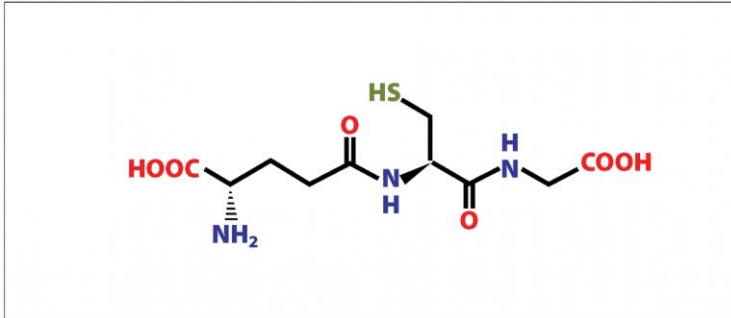


LONICERA LONGEVITY

Making Glutathione Orally Available



Dr. Charles A. Rouse, Jr.
Registered Pharmacist, R.Ph.,
Doctor of Natural Medicine, N.M.D.

Glutathione is the most potent and most important antioxidant compound and detoxifying agent produced in the cytoplasm of every cell of the human body. Because it is in every cell, it has been termed “the master molecule of the human body”. Because of its central role in detoxification, approximately 25% of all the body’s glutathione resides in the liver alone. Glutathione is also concentrated in the kidneys and in mucosal secretions of the intestinal linings and lungs. It is present inside cells and in extracellular fluids.

Glutathione is a tripeptide molecule, composed of these amino acids: glutamate, cysteine, and glycine. The pool of glutathione in the human body is constantly in flux. The reduced form of glutathione (GSH) is the biologically active form. Lonicera Longevity features the Longevity Amino Acid blend that instructs the body to produce the best of GSH in adequate quantities needed for the best of health.

This master molecule is a whiz at neutralizing lipid peroxides, hydrogen peroxide and other reactive oxygen species. Free radicals are a necessary waste product of cellular energy production, but our cells must rid themselves of this waste or succumb to the ravaging effects of oxidative damage. Lonicera Longevity proactively provides the cells with the necessary tools to keep GSH maximized and to suppress all free radicals. Adequate glutathione is not just desirable, it is essential to the survival of each cell, making it essential to life itself.

More than 100,000 studies have been published related to the physiologic effects of glutathione. This master molecule is the protector extraordinaire! It is needed to detoxify harmful chemicals and toxins – including alcohol, pesticides and carcinogens. It is necessary to keep the immune system at peak performance. It supports healthy aging and is an anti-aging compound necessary for longevity. Glutathione even can regenerate other antioxidants. Glutathione plays an important role in immune function by stimulating natural killer (NK) cell function and boosting the master control center of the immune system (called the thymus gland) to produce healthier T-cells and other white blood cells.

When glutathione levels drop, the risk of coronary heart disease and stroke increase. People with Parkinson's disease all have substantially lower levels of glutathione in the brain. Diminishing levels of GSH are associated with age-related cataracts, glaucoma and macular degeneration, so it is a crucial nutrient for the eyes. I suspect glutathione depletion is implicated in the progression of cancer.

If you don't give your body glutathione precursors on a routine basis, the body will begin to sequester the necessary amino acids from the muscle; this leads to sarcopenia (wasting of muscles). Remember, the heart is the most important muscle in the body.

Glutathione Boosting Benefits Those With:

Cardiovascular Disease

Pulmonary Disease

Liver Disease

Neuro-Degenerative Disease

Immune Disorders

Chronic Infections

Metabolic Disorders

Hormone Imbalances (women)

Depression & Anxiety

Sleep Disturbances

Low Libido

Weight Gain

Stress

Normal Aging

IT EVEN HELPS:

People Making Poor Lifestyle Choices

People on Rx Medications

People at Risk for Cancer

LONICERA LONGEVITY

Featuring Setria



Dr. Charles A. Rouse, Jr.
Registered Pharmacist, R.Ph.,
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Reduced Form of L-Glutathione

This specialized form of glutathione is produced by a fermentation technology utilizing specialty enzymes and water. This form of glutathione is very safe, all natural and provides total authentic qualities of each amino acid in the peptide links. Today, with a focus on these positive effects, this reduced form of L-glutathione is being used as health food. It is the wave of the future.

= Healthy =

Setria glutathione is the glutathione itself which is highly absorbed and utilized when taken orally. This reduced form of glutathione is the small protein molecule composed of the actual glutathione tripeptide amino acids: glutamate + cysteine + glycine. The big controversy with glutathione supplementation has been whether taking glutathione orally is absorbed and effectively raises glutathione levels. The newest research has now firmly established that it is able to produce these benefits, and Kyowa-Hakko's Setria glutathione is leading the way with some very impressive results!

In the *Lonicera Longevity* capsule are two astute approaches to glutathione elevation. In the longevity amino acid blend, the product provides the world's best precursors and co-factors that give the body the essential building blocks it can use to endogenously (originating or produced

within the organism) produce its own glutathione. It is critical that the body receives a constant supply of glutathione or its precursors in order to maintain adequate levels. *Lonicera Longevity* is first to the world market to provide BOTH the absorbable glutathione AND the building blocks for making glutathione. Ideally, taking a reduced form of glutathione (Setria) can be extremely important when the goal is protecting cells from oxidative stress or helping where the liver has been damaged, which leads to the depositing of fat within the liver. There is a growing epidemic in the world of people suffering from non-alcoholic, fatty liver disease (NAFLD). The fatty liver is tightly linked with obesity and insulin resistance.

In the research on the orally absorbed Setria glutathione, the researchers first looked at free, unbound glutathione in the blood, but were also able to measure therapeutic levels of glutathione bound to protein. The results showed that the levels of glutathione bound to protein increased significantly after glutathione supplementation.

Why did *Lonicera Longevity* choose to be first to market with both the precursors/co-factors + the preformed glutathione (Setria)? Because endogenous glutathione production is determined by genetics as well as the environmental influences in and around the cells. This means there are a lot of unknowns regarding whether someone can truly achieve the increase of glutathione production with simply providing the precursor supplementation. Now with Setria in the product as well, the chance that someone who can't efficiently produce it from the building blocks is eliminated. For some people, their genetics, disease processes or environmental exposures prevent them from effectively optimizing glutathione production. This is because certain enzymatic factions are altered and thus, hinder their glutathione production or glutathione metabolism, despite excellent nutrient intake as in the *Lonicera Longevity* amino blend. There are a wide range of metabolic conditions that mess with certain enzymes and can disrupt one of the major steps in glutathione synthesis by catalyzing glutathione synthase. Without glutathione synthase the body can't make glutathione in adequate quantities. Some of these metabolic conditions are aging, diabetes, gallbladder problems, alcoholic liver disease, schizophrenia, neurodegenerative disorders, inflammatory bowel disease, HIV and cancer.

Science is just beginning to touch the surface of the complexity involved in glutathione regulation in the human body. *Lonicera Longevity* is designed to support those who can effectively regulate glutathione levels and even those who cannot. Setria provides the preformed glutathione in its tripeptide form that is 100% bioavailable and physiologically active from the get-go. *Lonicera Longevity* bypasses the myriad of potential metabolic errors that could interfere with its production in those who are physiologically compromised. Now we can offer antioxidant protection to those who need it most. Oral supplementation of Setria's glutathione does not inhibit or suppress the body's endogenous production, so it is possible to get the best of both in those who are non-compromised. Setria is delivered in a vegetarian and allergen-free form, with no additives, preservatives or artificial flavors. The research on absorbability thus far with Setria is indisputable and it is backed by one of the most respected glutathione scientists in the country: John Richie, PhD from Penn State.

LONICERA LONGEVITY

Featuring the Lonicera Berries



Dr. Charles A. Rouse, Jr.
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The Powerful C3G Provider

Lonicera is a delicious berry that has a myriad of names: Haskap + Honeyberry + Sweetberry + Berry Blue Honeysuckle + Indigo Treat. The cool temperate Northern Hemisphere in Canada is the perfect zone for growing these hardy plants. Because the Lonicera is untroubled by pests or disease, researchers were intrigued by how these awesome berries work and felt compelled to find the secret of the berry's longevity. Because the Lonicera Berry was found to be strong and robust, capable of enduring difficult conditions, scientists were excited to find out how the human body would respond. Then during the research projects, it was discovered that Lonicera Berries were the perfect fruit to elevate cyanidin-3-glucoside (C3G).

