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CELLULAR REJUVENATION

E-brochure





## INTRODUCTION

SE85<sup>®</sup> is a scientifically formulated cellular rejuvenation supplement that combines high grade Hexamethyltetracosyl Hexaene (squalene) with natural astaxanthin (ASX) and natural vitamin E.

This highly concentrated formula helps to protect cells against oxidative damage, preserve cellular DNA, lipids and proteins and reduce the visible signs of skin aging. SE85<sup>®</sup> offers advanced nutritional support to help you embrace change and thrive.







## SCIENTIFICALLY FORMULATED COMPLEX



### NATURAL ASTAXANTHIN 'ASX'

Often referred to as “The King of Antioxidants” astaxanthin is considered to be Nature’s most powerful anti-aging molecule. Derived from the microalgae *Haematococcus pluvialis*, this natural carotenoid has a superior ability for combatting singlet oxygen. While around 95% of the astaxanthin on the market is synthetic, SE85® contains a highly pure form that is natural, bioavailable and clinically proven.



### PURE SQUALENE

Hexamethyltetracosane Hexaene – This important organic molecule is found naturally in the human body where it helps to protect and rejuvenate the cells and tissues. However, our production of squalene declines as we age and this is thought to be responsible for many of the visible signs of aging. Unlike food-grade squalene which can contain pollutants and heavy metals, SE85® contains a high grade squalene that is of the highest quality and purity.



### NATURAL VITAMIN E

For added cellular protection, SE85® includes a potent dose of natural vitamin E in the form of D-Alpha Tocopherol. This essential nutrient plays a key role in the body’s antioxidant network, helping to target and neutralise harmful free radicals. In addition to serving as the body’s first line of defence, vitamin E also contributes to a strong immune system and a healthy heart.







## ETHICAL MARINE FORMULA



SE85® combines two natural marine-sourced ingredients, squalene from the north east Atlantic Ocean and astaxanthin from microalgae normally found growing in the Arctic. To meet the needs of health-conscious customers and maintain this important link to the sea, SE85® also uses high quality, sustainable fish gelatin in its capsule shells.

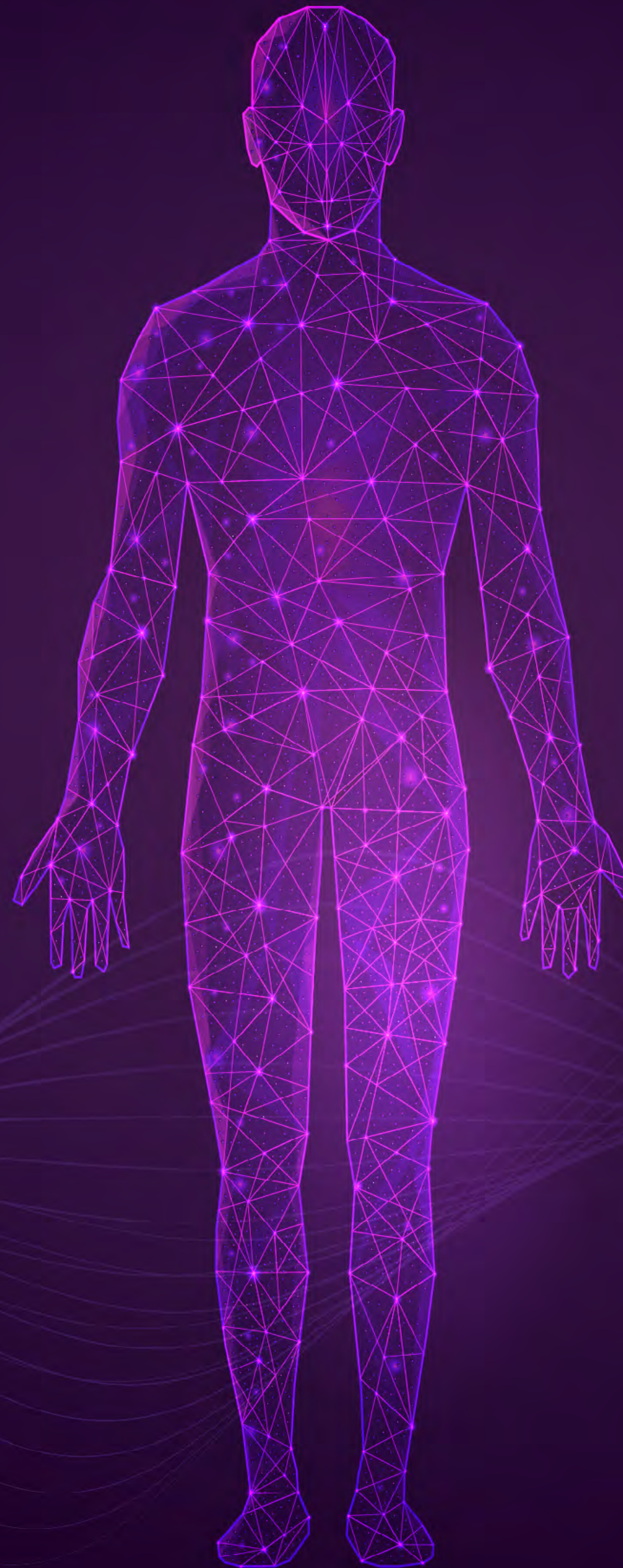
We believe in supporting and protecting the global shark population. As a result, the squalene contained in SE85® is never the result of direct shark hunting and instead uses special deep-sea shark species that have been accidentally caught by boats fishing for other species.





## BENEFITS SUMMARY

Designed to support middle aged adults and above, SE85® redefines the aging process. This unique combination of naturally-occurring ingredients has been shown to improve the health and function of:



### BRAIN

Supports the brain's natural antioxidant capacity and ability to fight free radicals.

### SKIN

Provides protection to all layers of the skin and strengthens the collagen matrix.

### HEART

Increases the liver's filtering capacity to prevent LDL cholesterol building up in the arteries.

### CELLS

Provides cellular protection and improves the body's defence against bacteria and viruses.

### MUSCLES

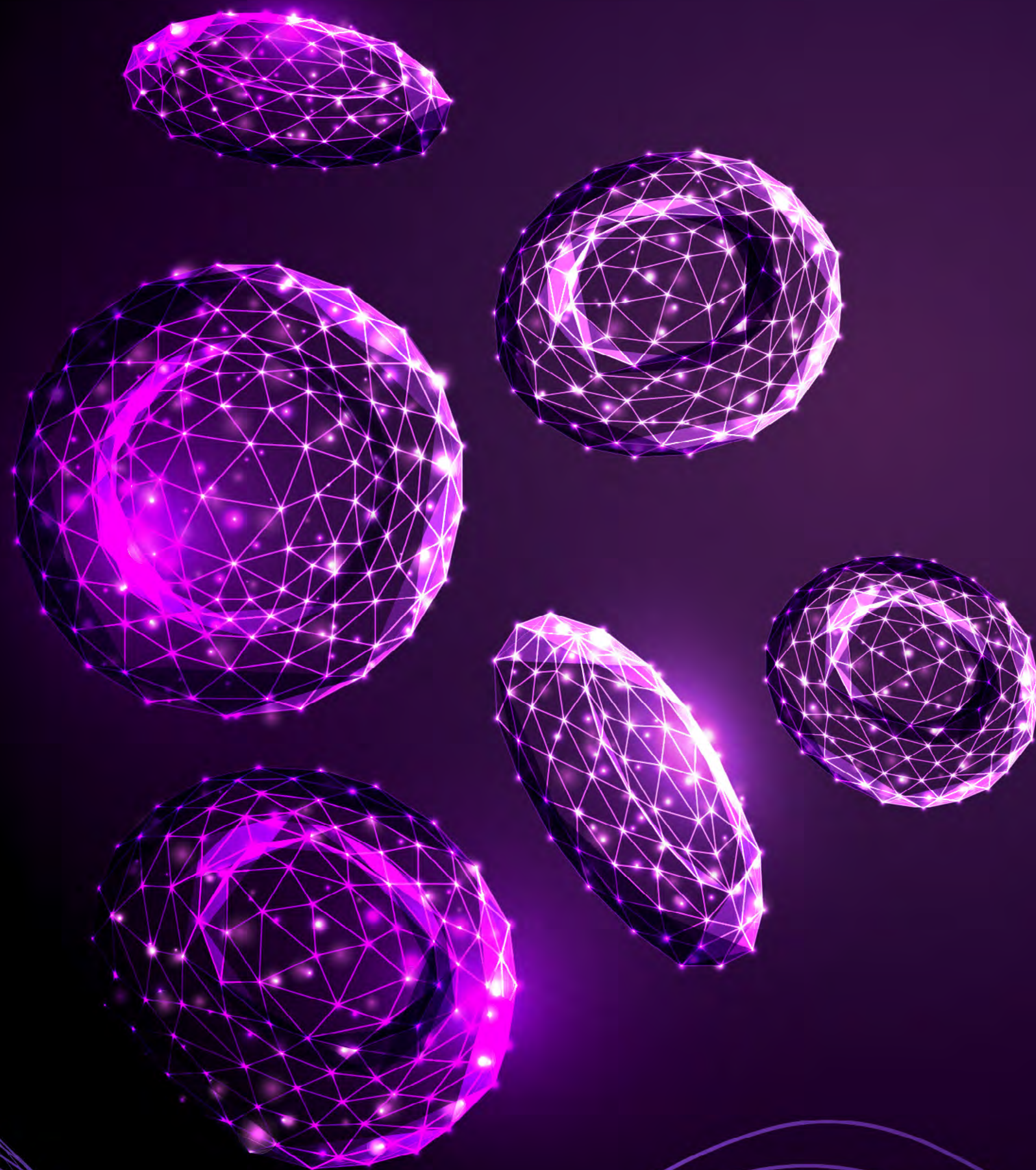
Helps to reduce inflammation and protect against exercise-induced muscle damage.



