

# ASEA® REDOX

## *Cell Signaling Supplement*

ASEA Redox Cell Signaling Supplement addresses cellular breakdown, starting at the genetic level. This supplement is created using a groundbreaking, patented process that reorganizes molecules of natural salt and purified water into redox signaling molecules and has been scientifically tested and shown to signal the activation of genetic pathways.

### Directions

Adults, take two ounces once or twice daily. Those between the ages of 12 to 18, drink two ounces once daily. Do not use if the product appears to have been tampered with. It is not recommended that ASEA REDOX be mixed with anything else. Pregnant or nursing women should consult a physician before using. ASEA REDOX may be refrigerated for improved taste.

### ASEA REDOX Story

#### *The Breakdown*

Millions of people around the world suffer from weak immune systems, unhealthy inflammatory response, cardiovascular issues, digestive complaints, and hormone imbalance. These challenges may result from age or environmental factors such as stress, diet, and even the air we breathe. In fact, current research shows that some lifestyle choices can actually turn off genes, affecting all systems of the body.

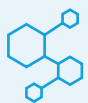
#### *The Redox Breakthrough*

Redox signaling (also called cell signaling) is vital to strengthening the genetic signal that keeps our cells talking. ASEA's breakthrough redox signaling technology provides critical connection and communication between cells to ensure optimal renewal and revitalization, supporting the development of new, healthy cells in the body.

ASEA REDOX Cell Signaling Supplement is a first-of-its-kind supplement that contains active redox molecules—cellular messengers that affect genetic expression in a positive way, helping to protect, rejuvenate, and keep cells functioning at optimal levels.



1 L / 32 fl. oz.  
1 case: \$120 WSL / 100 PV



**This product contains ASEA's breakthrough redox signaling molecules.**

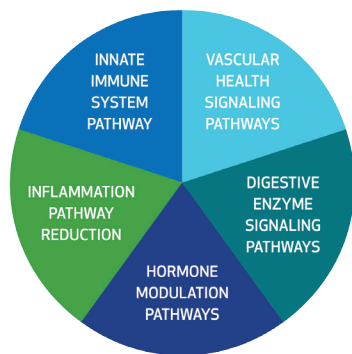
# ASEA REDOX *Cell Signaling Supplement*

## Science

ASEA has an ongoing commitment to prove product safety and efficacy, certify products where possible, and further the research that proves the potential and benefits of redox signaling supplementation.

### GENE EXPRESSION

ASEA partnered with Taueret Laboratories, a leading genetic research laboratory, to conduct an eight-week study showing the effects of ASEA REDOX on the



activation of human genes. Results of the study showed a 20 – 31% difference in gene expression abundance in five genes.

The genes activated in this study are known as pathway signaling genes, meaning they have the potential to influence many biological responses. These genes are key in the health of the individual and play a vital role in five human health areas as well as dozens of pathways.

### ANTIOXIDANTS

Third-party scientists tested to determine if exposure to ASEA REDOX increased production of antioxidants such as glutathione peroxidase. The test indicated that exposure to ASEA REDOX did cause a marked increase in antioxidants without invoking an inflammatory response.

In a related study, scientists attempted to determine if direct contact of ASEA REDOX to epithelial cells affects efficacy of important antioxidants in the body. Researchers found an 800% increase in effectiveness of glutathione after long exposure to ASEA REDOX.

### OXIDATIVE STRESS

ASEA commissioned David C. Nieman, DrPH, of Appalachian State University, to conduct a study of the effects of ASEA REDOX on oxidative stress in the body. The results showed significant reduction of oxidative stress. Study participants experienced lowered 8-hydroxydeoxyguanosine (8-OHdG), an oxidized nucleoside of DNA and biomarker of generalized, cellular oxidative stress. They also experienced a lowering of the oxidized form of LDL cholesterol. These findings suggest that ASEA REDOX may help reduce oxidative stress and support cardiovascular health.

### SAFETY

Scientific research is essential in demonstrating the value and safety of redox signaling technology and ASEA's products. The company conducts ongoing research to ensure that the products are safe and that they meet the highest level of production standards.

Details on ASEA's safety studies as well as product certifications can be found at [aseaglobal.com](http://aseaglobal.com) > SCIENCE.

## Benefits

ASEA REDOX Cell Signaling Supplement contains active redox molecules—cellular messengers that affect gene expression in a positive way, helping to protect, rejuvenate, and keep cells functioning at optimal levels. ASEA REDOX users enjoy cell signaling benefits, which translate to health at its most foundational level. ASEA REDOX has been scientifically tested and shown to signal the activation of genetic pathways and affect genes that:

- › Improve immune system health
- › Help maintain a healthy inflammatory response
- › Help maintain cardiovascular health and support arterial elasticity
- › Improve gut health and digestive enzyme production
- › Modulate hormone balance to support vitality and wellness

## Ingredients

Deionized Water, Sodium Chloride.

ASEA REDOX is produced in an FDA-registered, NSF-certified facility and is certified by an independent third-party lab to contain active redox signaling molecules.



FOR MORE INFORMATION,  
CONTACT: