

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 desire—by promoting healthy YGC activity associated with youthful 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 the lack of sexual desire 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

Studies also show that sexual desire dramatically declines with age. One study showed that 68 percent of women have a strong sexual desire at around 30 to 35 years of age and this drops to only 23 percent (a 66 percent decline) for women approximately 65 to 74 years of age. Men in the same age groups showed a decline from 74 percent to only 47 percent (a 36 percent decline).³ Additional studies report an even more dramatic decline in sexual desire from individuals under 40 to individuals over 70—only one percent of women and only two percent of men over 70 reporting high to very high interest in sex.^{4,5}



Artist's rendering
not actual product

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 declines 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 activity patterns of the Youth Gene Cluster (YGC) 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 YGCs influence aging. We are able to develop products that support the healthy expression of these YGCs 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, target, and reset a specific YGC related to vitality.

Data suggests that nutrient efficacy varies by tissue; some nutrients work well in the muscle 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 healthy YGC activity associated with youthful vitality.*

- S255 -8.7(o p)-p8(u)-s fo(L)-5(t)-18(s t)-12(h)-16(r)4(e)-10(e d)-11(i)-9(m)-14(e)-12(n)-6(s)-4(i)-5(o)-11(n)-6(s o)3(f v)-14(i)-8(t)-6(a)-12(l)-8(i)-8(t)-38(s

