proxeronine is ingested as part of the fruit and is converted to xeronine in the digestive tract and is subsequently absorbed into the body. Xeronine is believed to play a significant role in the proper synthesis and function of proteins that are crucial to the health of each our body's cells. Generally speaking, this molecule has an influence on multiple organ systems within our bodies and therefore can affect the proper function of multiple cellular processes that all contribute to our overall health. As a result, the list of ailments that have been treated by the Noni fruit for thousands of years is long and comprehensive. For this reason, the noni fruit is considered by some cultures to be a "cure all" for most health related complaints. Certainly, in our sophisticated, technologically advanced society, it is difficult to make that claim. However, it is clear based on millennia of experience that the noni fruit has some important healing properties.

Noni, by itself is an amazing fruit with many health benefits. But, in Agel EXO, it represents only a part of the wonderful ensemble of 14 exotic fruits and herbs from around the world.

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Pomegranate

The Pomegranate (*Punica granatum*) has an extensive history as a medicinal fruit. The first historical evidence of pomegranate trees being planted dates back as far as 3000 BC. It has legendary medicinal properties that have made it the subject of numerous myths, epics and works of art from renowned artists including Raphael, Cezanne, Homer, and even Shakespeare. In multiple regions of the world, this wonderful fruit has been revered as a symbol of health, fertility and of rebirth. It is native to the Middle Eastern region of the world, but through the ages has become a popular agricultural product all over the globe.

The pomegranate fruit is a valuable source of potassium, vitamin C and of polyphenols. It is likely a result of the excellent antioxidant capacity of the polyphenols that the pomegranate has been given such wide acclaim through the ages. As modern day science has demonstrated time and time again, antioxidants are valuable adjuncts to healthy living. They are attributed to the reduction and prevention of coronary artery disease (clogging of the heart vessels), and even the prevention of some of the biological processes that cause cancer and aging.

The pomegranate has a great history as a health-enhancing fruit. And yet, it is but one of the 14 wonderful exotic fruits and herbs that make Agel EXO an outstanding antioxidant gel.

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Rooibos

Last week, we highlighted the excellent health benefits of Agel EXO. It is a very effective blend of 14 highly concentrated exotic fruit juices, purees and plant extracts coming from countries across the globe. Individually they have excellent antioxidant capacities, and when combined, the result is an extraordinary antioxidant supplement. This week, we want to explore one of the individual herbs that make up this formulation. Let's talk about Rooibos.

Rooibos is a shrub that is indigenous to the mountains of South Africa's Western Cape. More than 300 years ago, the inhabitants of those mountains started collecting Rooibos leaves and used them for making tea. During the past 3 centuries, Rooibos tea has been used in various cultures for many different medicinal purposes. It contains many natural antioxidants, and unlike black tea, it does not contain caffeine and has a very low tannin content. Technically speaking, Rooibos is loaded with polyphenols (flavonoids and phenolic acids). It is, in large part, the high content of these antioxidants that give it the qualities that make it a very useful herb in the treatment of many different ailments. In addition to helping counteract the oxidative stresses of contemporary life, many South African herbalists use it to help curb anxiety and even help with insomnia as it presumably affects the metabolism of one of the brain messengers (acetylcholine). In other cultures, it is used to treat allergies, as it seems to interfere with histamine. In addition, it is used to treat infant colic, as it tends to have anti-spasmodic properties in the intestines.

Rooibos is a wonderful herb in its own right. Now, with Agel EXO, we can enjoy its unique antioxidant properties in combination with 13 other fruits and herbs from all around the world.

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