C3G has become a "buzz" in natural medicine because of its biochemistry capabilities. This powerful anthocyanidin antioxidant has been extensively researched and found to do no harm, while doing a plethora of good. A partial list of health conditions that were improved by C3G's include the following: cancer, diabetes, heart disease, fatty liver, joint pain, athletic recovery, Alzheimer's disease and depression. Lonicera with C3G has an immense capacity for improving health and fighting degenerative diseases. It seems that each month we learn something new and remarkable about C3G. The absorption of the Lonicera Berries is great; therefore, the results are often very quick. There's nothing like speeding the healing of damaged tissue. The C3G aspect of the Lonicera Berry is a botanical wonder. C3G can even help stop insulin resistance and thus, prevent weight gain. These powerful anthocyanidins help strengthen blood vessels, as well as providing protection of the cardiovascular system overall. Nobody wants a blood vessel blowout or a clot in the middle of the blood stream. C3G is well known for reducing high blood pressure – another heart benefit. It also prevents the dangerous oxidation of LDL (bad) cholesterol – one of the first steps on the road to a heart attack or stroke. C3G helps the blood vessels to relax and open, rather than constricting and restricting; this allows the blood to travel with less force and drops the pressure. C3G even helps prevent blood clots from forming without thinning the blood. There may be no more powerful natural medicine to protect against heart disease than the C3G anthocyanidin antioxidant! Every diabetic needs the anti-inflammatory, antioxidant and cardiovascular protecting abilities of C3G found in the Lonicera Berries. Since C3G helps stop sugar spikes that affect insulin levels, Lonicera could potentially have a therapeutic role in decreasing Type 2 diabetes. C3G increases adiponectin, a protein responsible for regulating blood sugar levels, insulin metabolism, cholesterol levels and it reduces inflammatory potentiators. Plus, Lonicera can protect against damage *caused* by diabetes. And the research is only just beginning to pour in!

What is it about the Lonicera Berry that makes it so beneficial to human health and vitality? Are some berries better than others? Experts have made rapid progress in revealing the amazing health benefits and longevity properties found

in these modest berries. Their conclusion? The Lonicera Berry may be one of the most powerful and important natural health discoveries ever made! This tiny fruit is a nutritionally dense food. The berries contain a full spectrum of essential nutrients that are naturally chelated to fruit acids, which increases their ability to be absorbed into the body. This gives Lonicera the ability to facilitate the transfer of energy- thereby, keeping us healthier!



Research has given us a plethora of reasons to take Lonicera Berry. Some of the amazing benefits you can experience are as follows:

- Extend Your Life
- Increase Your Energy & Strength
- Look & Feel Younger
- Improve Your Blood Pressure
- Support Eye Health (macular included)
- Strengthen Your Cardiovascular System (including arteries, veins, & capillaries)
- Inhibit Lipid Peroxidation (bad cholesterol)
- Improve Immune Response
- Protect DNA
- Reduce Toxic Environmentals
- Build Strong Blood (white & red blood cells included)
- Fight Inflammation
- Strengthen Muscles
- Improve Kidney Function
- Protect Against Free Radical Damage
- Enhance Memory
- Support Liver Function
- Improve Digestion
- Every Student a Better Student (better focus & retention)
- Reduce Headaches & Dizziness
- Enhance Athletic Recovery

In a perfect world, meeting our nutritional needs would be easy, but the world we live in asks more of us – and our bodies – every day. Busy schedules, sleep deprivation, stress and environmental toxins take a toll on everyone, even those who are active and fit. Whether you are just starting down the path to fitness or you're training for another marathon, the physical demands that come with exercise will impact your post-workout recovery time, slow progress and even challenge your immune response. Putting *Lonicera Longevity* into your health protocol will make a world of difference! A 60-count bottle of the best high-quality Lonicera Berries should provide the polysaccharide (super antioxidant) equivalent of more than two pounds of fresh berries!

LONICERA LONGEVITY

Featuring Maqui Berries



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From the farthest tip of South America in the land of Patagonia comes the exotic, dark-purple superfruit that is loaded with antioxidant power. They call the berries Maqui. This berry is nature's warrior against heart disease, inflammation and much more. The nutrition we receive has a lot to do with dictating the quality of our health and good nutrition is the first step in winning the longevity battle. Happy and healthy is the Maqui goal for you. These berries from Patagonia bring quality of life that enables you to live! The major antioxidant of Maqui is the active ingredient of anthocyanidin known as C3G (cyanidin-3-glucoside). You talk about hitting a home run against insulin resistance -- C3G is the hero of Maqui. Could anthocyanidin with C3G be the most potent antioxidant known to science? Very likely! And believe me, over the course of a lifetime, your body is drastically exposed to environmental toxins that cause a lot of "rust" to accumulate on your cells. In medical science we call these free radical oxygen molecules "rust". That free radical oxygen exposure triggers chronic inflammation, opening the door to cell aging and genetic deterioration, paving the way for diseases of aging, including heart disease, diabetes and more. Over 90% of our modern-day diseases are caused by oxidative stress and inflammation. Your body will relish the input of C3G-rich maqui berries. The ORAC value of maqui is in the thousands, not the usual antioxidant score in the hundreds.



Yes, this dark-purple berry is rich in resveratrol and oligomeric proanthocyanidins (OPCs). These unique substances pack a powerhouse of health benefits in healing and protection. Super-duper nutrition is a good way to put it. The power of the polyphenols found in Maqui Berries are known for their distinctive anti-aging, anti-inflammatory and disease-fighting properties. The longevity effects of Maqui are a

perfect match for the longevity power of Lonicera and the master molecule of the human body, glutathione. The combination of ProImmune Mix (Glutathione enhancer) + Lonicera Berry Powder + Maqui Berry Powder complement each other synergistically, enhancing their total power. As a pharmacologist, I can think of no other product so perfect for helping the immune system to be its best.

Obesity develops when energy intake exceeds energy expenditure. C3G promotes brown adipose tissue (good fat) that increases the energy expenditure necessary to metabolize the white adipose tissue (bad-fluffy fat). C3G limits weight gain, improves insulin sensitivity, burns more fat (especially visceral belly fat) and helps preserve and build muscle (prevents sarcopenia). C3G helps divert nutrients consumed away from fat cells and into muscle cells where real energy can be produced as real fat breakdown (lipolysis) occurs. That's a very good thing because your calories aren't going to the fat cells, but to the muscle cells where you become stronger and more energetic. Maqui supports lean muscle mass. It's God who made the anthocyanins rich in C3G and created the Maqui Berry.

WHAT YOU NEED TO KNOW:

Maqui is one of the most disease-fighting nutrients known to science. It:

- Is a huge help to cardiovascular health (a perfect choice for those with high blood pressure or heart disease)
- Is a prevention mechanism for cells that want to grow erratically & become dangerous
- Reduces inflammation
- Improves blood sugar metabolism and blood sugar control (great for diabetics)
- Protects brain cells from plaque (nobody wants Alzheimer's!)
- Speeds wound healing
- Paves the way for longer life
- Strengthens all blood vessels (arteries, veins, capillaries)
- Keeps bad cholesterol and unwanted triglycerides in check
- Reduces the risk of blood clots
- Defeats metabolic syndrome
- Provides a positive effect on stem cells
- Is a natural antihistamine (without drowsiness)
- Relieves eyestrain and prevents cataracts
- Improves focus and memory
- Enhances the effect of beneficial gut flora
- Protects the esophagus and stomach

NU-FLOW

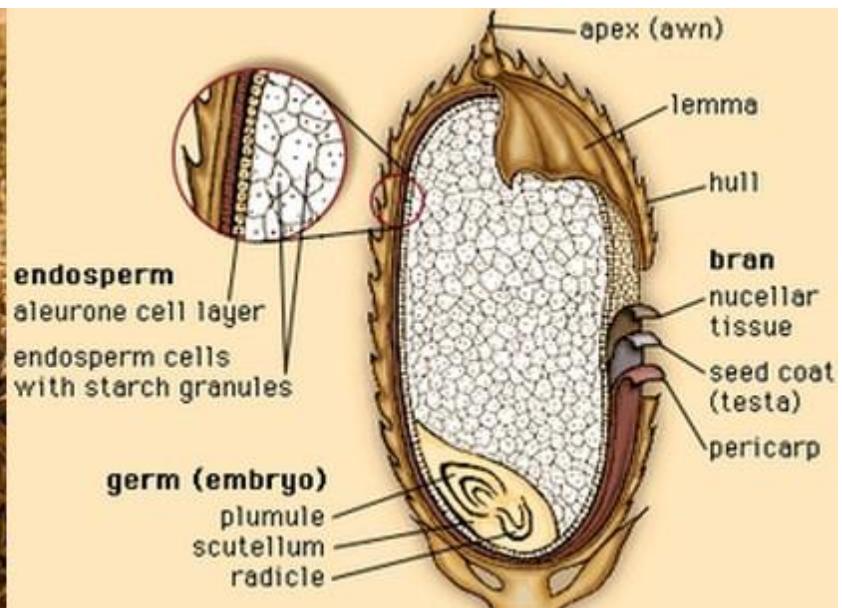
Featuring Organic Rice Concentrate



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Nu-Flow is made from rice hulls that are sterilized and ground to a fine powder. The rice plant takes up the silica from the soil and concentrates it in the hulls of the rice.

