

PROOF IS IN THE NUMBERS

LIFE SHOTZ[®]

BRUNSWICK HUMAN CELL STUDY RESULTS

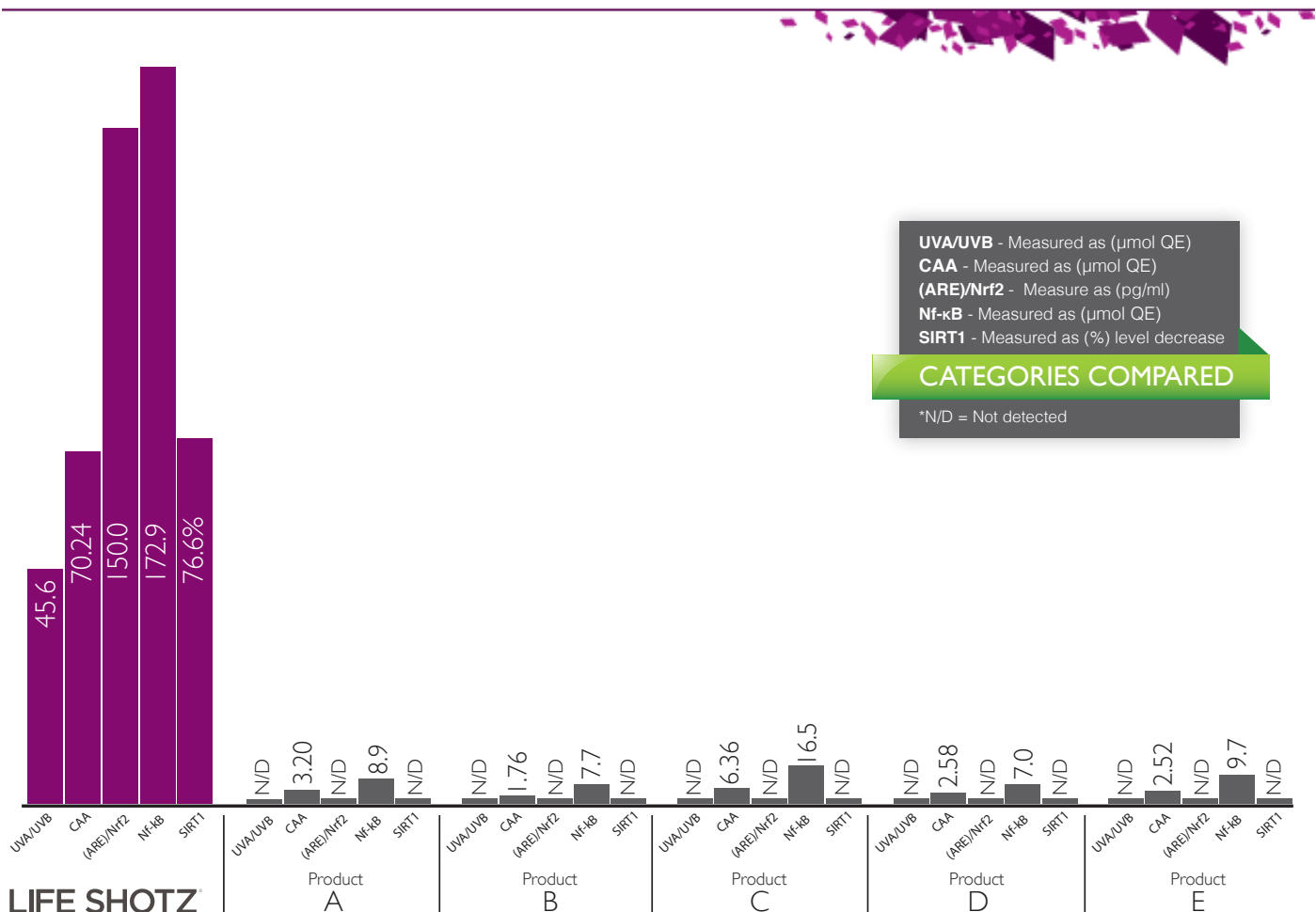
PROVEN RESULTS

Our belief in what Life Shotz can do for you is unwavering. We spent years researching our formula to ensure that what we created would make a difference on a cellular level. Our next step was to prove it for you.

