

## Why Vivix?



Shaklee Vivix is the most powerful, most potent, and the most pure natural resveratrol anti-aging supplement on the market today. In laboratory studies, the ingredients in Vivix have been shown to positively impact the four key mechanisms of cellular aging.

With so many resveratrol supplements on the market, why should you choose Vivix over all others?

## Why is Vivix better than all other resveratrol supplements or products on the market?

Dr. Stephen Chaney, a professor of biochemistry and nutrition at University of North Carolina - Chapel Hill, has authored over 80 published studies in scientific and medical peer-reviewed journals, and he teaches nutrition to medical students. Here's what Dr. Chaney has to say:

"...The answer to that question is really three-fold. In the first place, the resveratrol in Shaklee's Vivix a **higher potency, higher purity** preparation than many of the other resveratrol supplements products on the market.

Harvard University's studies were a shock to many scientists in the resveratrol community. They showed convincingly that the amounts of resveratrol one needs for a substantial beneficial effect were of magnitudes greater than anyone expected. Clearly, one or two glasses of red wine per day won't do the trick. Similarly, many of the older resveratrol supplements on the market just **aren't potent enough to be of any significant benefit.**

For those resveratrol supplements that are potent enough, many aren't pure enough. There is a naturally occurring contaminant in impure resveratrol preparations that has a laxative effect. Unless the resveratrol preparation is 98% pure or better, many people will find that the side effects outweigh beneficial effects.

But the most important reason is that resveratrol cannot do it all. It is just one of many naturally occurring polyphenols, which is why **Shaklee added a polyphenol blend from Muscadine grapes to their purified resveratrol**. For example, Shaklee's polyphenol blend is high in ellagic acid, which is not found in significant amounts in red wine or most resveratrol preparations.

Ellagic acid inhibits an enzyme that is involved in the formation of advanced glycation end products (AGE proteins), one of the central four mechanisms of cellular aging. Resveratrol has no effect on this enzyme, but does block the other three key mechanisms of cellular aging. Similarly, animal studies suggest that ellagic acid shines in preventing gastrointestinal cancers, while resveratrol and other components of the polyphenol blend that Shaklee uses prevent a variety of other tumors.

The bottom line is that by adding a polyphenol blend containing ellagic acid and other protective polyphenols from the Muscadine grape to their ultra-pure, ultra-potent resveratrol, Shaklee has developed a product that is clearly superior to either resveratrol or a Muscadine polyphenol blend alone.

This is not a "one plus one" addition, but a synergistic combination of protective polyphenols that is far more protective than any one of them alone..."

## What is Vivix?

Vivix anti-cellular aging, created by the Shaklee Corporation, is a revolutionary, patent-pending, powerful breakthrough dietary supplement in the fight against cellular aging. A 30-day supply of Vivix delivers the equivalent amount of resveratrol found in 3,000 glasses of red wine. One teaspoon delivers the equivalent amount of resveratrol found in 100 glasses of red wine.

One of the key ingredients (resveratrol) in Vivix is referenced in over 2,000 research publications, including multiple studies conducted by Harvard University, the National Institutes of Aging, and the National Institute of Environmental Health Sciences. **Vivix delivers 100 mg of resveratrol per serving (One teaspoon). The resveratrol extract has a natural resveratrol content of 98%.** This is definitely the world's best anti-aging supplement.

## Who is Shaklee?

Shaklee is the number one natural nutrition company in the United States.

For over 50 years, Shaklee has been a leading provider of premium quality natural nutrition and personal care products, environmentally-friendly cleaning products, and state-of-the-art air and water treatment systems.

With a robust product portfolio, including over 50 patents and patents

pending worldwide, Shaklee has more than 750,000 Members and Distributors worldwide.

## How does Vivix work?

In laboratory studies, the ingredients in this anti-aging supplement have been shown to impact the four key mechanisms of cellular aging.\* This means Vivix:

- Helps protect and repair cellular DNA\*
- Positively impacts genetic regulators\*
- Promotes mitochondrial biogenesis\*
- Slows the formation of AGE (Advanced Glycation End products) proteins\*

### Vivix also:

- Supports heart health and cardiovascular function\*
- Supports brain health\*
- Supports immune function\*
- Supports joint health\*
- Promotes cellular longevity\*
- Promotes good health and well-being\*
- Supplies antioxidants; fights free radicals\*
- Increases cellular energy\*

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

## How did Shaklee create Vivix?

S U P P L E M E N T F A C T S		
Serving Size: 1 Teaspoon (5 mL)		
Servings Per Container: 30		
	Amount Per Serving	% DV
Calories	15	
Total Carbohydrate	4 g	1%**
Rejuvetrol™ Patent-Pending Blend	1,390 mg	†
Muscadine Grape extract ( <i>Vitis rotundifolia</i> ) (fruit pomace), <i>trans</i> -Resveratrol ( <i>Polygonum cuspidatum</i> ) (root) standardized to a minimum of 98% purity, European Elderberry extract ( <i>Sambucus nigra</i> ) (fruit), and Purple Carrot extract ( <i>Daucus carota sativus</i> ) (root)		

\*\* Percent Daily Values (DV) are based on a 2,000 calorie diet.  
† Daily Value not established.

OTHER INGREDIENTS: SORBITOL, WATER, GLYCERIN, SILICON DIOXIDE, AND NATURAL FLAVORS.

Shaklee created and isolated a unique, patent pending, polyphenol blend that fights cellular aging. They were able to secure the entire output from the largest and best growers in the world. Their research found an amazing super grape, *Vitis rotundifolia*, which is the only grape found in nature with an extra chromosome. This alone, scientists believe, greatly enhances its polyphenol profile and health benefits.

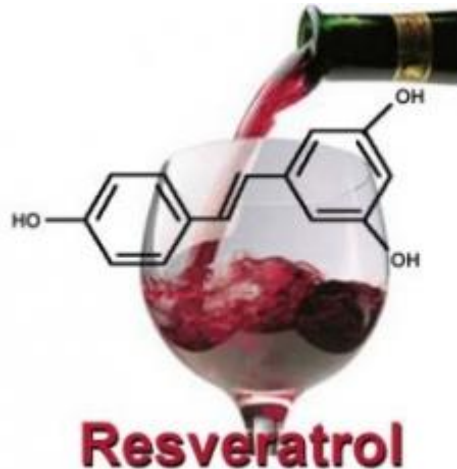
Shaklee scientists created an extraction process that resulted in a super grape extract that's high in ellagic acid, which is responsible for many cellular anti-aging actions of the super grape in the Vivix resveratrol supplement formulation.

Vivix is the combination of the most powerful super grape found in nature and the ultra-pure, natural resveratrol. This anti-aging dietary supplement is all natural with no artificial colors, flavors, sweeteners or preservatives.

## What is a Muscadine grape and why is it so special?

The Muscadine grape (*Vitis rotundifolia*) is a super grape and the only grape with an extra chromosome. It is native to the southeastern United States. The Muscadine grapes range from bronze to dark purple to black in color when ripe. They contain high concentrations of resveratrol - a polyphenol with reported beneficial health effects. Red wine produced from these grapes may contain more than 40 mg/L of resveratrol. They are high in other nutrients as well.

## How much resveratrol does Vivix provide?



Vivix delivers 100 mg of resveratrol per serving (**One teaspoon**). The resveratrol extract is 98% natural.

Vivix does not contain resveratrol alone, but in combination with a patent pending polyphenol blend from the **ONLY** grape with an extra chromosome.

## Can I benefit from using Vivix?

Yes. Vivix will benefit adults who are concerned about cellular aging and well-being. This anti-aging tonic can also benefit anyone who is committed to being healthy and feeling great every day. Vivix is not intended for children.

## Is Vivix a juice beverage?

"I take Tahitian Noni Juice...How does Vivix compare?"

Vivix is not a juice beverage. It is an exclusive, concentrated liquid anti-aging dietary supplement that delivers the purest form of resveratrol and a highly potent polyphenol extract created from the only grape in nature with an extra chromosome. This unique blend of polyphenols includes ingredients that have been shown in laboratory studies to fight key mechanisms of cellular aging. One teaspoon of Vivix delivers the equivalent amount of resveratrol found in 100 glasses of red wine.