CELLULAR REJUVENATION







# CELLS

This is where it all starts. Proper cell function is the basis of good health, wellbeing and vitality since our whole body consists of billions of cells. As we age, the three biggest threats to the health of our cells are as follows:

**A lack of oxygen** – This has been pinpointed as the cause, or at least a contributing factor, in nearly all degenerative diseases.

**Increased risk of infection** – As we age, our immune response capability becomes reduced and this makes us more vulnerable to attack from bacteria, viruses and other external threats.

**Oxidative stress** – This is caused by an imbalance between free radicals and antioxidants in the body, which can lead to cell and tissue damage. This damage plays a key role in the aging process.

SE85® can be described as an “oxygenator” for its role in oxygen transportation within the body. Through a simple chemical interaction with water, it combines with hydrogen ions to release life-sustaining oxygen molecules directly into the cells, tissues and organs.

SE85® has been shown to optimize immune system performance and also stimulate the activity of macrophages, thus improving the body’s defence against inflammation and outside invaders.

The antioxidants contained in SE85® can provide cellular protection against the damaging effects of free radicals, mainly caused by external pollution, sun exposure, smoking, alcohol and an unhealthy diet.





# SKIN

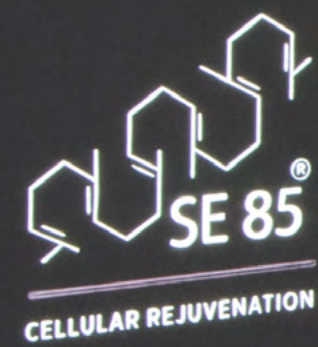
The outer appearance of the skin is a reflection of a person's inner health and vitality. As we age, it is common to spend vast amounts of money on creams and lotions that claim to renew dry and damaged skin and reduce the appearance of skin wrinkles. While these products may paper over the cracks to provide a short-term fix, they do not get to the root cause of skin aging and rarely provide any long-term results.

Unlike topical products whose benefits can be described as only 'skin deep', SE85® provides protection to all layers of the skin to slow down the aging process and reduce the visible signs of skin aging. By strengthening the collagen layer, quenching free radicals and improving the supply of nutrients to skin tissues, SE85® promotes healthy, radiant skin from the inside out.