We enlisted the best facility to help us do that.

Brunswick Labs, a leading international analytical testing facility since 1997, performed a blind study of Life Shotz along with five other competitive products. All five competitive products are from the health and wellness category. Based on their marketing and composition, these products should have performed on these tests. The lab scientists were blinded from knowing what products they were testing. Each test was conducted on live human cells to show the potential results in our everyday lives.

In the 15-year history of Brunswick Labs, the leading clinical lab in the country, no product has ever scored this well. On three out of the five tests, none of the competitor products even scored. On the other two tests, the closest competitor scored a high of 9% of the Life Shotz score!





TEST #1

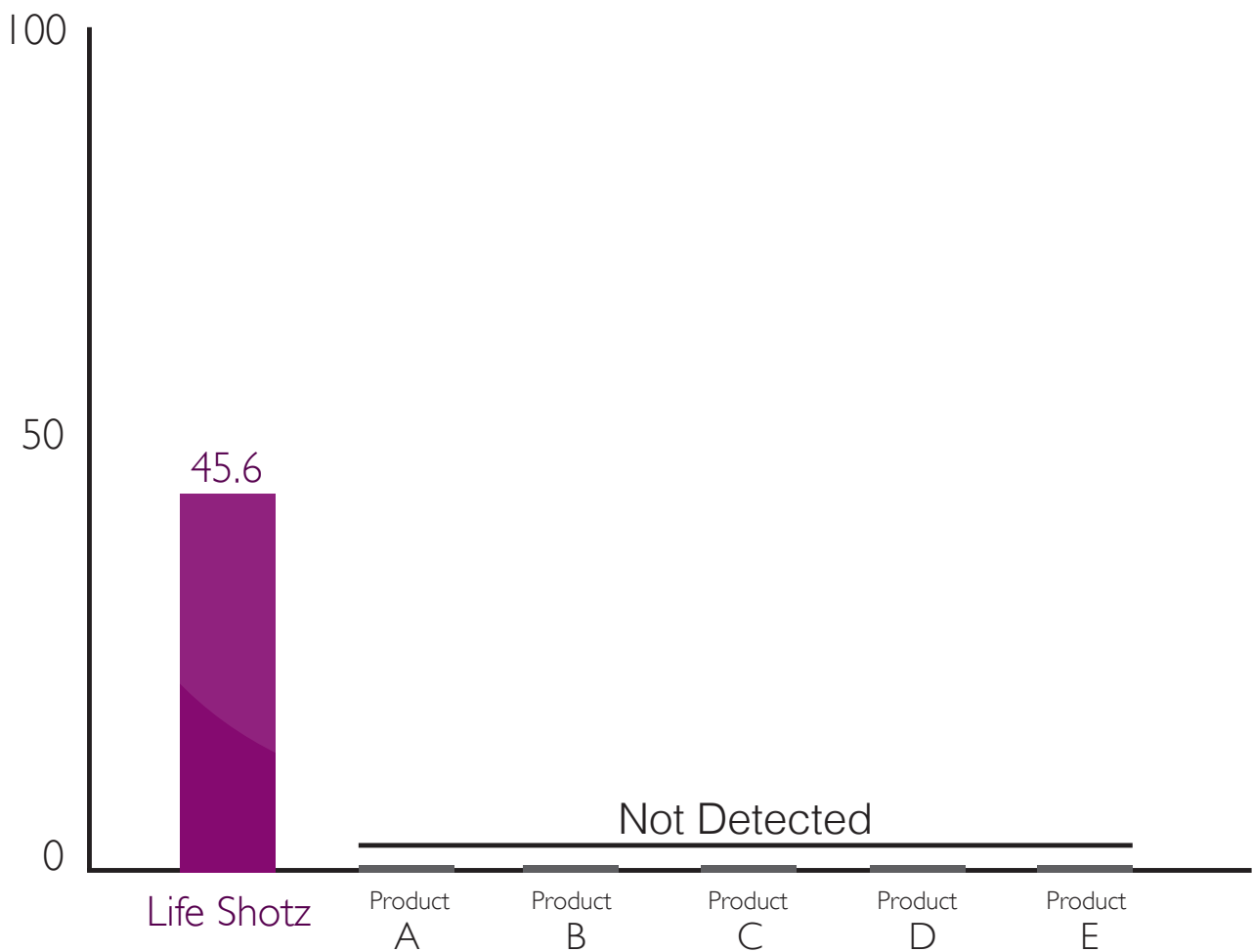
Anti-Ultra Violet Light Irradiation

WHAT IT MEASURES

This test measures the cellular protection against UVA/UVB free radicals. UVA/UVB are produced by the sun along with many other electronic devices. Items like photocopiers, tanning beds, fluorescent lighting all produce UVA/UVB radiation.

THE RESULTS

- Life Shotz shows significant protection against UVA/UVB free radicals.



The Anti-Ultraviolet result is expressed as micromole quercetin equivalency (µmol QE).

