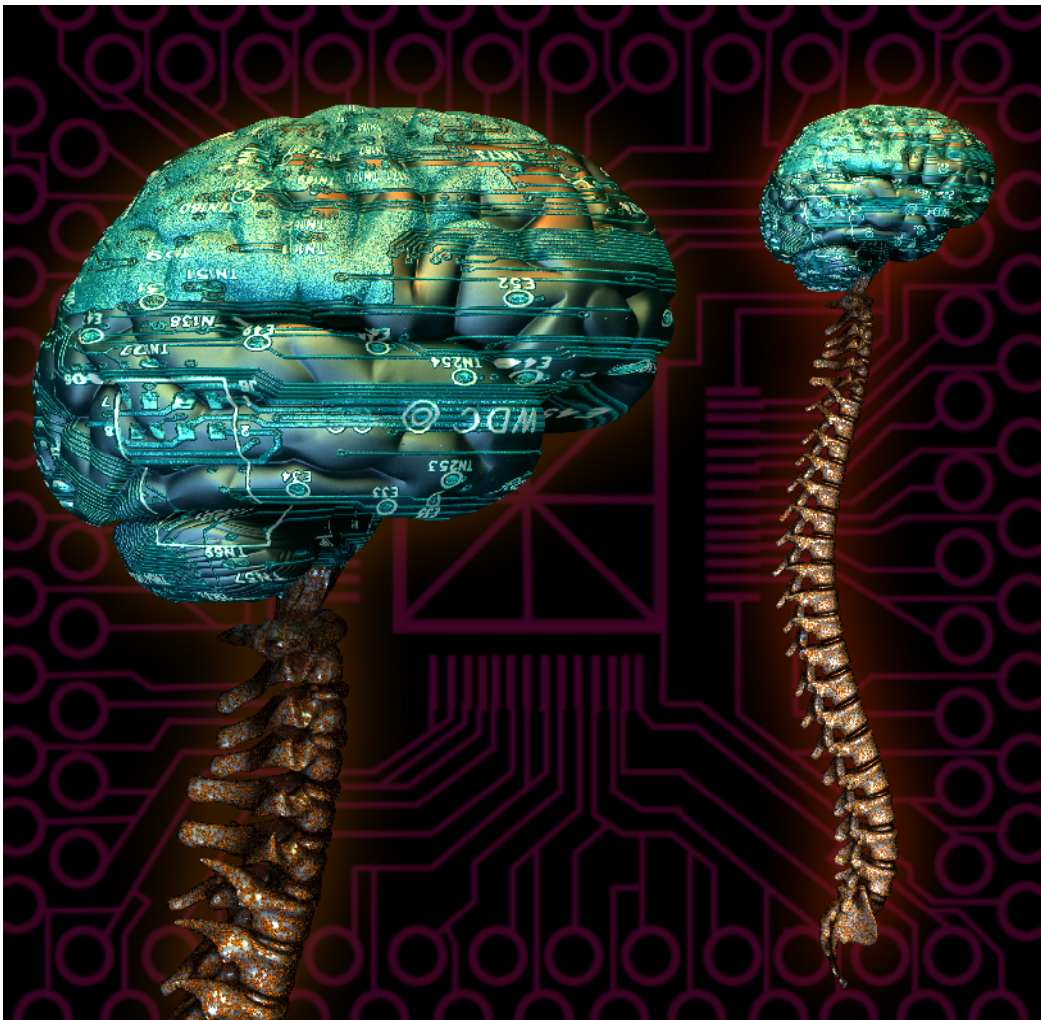




Solution to Alzheimer's

2011



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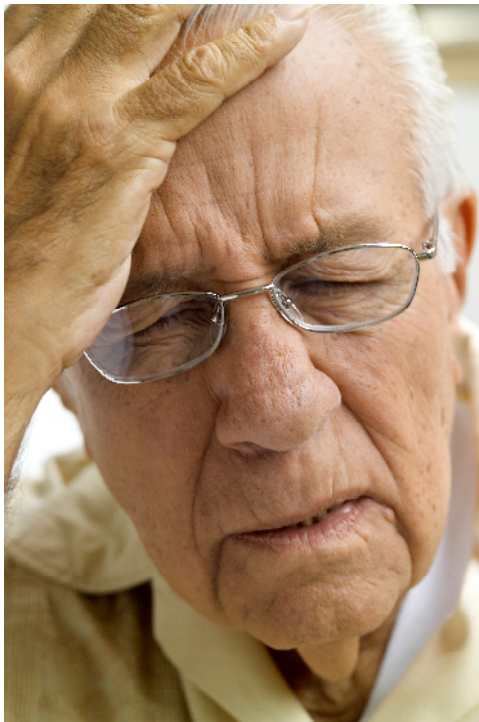
What is Alzheimer's?

Alzheimer's is the most common type of dementia, accounting for an estimated 60 to 80 percent of cases.

Difficulty remembering names and recent events is often an early clinical symptom; apathy and depression are also often early symptoms.

Later symptoms include impaired judgment, disorientation, confusion, behavior changes, and difficulty speaking, swallowing and walking.

Hallmark abnormalities are deposits of the protein fragment beta-amyloid (plaques) and twisted strands of the protein tau (tangles)



Shocking Facts of Alzheimer's

An estimated 5.4 million Americans of all ages have Alzheimer's disease in 2011. This figure includes 5.2 million people aged 65 and older and 200,000 individuals under age 65 who have younger-onset Alzheimer's.

One in eight people aged 65 and older (13 percent) has Alzheimer's disease.