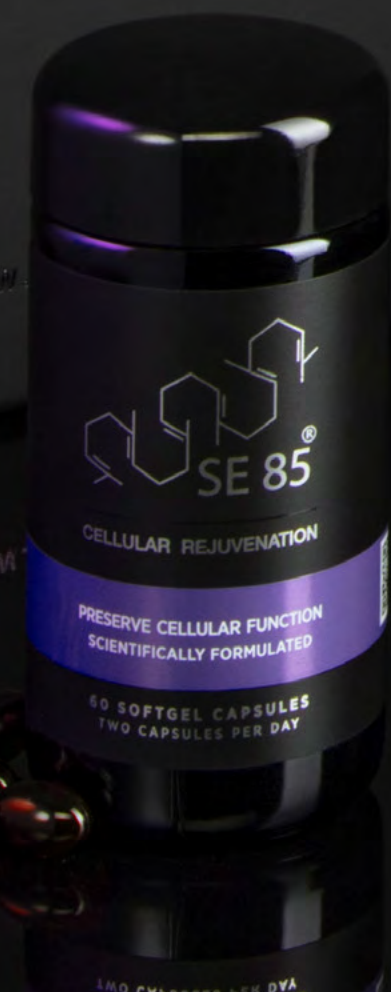
Made with cellular rejuvenating ingredients that have been endorsed by skin care experts and health professionals all over the world, SE85® revitalizes the skin by increasing hydration and smoothness, improving elasticity and reducing the size of wrinkles (including crow's feet).







PRESERVE CELLULAR FUNCTION  
SCIENTIFICALLY FORMULATED







# BRAIN

The older population is rapidly growing, and people now tend to live longer, more active lives than previous generations. However, many older individuals still experience declines in cognitive function that drastically impacts their quality of life.

Although a relatively common occurrence, cognitive decline should not be considered an inevitable part of aging. SE85® is a multi-functional dietary supplement with benefits not just for the body, but also helping to maintain cognitive vitality in aging individuals.

As we age, the brain's natural antioxidant capacity starts to decline and it becomes more vulnerable to attack from free radicals. SE85® helps to sustain brain health and cognitive function by enhancing capillary blood flow, improving blood antioxidant quality and reducing the oxidation of red blood cells, which is one of the highest risk factors for dementia.

SE85® contains high strength natural ingredients that have been shown to improve age-related forgetfulness, multi-tasking and alertness – helping to keep your mind sharp as you age.