TEST #2

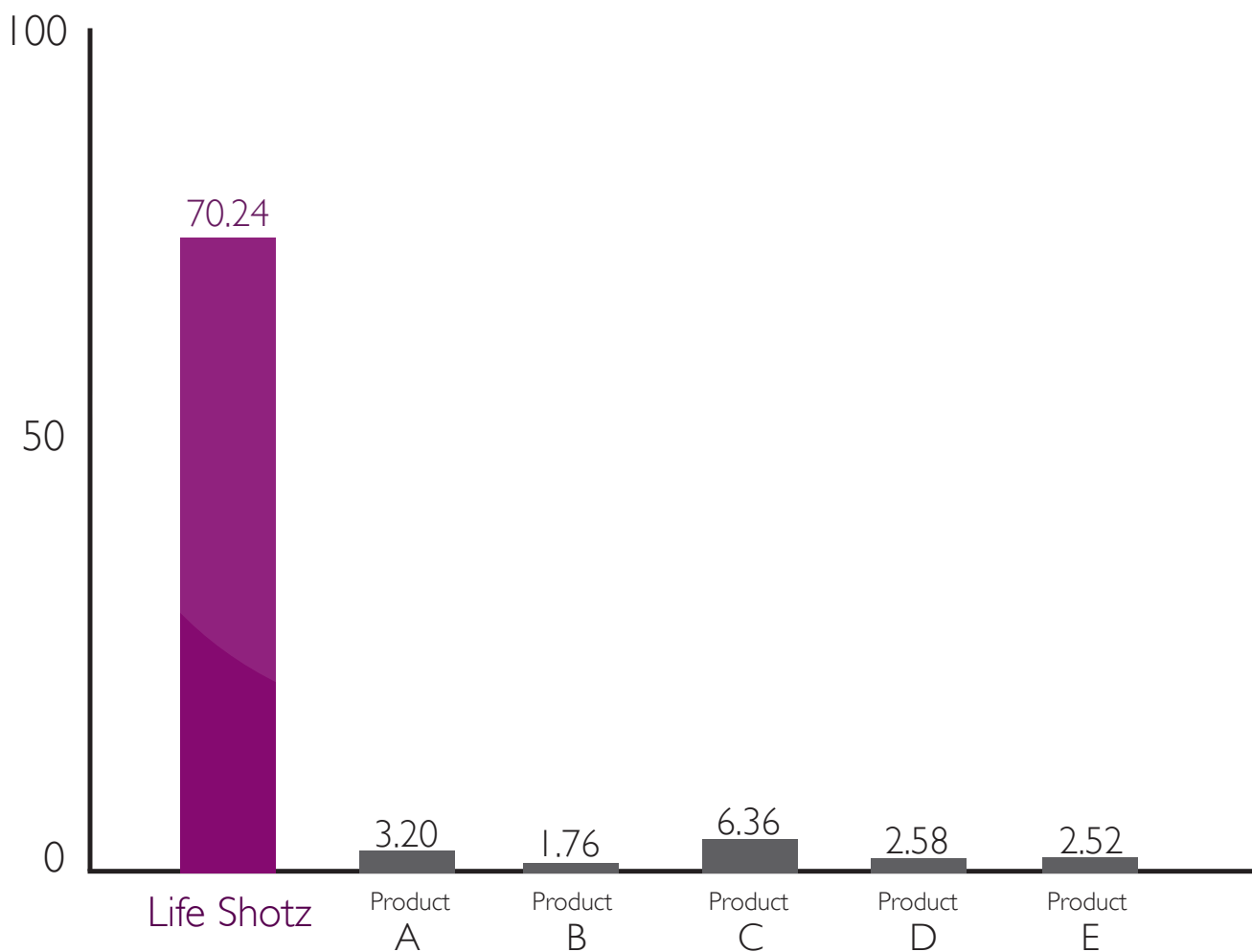
Cellular Antioxidant Activity

WHAT IT MEASURES

This test measures the human cell's capacity to defend itself from free radicals. It is specifically measuring how much better the cells are protected by the antioxidants.

THE RESULTS

- Life Shotz shows significantly strong protection against free radical damage.
- Life Shotz antioxidant protection extends the life of your cells.
- The ORAC value of Life Shotz is absorbed into the cells and provides significant protection.



The Anti-Inflammatory result is expressed as micromole quercetin equivalency (µmol QE).

TEST #3

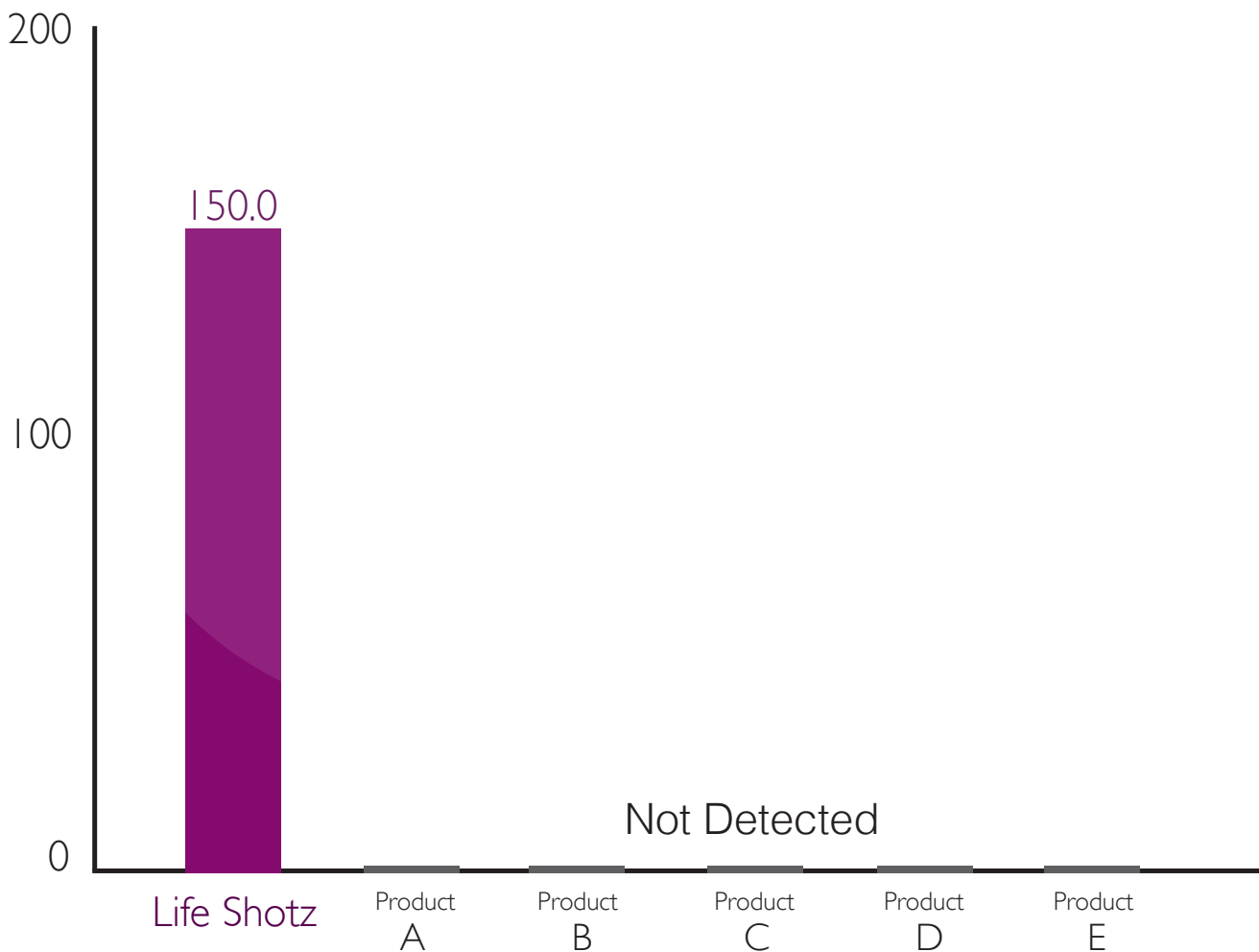
Antioxidant Response Element (ARE)/Nrf2

WHAT IT MEASURES

This test measures the cell's ability to turn on its detoxification system in response to free radicals. This is a vital mechanism for cellular defense against oxidative stress. When the system is activated it purges oxidizing agents from cells in order to keep them healthy.

THE RESULTS

- Life Shotz was the only product to induce the proper cell-signaling response for activating this specific defensive mechanism.
- Life Shotz supports the natural function of cellular defense.



The Antioxidant response element result is expressed pictogram per milliliter (pg/mL).