It is used in Lonicera Longevity to improve processing flows and encapsulation. This replaces synthetics and anti-caking agents such as silicon dioxide, tri-calcium phosphate (talc) maltodextrin or magnesium stearate. Now the product provides an organic, natural ingredient. Nu-Flow is a high-quality, specialty ingredient with a food-grade rating.



LONICERA LONGEVITY

*Featuring Bio-Enhanced
Stabilized R-Lipoic Acid*



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PROTECTING AGAINST OXIDATIVE STRESS

The stability and solubility and bioavailability has been enhanced and is unsurpassed in this lipoic acid antioxidant. The added sodium salt (Na) to the formula creates a stability and potency like no other because it is completely water-soluble (Sodium-R-Lipoic Acid). This makes blood and tissue level capable of achieving the highest levels possible.

Bio-enhanced, stabilized R-lipoic acid delivers all the health benefits of lipoic acid – antioxidant protection and efficient energy production. This means an increased sense of well-being and improved health-span. Longevity is our goal!



Na-R-LA is in Lonicera Longevity to preserve cellular energy and support mitochondrial function. The mitochondria are the energy factories of the human cells. With over 70 trillion cells in the human body, a continual supply of potent antioxidants is needed to achieve healthy plasma levels around the clock. The R-form of lipoic acid is the biologically active component that is bio-identical (native to the body). The human body wants the R-form.

A major property of this antioxidant is its ability to support healthy inflammatory responses. When the “heat” goes up due to inflammation, the R-lipoic speeds to the rescue again and again. And, it’s very quick to respond. Some of the key areas where this antioxidant shines forth are the liver, nerves, brain and eyes.

Recent human studies achieved 40 times higher peak blood levels with the sodium addition than pure R-lipoic acid. The benefit comes from the sodium salt buffering. Think of all the places such a potent antioxidant is desperately needed. How about protecting a diabetic from oxidative stress and preventing neuropathy in the eyes and feet? People with insulin resistance + high blood pressure + high triglycerides (a metabolic catastrophe) desperately need this antioxidant protection. Consumers of alcohol in any fashion need a protector for their liver. Na-R-LA is an important component for any health maintenance regime. Putting it into the daily protocol helps neutralize free radicals and reduce oxidative stress. Even though the Na-R-LA is a superior, water-soluble antioxidant, it is also capable of supporting the fat-soluble domains in cells and tissues. The brain will utilize it with every dose. Na-R-LA amplifies the positive effects of glutathione (the master molecule) so the protective qualities are capable of 24/7 effects.

Lipoic acid when properly absorbed and utilized helps maintain optimal blood sugar levels by assisting the body to use glucose. It also supports insulin sensitivity, meaning the cells utilize insulin more efficiently. As for the eyes, lipoic acid helps block oxidative stress in the lens of the eyes responsible for cataracts. Another cause of vision loss is glaucoma: lipoic acid can improve the glaucoma measurements. It also helps prevent retinal cell death that occurs in macular degeneration.

The nerve protection qualities are outstanding. Promoting healthy nerve function is a bonus received when glutathione levels are maintained and improved. When the brain is most viable and workable, the probability of dementia is drastically offset.

Lipoic acid also plays a role in preserving bone density and averting bone loss that accompanies osteopenia and osteoporosis. It does so by overcoming the oxidative stress that threatens to degrade healthy bone tissue. The bone-forming cells (osteoblasts) get a boost and the bone-degrading cells (osteoclasts) get sequestered. Even reducing the inflammation cycle helps to prevent the bone degradation.

Na-R-LA is a great chelator against toxic metal contaminants such as cadmium, lead, mercury and arsenic. To chelate is to wrap a "claw" around the toxin and carry it out of the system. The nervous system is very vulnerable to heavy metal toxins; therefore, the neurological positives will be noticeable and appreciated. This antioxidant can also reduce the frequency and the intensity of migraine headaches.