Nearly half of people aged 85 and older (43 percent) have Alzheimer's disease.

Extracted from statistical resource of U.S. data 2011 Alzheimer's Facts and Figures

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Revolutionary Water Soluble Coenzyme Q10

Oxidative stress is a very important factor in the development of Alzheimer's disease. Antioxidant supplements help block the oxidative process. According to one researcher: "Beta-amyloid is aggregated and produces more free radicals in the presence of free radicals; beta-amyloid toxicity is eliminated by free radical scavengers"

Coenzyme Q10 (CoQ10) is attracting significant attention in the treatment of a variety of diseases, including neurodegenerative diseases such as Alzheimer's. Studies have shown that levels of CoQ10 are altered in Alzheimer's disease and that brain energy levels are dramatically reduced in dementia-related diseases. CoQ10 has been suggested as part of a comprehensive, integrative approach to improve mitochondrial function in Alzheimer's disease. In one animal study, CoQ10 counteracted mitochondrial deficiencies in rats that had been treated with beta-amyloid. It has also been shown to destabilize amyloid plaques in laboratory studies.

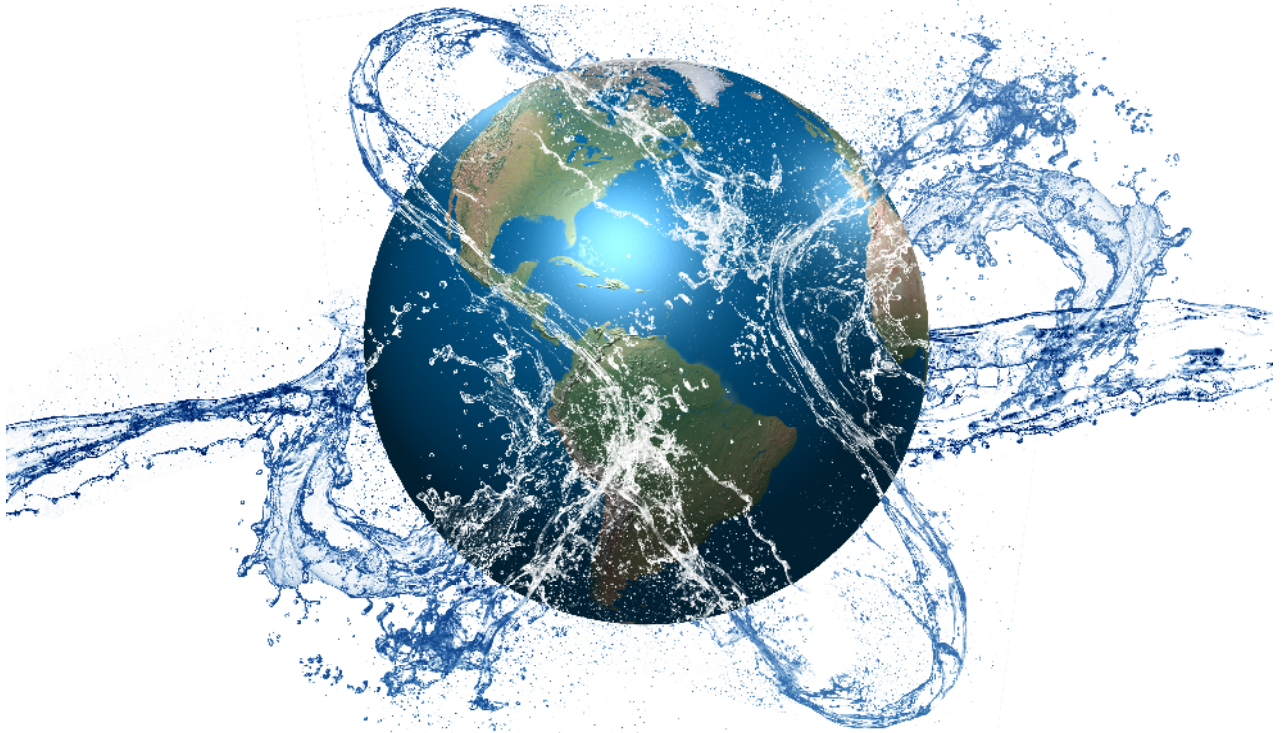
**Extracted from Life Extension Foundation*



Genus Serum – Solubilised Curcumin

Curcumin is showing excellent early promise as an anti-inflammatory and antioxidant compound in the treatment of Alzheimer's disease. Studies of animals have shown that Curcumin directly inhibits the formation of amyloid plaques. Based on early results, Curcumin has generated considerable excitement in the research community. Unlike other nutrients, or even drugs, which tend to target one aspect of Alzheimer's, Curcumin has been shown to lower oxidative damage, cognitive defects, damage to neural synapses, and the deposition of amyloid plaques. In addition, it regulates the levels of cytokines in the neurons. In fact, studies suggest that Curcumin may be even more effective than the over-the-counter NSAIDs ibuprofen and naproxen at inhibiting the accumulation of beta- amyloid in animal models. As previously discussed, beta-amyloid is involved in the formation of senile neuronal plaques. One method by which Curcumin reduces inflammation is reduction of nuclear factor kappa B (NF kappaB), a nuclear transcription factor that regulates the genes that control cytokine production. Curcumin has also been shown to help reduce the levels of toxic metals in the neurons by chelating (binding to) them. Metals such as iron and copper can cause amyloid aggregation by stimulating NF kappaB. Curcumin has been shown to bind to these metals, thus possibly inhibiting plaque formation.

**Extracted from Life Extension Foundation*



Revolutionize The World With Solubilisation!

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