TEST #4

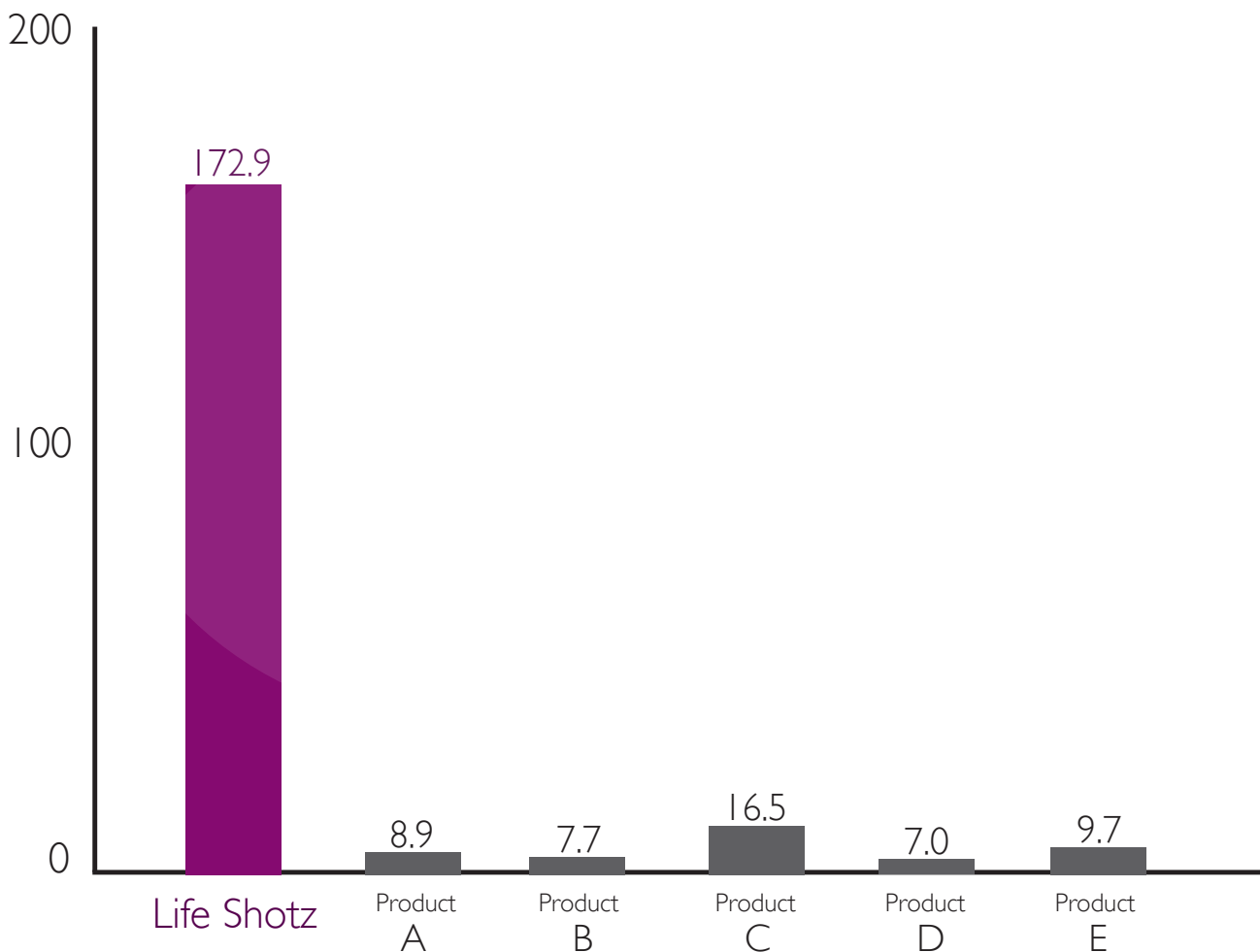
Anti-Inflammation: NF-kB

WHAT IT MEASURES

This test measures how effectively a human cell inhibits the release of Nuclear Factor Kappa Binding (Nf-kB). Nf-kB is found in cells. When it is triggered, it causes inflammation. This inflammation is triggered by stimuli like stress, ultraviolet light, bacteria and viruses. The inflammatory response Nf-kB triggers is the body's protective mechanism against free radical damage. Certain antioxidants reduce Nf-kB by protecting the cells from free radicals that induce chronic inflammation. If the inflammation is prolonged and constant, it can lead to chronic inflammation that leaves the body susceptible to disease.

THE RESULTS

- Life Shotz scored significantly high in protecting against inflammation caused by free radicals.
- Life Shotz turns on the body's ability for cells to protect themselves from free radical agents, e.g. toxins, irradiation, pathogens, elevated insulin levels and stress.



The Anti-Inflammatory result is expressed as micromole quercetin equivalency ($\mu\text{mol QE}$).