CLINICAL INDICATIONS:

Diabetes: Blood Sugar Management / Insulin Sensitivity / Diabetic Nephropathy (Kidney)
/ Diabetic Neuropathy (Nerves)

Eyes: Cataracts / Glaucoma / Macular Degeneration

Brain: Ischemia-Reperfusion Injury (Stroke) / Cognitive Function / Long-Term Memory in Aged / Better Mood

Liver: Alcohol Consumption + Heavy Metal Toxicity

Post-Radiation: Protection

Energy: Production

Skin: Anti-Wrinkle

Na-R-LA is the ideal antioxidant for a longevity product! More than just another antioxidant, it is the **metabolic** antioxidant and makes old hearts young again!

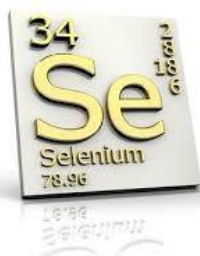
LONICERA LONGEVITY

*Featuring SelenoExcell
High Selenium Yeast 1200*



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THE ULTIMATE BIOLOGICALLY ACTIVE SELENIUM



Selenium is the trace mineral that can make a life-or-death difference! SelenoExcell is an organically bound, high selenium supplement that provides increased bioavailability for the human body. The trace mineral selenium functions primarily as a component of the antioxidant enzyme, glutathione peroxidase. This valuable enzyme works with other antioxidants, including glutathione, and plays a pivotal role in preventing free radical damage to cell membranes. Not surprisingly, low levels of selenium in the body have been linked to a higher risk for cancer, cardiovascular disease, inflammatory diseases and other conditions associated with increased free radical damage, including premature aging and cataract formation. Low selenium levels are a major culprit associated with low immune function.

However, not all selenium is sufficiently proactive. SelenoExcell originates from a special strain of non-GMO baker's yeast (*Saccharomyces cerevisiae*) to provide a true, bio-identical food form of selenium. The yeast strain used in SelenoExcell can accumulate and incorporate selenium into proteins that enhance the absorption and utilization of selenium. The yeast is inactivated (dead) and cannot reproduce in the human body; only the nutritional benefits remain. This specialized yeast has no connection to *Candida albicans* that causes infections. The yeast in SelenoExcell is non-pathogenic and non-GMO – very healthy and much needed! The yeast cells will not reproduce in the body because they are no longer alive; they are simply there to facilitate utilization by the human

body cells. A non-pathogenic yeast like *Saccharomyces cerevisiae* cannot transform into a disease-producing yeast like *Candida albicans*.

Health Benefits of Selenium Supplementation:

Selenium has been shown to provide many beneficial effects in double blind clinical trials, but not all selenium supplements appear to offer the same health benefits. That's why Lonicera Longevity used the highest quality selenium available on the world market.

SOME OF THE BENEFITS ARE:

Significantly decreases oxidative stress

Helps prevent heart disease

Enhances immune function (better white blood cells & stronger natural killer cells)

Helps prevent cancer- based on the Nutritional Prevention Cancer (NPC) study

Improved prostate health in men

Beneficial to liver function

Helps prevent the onset of memory damage associated with age

It's essential to curb the mutation of viruses

Helps tissue heal properly when acid reflux from the stomach occurs

Crucial for those with hepatitis (inflammation of liver)

Helps maintain healthy DNA

By combining the immunity power of specialized, glutathione-building amino acids with the SelenoExcell, the body receives the ultimate immune system! Lonicera Longevity combines both nutraceuticals in one simple dose. Now your body will house a definitive defense system. This combination balances your immune system by assembling the troops and supporting every line of defense your body has. It may even help you look and feel younger. That's why longevity is our name.

LONICERA LONGEVITY

Featuring Sen TraMin Trace Minerals



Dr. Charles A. Rouse, Jr.
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75 FREEZE DRIED COLLOIDAL PLANT MINERALS

1 H 1.00794																	2 He 4.002602
3 Li 6.941	4 Be 9.012182											5 B 10.811	6 C 12.0107	7 N 14.00674	8 O 15.9994	9 F 18.9984032	10 Ne 20.1797
11 Na 22.989770	12 Mg 24.3050											13 Al 26.981538	14 Si 28.0855	15 P 30.973761	16 S 32.066	17 Cl 35.4527	18 Ar 39.948
19 K 39.0983	20 Ca 40.078	21 Sc 44.955910	22 Ti 47.867	23 V 50.9415	24 Cr 51.9961	25 Mn 54.938049	26 Fe 55.845	27 Co 58.933200	28 Ni 58.6934	29 Cu 63.545	30 Zn 65.39	31 Ga 69.723	32 Ge 72.61	33 As 74.92160	34 Se 78.96	35 Br 79.504	36 Kr 83.80
37 Rb 85.4678	38 Sr 87.62	39 Y 88.90585	40 Zr 91.224	41 Nb 92.90638	42 Mo 95.94	43 Tc (98)	44 Ru 101.07	45 Rh 102.90550	46 Pd 106.42	47 Ag 196.56655	48 Cd 112.411	49 In 114.818	50 Sn 118.710	51 Sb 121.760	52 Te 127.60	53 I 126.90447	54 Xe 131.29
55 Cs 132.90545	56 Ba 137.327	57 La 138.9055	58 Ce 140.116	59 Pr 140.50765	60 Nd 144.24	61 Pm (145)	62 Sm 150.36	63 Eu 151.964	64 Gd 157.25	65 Tb 158.92534	66 Dy 162.50	67 Ho 164.93032	68 Er 167.26	69 Tm 168.93421	70 Yb 173.04	71 Lu 174.967	
87 Fr (223)	88 Ra (226)	89 Ac (227)	90 Th 232.0381	91 Pa 231.03888	92 U 238.0289	93 Np (237)	94 Pu (244)	95 Am (243)	96 Cm (247)	97 Bk (247)	98 Cf (251)	99 Es (252)	100 Fm (257)	101 Md (258)	102 No (259)	103 Lr (262)	

This purest form of minerals increases the nutritional value of the Lonicera Longevity product. They have a negative Zeta potential (negative electrical charge) that is known to be most beneficial for absorption and usability. Hydrophilic plant minerals are 100% water-soluble and naturally extracted with only pure water, offering greater absorption than minerals still in their raw metal form. These are colloidal plant minerals for the maintenance of good health. There is a huge difference between a soil or rock derived metallic mineral and the plant minerals in SenTraMin. Even though plant and metallic minerals possess the same name, they are quite different from one another.

Trace minerals are more important than vitamins because without trace minerals there would be no vitamins or even life as we know it. Health is based on proper absorption of phyto-minerals (plant-minerals), and if the body becomes mineral deficient or imbalanced, a plethora of degenerative problems ensue. The body needs the ionic energy blast in every cell these minerals help provide.

Only when the body has proper mineral intake will cells boost energy levels and increase mental clarity. It takes effective trace minerals to improve the body's alkalinity. Even the reduction of pain and inflammation is subject to the availability of minerals. Blood sugar levels cannot improve unless the minerals needed in glucose utilization are available. Trace minerals are the activators for cellular rejuvenation. Longevity means stimulating the anti-aging processes, and the minerals are a critical component in the feel-good game. I have even known cases of reversing the effects of graying hair and early cataracts when the minerals are started early in life. You can count on the minerals in SenTraMin to help minimize general aches and pains. When the pains subside, the overall well-being is drastically increased. The fluvic and humic acids in SenTraMin are of such ionic potency they can restore vitality throughout the entire body, including the brain. SenTraMin is in Lonicera Longevity to promote an electro-chemical balance that modulates and regulates the immune system by supplying vital electrolytes. If the fluvic acid runs into a heavy metal or a pollutant, it has the capacity to chelate the toxin and move it out of the body so it does no harm.

Benefits of Trace Elements:

- Healthy Bones & Teeth
- Assists in Blood Clotting
- Muscle Contraction
- Nerve Transmission
- Glucose Metabolism and Blood Sugar Regulation
- Red Blood Cell Formation
- Central Nervous System Function
- Formation of Connective Tissue
- Catalyst to Store and Release Iron
- Helps Form Hemoglobin
- Essential for the Thyroid Hormone
- Supports Metabolism
- Important for Brain Function
- Activates Over 100 Enzymes
- Helps Nerve and Muscle Activity
- Contributes to Normal Growth and Development
- Regulates Heartbeat
- Maintains Fluid Balance
- Helps Muscles Contract
- Key to Antioxidant Enzymes
- Necessary for Hair, Skin, Nails
- Improves Digestion
- Critical for Wound Healing

LONICERA LONGEVITY

Featuring Siliphos



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Siliphos combines a flavonoid from milk thistle (silybin) with phospholipids to form a well-absorbed complex. This extensively researched form of milk thistle offers liver-protective benefits and helps maintain normal levels of glutathione. Siliphos is the most advanced liver health support.