# Vivix Compared To Superfruit Products part 1

A comparison with Mona-Vie Active, XanGo Juice, and Tahitian Noni Juice

Product****	Primary Dietary Ingredient	Number of Times Primary Dietary Ingredient Referenced in Separate Research Publications**	Patent Pending	All Natural	ORAC Value		Cellular Anti-aging benefits*						
					Oxygen Radical Absorbance Capacity (ORAC) Claimed by Company (Per Serving)	ORAC from Laboratory Test*** Brunswick Laboratories, 7/16/08	Recommended Servings Per Day	Helps Protect DNA	Helps Positively Impact Genetic Regulators of Cellular Aging	Promotes Mitochondrial Biogenesis	Inhibits AGE Protein Formation	Promotes Cellular Longevity	Increases Cellular Energy
<b>Vivix™ Cellular Anti-Aging Tonic Dietary Supplement†</b>	Resveratrol	2,340	YES	YES	>5,000	5,048	1	✓	✓	✓	✓	✓	✓
<b>Mona-Vie Active®</b>	Acai	47	NO	NO (Sodium Benzoate & Potassium Sorbate)	1,000 – 1,250	610	2 – 4						✓
<b>XanGo® Juice</b>	Mangosteen	73	NO	NO (Sodium Benzoate)	N/A	1,976	1 – 3						
<b>TAHITIAN NONI® Juice</b>	Noni	227	YES	YES	N/A	1,016	1						

\*\* Total based on number of reference citations for primary dietary ingredient found in July 2008 on PubMed, a service of the National Library of Medicine, located at the U.S. National Institutes of Health.

\*\*\* ORAC test conducted by independent third-party laboratory in July 2008 using products sourced from standard commercial channels and is valid only for the named products tested at that time.

\*\*\*\* All trademarks are the property of their respective owners. Shaklee claims pertain to Vivix ingredients based on data from laboratory studies. Comparison to competitors' products is limited to claims permitted by applicable regulations.

# Vivix Compared To Superfruit Products part 2

A comparison with Mona-Vie Active, XanGo Juice, and Tahitian Noni Juice

Product****	Other benefits*							Price/Cost	
	Promotes Good Health and Well-being	Supports Health of Immune System	Contains Antioxidants; Fights Free Radicals	Supports Brain and Cognitive Health	Supports Heart and Cardiovascular Health	Supports Joint Health	Increases Energy/Physical Performance	Maintains Intestinal Health	Price (SRP) Per Serving
<b>Vivix™ Cellular Anti-Aging Tonic Dietary Supplement†</b>	✓	✓	✓	✓	✓	✓		\$3.33	\$3.33
<b>Mona-Vie Active®</b>	✓		✓			✓	✓	\$1.80	\$3.60 – \$7.20
<b>XanGo® Juice</b>		✓	✓		✓	✓		\$1.50	\$1.50 – \$4.50
<b>TAHITIAN NONI® Juice</b>		✓	✓		✓	✓		\$1.27	\$1.27

\*\* Total based on number of reference citations for primary dietary ingredient found in July 2008 on PubMed, a service of the National Library of Medicine, located at the U.S. National Institutes of Health.

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## When I buy my supply of Vivix, how should I take it?

You should take the recommended serving of one teaspoon a day, preferably with breakfast or lunch. Make sure you shake well before use and keep both unopened and opened bottles refrigerated for optimal freshness and quality.

# What The Experts In The Media Are Saying About Resveratrol



**60 Minutes** - "Now, scientists across the country have identified a substance in red wine called resveratrol that they believe might do more than just protect the heart, but could in very high concentrations significantly extend life by preventing a number of age related illnesses..."

**Fortune** - "Resveratrol is the ingredient in red wine that made headlines in November when scientists demonstrated that it kept overfed mice from gaining weight, turned them into the equivalent of Olympic marathoners, and seemed to slow down their aging process. Few medical discoveries have generated so much instant buzz..."

**WebMD** - "Resveratrol may prolong life and fight age-related diseases. Resveratrol is one of a group of antioxidant compounds called polyphenols found in red wine that has been reported to have anti-inflammatory as well as anticancer properties. Resveratrol may counter type 2 diabetes and insulin resistance, a new study shows..."

**CNN** - "This research, funded in part by the National Institute on Aging, was published in the journals Nature and Cell in November. Dr. Brent Bauer, Director of Internal Medicine's Complimentary and Integrative Medicine Program at Mayo Clinic says, 'This may be the best thing since sliced bread for human beings, but we just don't know yet...'"

## Could YOU Feel Younger and Live Longer?\*

### Vivix from Shaklee.

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