TEST #5

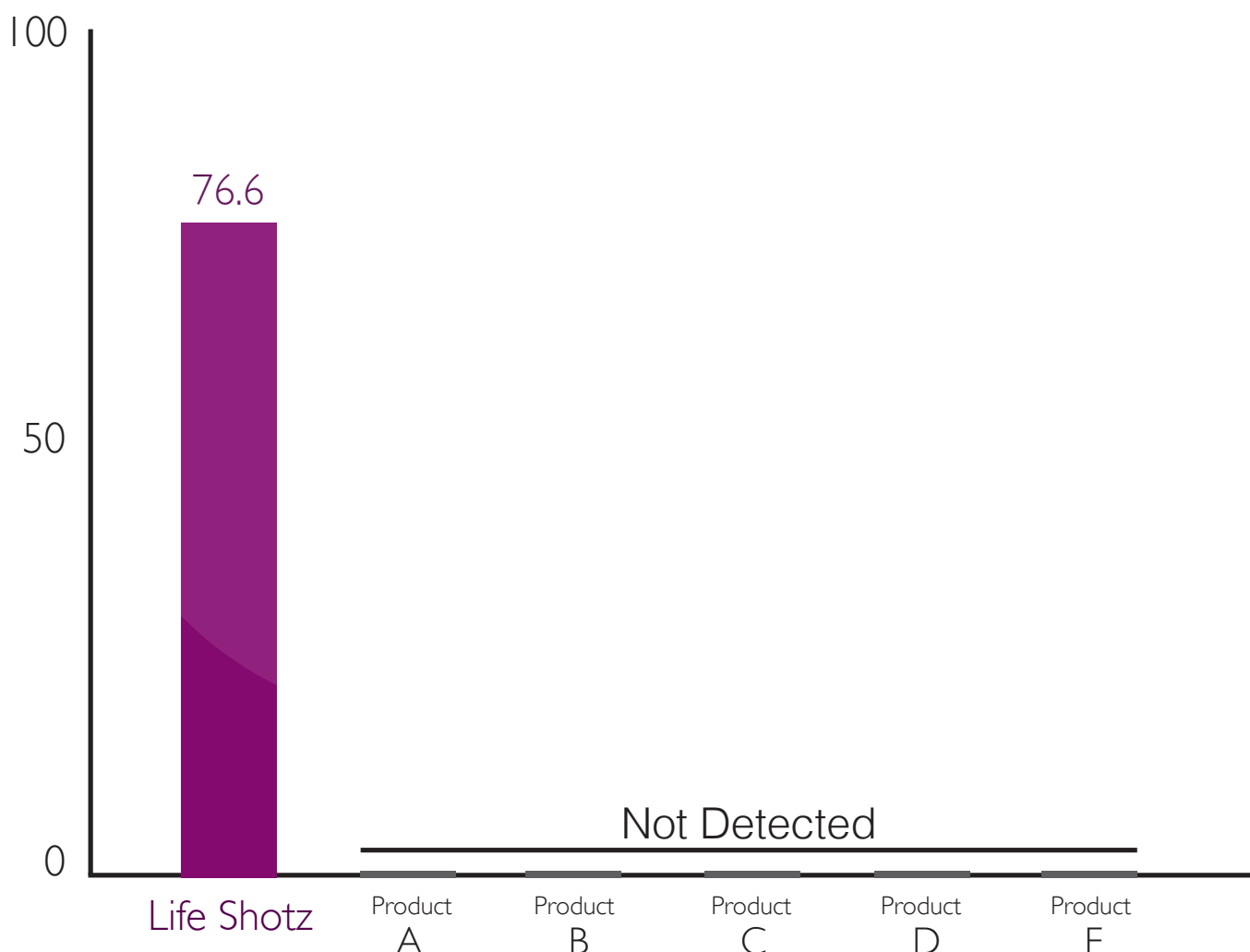
Anti-Aging (SIRT1)

WHAT IT MEASURES

This test measures the expression of SIRT1. SIRT1 is a cellular protein involved in the genetic expression of cell activity that corresponds with longevity. SIRT1 plays important roles in the cell's response to the forces that speed up the aging process, such as stress, toxicity, poor nutrition and free radicals.

THE RESULTS

- Life Shotz significantly activated SIRT1 expression.



The Anti-Aging result is expressed as SIRT1 expression. Such effects were not observed with other testing samples.