The fruit of the milk thistle (*Silybum marianum*) contains complex flavonoids. This plant has been used for centuries to address liver health, but it wasn't until recently that science discovered the power of phospholipids to enhance the body's ability to absorb and utilize the herbal extract, silymarin. Silymarin is tethered to phosphatidylcholine, the key component of cellular membranes throughout the body. Bound silymarin is absorbed more effectively and

produces improved clinical results. This improves the bioavailability of the silymarin being delivered to the liver and gallbladder. That's great news for individuals with gallstones or fatty infiltration of the liver. This results in better bile solubility, giving one superior liver and gallbladder support.

Since the liver processes drugs and a plethora of environmental toxins, it is under constant assault and in need of continual protection. Laboratory studies and extensive clinical trials are proving milk thistle to be the liver's best nutrient. Researchers are giving silymarin rave reviews.

How does Siliphos work? There are four primary ways it helps the liver:

1. It is a powerful antioxidant and free radical scavenger, joining a select nutrient called selenium to do an excellent job.
2. It increases the glutathione content of the liver (glutathione is the master molecule of the human body capable of detoxifying a myriad of drugs and chemicals; the more glutathione the liver has the better the liver detoxifies).
3. It reduces inflammation (the active ingredient, silymarin, inhibits the formation of leukotrienes -- a chemical known to damage the liver).
4. By stimulating protein synthesis, milk thistle generates the production of new liver cells to replace damaged ones.

Things to know about Siliphos:

Offers powerful liver-protective effects

Provides strong antioxidant and free-radical scavenging ability

Is an important ally if working or living in a polluted environment

Helps counteract effects of second-hand smoke, toxic chemicals and pesticides, etc.

Is very safe and well-tolerated with no known interactions with common prescription drugs

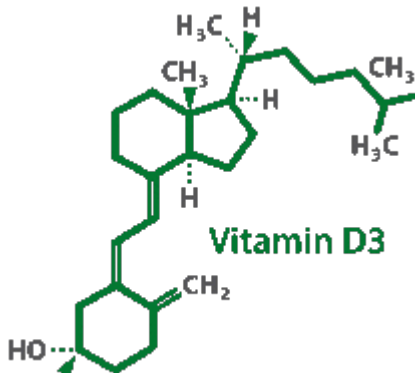
Benefits anyone who drinks alcohol or takes prescription medication

Provides a prime defense for our industrial age

Supports the other herbs in Lonicera Longevity

A must for those with toxic liver damage or chronic inflammatory liver disease or hepatic cirrhosis

VITAMIN D₃



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CHOLECALCIFEROL

Vitamin D functions as a hormone that regulates calcium metabolism and supports cardiovascular health, bone, muscles and immune function. Also, clinical studies show higher vitamin D levels are associated with a longer, healthier lifespan. Vitamin D₃ is the body's preferred form of vitamin D. Many clinical trials have demonstrated the vast health benefits of vitamin D. Maintaining healthy levels of vitamin D in the body has been shown to be an important part of optimal health.

Many people do not get the level of vitamin D₃ they need through their diets or exposure to sunlight. In fact, anyone living in a northern climate, working indoors most of the year, or who has darker skin, very likely needs a supplemental source of D₃.

Aside from its benefits for bone and immune health, the clinical trials show higher serum levels of vitamin D are associated with improved mental function because of healthier brain function.

New Light on the Sunshine Vitamin (D₃):

Sight-Saving (slows the progression of myopia & benefits the cornea of eye)

Improves cognitive function and memory

Activates the immune system's response to any viral exposure

Advances bone density

Helps regulate blood pressure

Healthier prostate gland in men

Healthier teeth

Insulin sensitivity & use

Healthier cell growth

Anti-aging & longevity

Helps speed up healing in fractures

Improved muscle strength

Stops pain in the bones (osteomalacia)

A few symptoms that show you need more D₃ :

Chronic pain

Sensitive, aching or throbbing teeth

“Head sweating”

Pain in the scalp when hair is combed or brushed