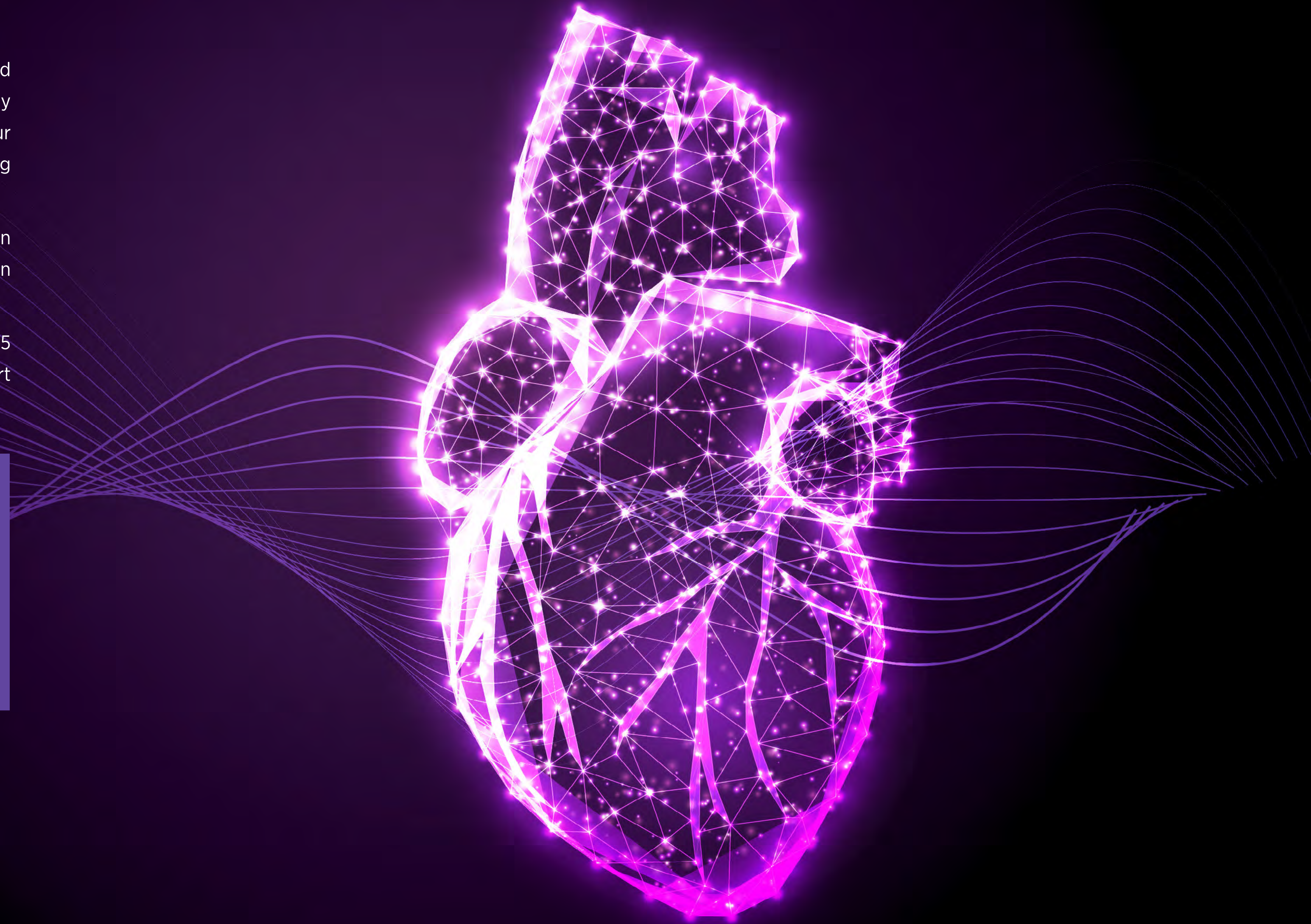
# HEART

The heart is the life-center of the human body, pumping oxygenated blood and nutrients to all other organs and body parts. Since it is arguably the most vital organ in the body, it is important that we look after our heart with good lifestyle choices so that it can keep pumping for as long as possible.

One of the main risk factors for heart disease is high cholesterol, often referred to as the 'silent killer' since the majority of sufferers do not even realise that they have it until it is too late.

According to the American Heart Association (2019), an estimated 28.5 million US adults have high cholesterol, doubling their chances of heart disease (the leading cause of death in the US).

SE85® is a heart-healthy formula that helps to lower total cholesterol and triglyceride levels in the blood, specifically LDL (bad cholesterol), by increasing the liver's filtering capacity. It also helps to increase HDL (good cholesterol), which helps to remove LDL from the blood and prevent it from building up in the arteries.







# MUSCLES

The older we get, the longer it seems to take for our muscles to recover from sport, exercise or any other strenuous activity. Feelings of soreness and fatigue are common, and it often makes us feel much older than we actually are!

In many cases, this lack of muscle performance and recovery is the result of increased free radicals and reactive oxygen species (ROS) in the body. These highly reactive molecules cause oxidative stress in muscle cells and the subsequent inflammation can result in muscles feeling sore and stiff.

Due to its high level of antioxidant activity, SE85® is able to counteract these effects and help individuals to maintain muscle performance and protect against exercise-induced muscle damage. Whether you are working out at the gym or simply playing with your children in the garden, SE85® helps to increase muscle endurance and recovery, improve power output and reduce the build-up of lactic acid.





# INFO & INSTRUCTIONS

SE85® Cellular Rejuvenation is sold as a complete six-month package. Each month's supply comes in its own exclusive capsule container, specially designed to preserve product freshness.

### DIETARY SUPPLEMENT

6 Bottles x 60 Softgel Capsules

**Directions:** Take two capsules each morning, preferably with food to aid absorption or as directed by your healthcare professional.

**Storage:** Store this product in a cool, dry place. Do not use if inner seal is broken. Keep out of the reach of children.

### Caution:

- Do not exceed the recommended daily dose.
- Food supplements are not a substitute for a varied diet and healthy lifestyle.
- If you are pregnant, breastfeeding, have a medical condition or are taking any prescription medications, please consult with your doctor before use.

### Product does not contain:

Gluten, Wheat, Dairy, Soy, Sugar, Starch, Salt, GMO, Artificial Colors or Flavors, BHA, BHT or other Preservatives.

**Allergens: CONTAINS FISH**

## Supplement Facts

Serving Size: 2 Capsules  
Serving per Container: 30

	Amount Per Serving	% Daily Value
Natural Vitamin E ( D-Alpha Tocopherol)	12 mg	80%
Hexamethyltetracosae Hexaene (Squalene)	850 mg	**
Natural Astaxanthin (from <i>Hematococcus pluvialis</i> microalgae)	4 mg	**

\*\* Daily Value not established

**Other Ingredients:** Gelatin (**Fish**), Sunflower oil, Vegetable glycerin



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