




Blurr.

### POSITIONING STATEMENT

Are you ready to feel and live younger? To remind your body how to act young again? To experience the freedom of your mind and body working together at their absolute best? You're not alone. One noticeable sign of aging is that we lose our youthful spark; we begin to feel flat, sluggish, and out of tune. Starting today, you have the power to feel young again. ageLOC science identifies and targets gene expression patterns to retune your youth—helping you feel healthier, younger, and more vibrant than you have in years.

As we age, the expression, or activity, of our genes changes, and this affects our ability to feel young. ageLOC R<sup>2</sup> is a powerful product combination that works by targeting gene expression patterns related to cellular purification and cellular energy production. Taken in the evening, ageLOC R<sup>2</sup> Night optimizes each cell's natural purification process, helping you start each day feeling refreshed and renewed. Taken in the morning, ageLOC R<sup>2</sup> Day optimizes cellular energy production to help you recharge and take control of a new day. Renew and recharge with ageLOC R<sup>2</sup>.

(Note: R<sup>2</sup> is pronounced "r-squared.")

### CONCEPT

#### THE PROBLEM: AGING

As we age, it's easy to miss the subtle changes in how we feel. These changes accumulate until one day we wake up and realize that we no longer feel young. Do you remember that day? Did you ask yourself, "How can I recapture my youth?"

The key to youth is in our genes. As we age, the expression of our genes, or the way our genes communicate with our cells, changes. This can diminish our cells' ability to function

at their peak. When trillions of our cells feel sluggish, it's no wonder that we also feel worn down and tired.

This aging phenomenon is in part the result of the changing gene expression patterns related to two important processes: cellular purification and cellular energy production. This is a cyclical process that can cause an increase in our internal toxic burden and a loss of vitality. When these gene expression patterns aren't working in harmony, it creates a downward spiral that can slow the body's ability to function well and make it difficult to feel like we did when we were young.

#### 1. AGE-RELATED TOXIC BURDEN

With aging, our bodies can become less effective at purification, and our cells begin to accumulate damage, cellular waste, and toxic byproducts. So, although we normally are primarily concerned with eliminating external environmental contaminants, it's also important to target the buildup and damage from our internal metabolism (breathing, converting food to energy, and so on) that happens over time and that can accelerate the aging process. Until now, products haven't focused on this internal source of aging—they have focused on some symptoms of the problem rather than a key source. Unlike a colon cleanse, which is limited to the GI tract and only targets some systems, we are providing a cellular cleanse, which focuses on the internal source by targeting gene expression patterns associated with cellular purification.

#### 2. AGE-RELATED VITALITY LOSS

Loss of physical vigor, reduced mental acuity, and decline in sexual health are common signs of aging—ultimately, what we call the loss of vitality. As we age, our bodies' ability to effectively generate and utilize energy declines, which can rob us of youthful vitality. In fact, studies show that 85 percent

of consumers are concerned about their energy and stamina levels! The source of this decline starts deep inside each of our cells, as tiny cellular “power plants” called mitochondria convert the energy from our food into a form of chemical energy that fuels our bodies. As we age, the efficiency and number of our mitochondria declines and energy production is unable to keep up with our bodies’ demands. The loss of vitality as we age is associated with age-related changes in gene expression patterns related to cellular energy production.

**THE SOLUTION: TARGETING GENE EXPRESSION PATTERNS**

Drawing on exclusive access to 30 years of anti-aging genetic research, Nu Skin is uniquely positioned to identify and target gene expression patterns. With ageLOC science, we have an understanding of how gene expression influences aging, and we are able to develop products that support youthful gene expression patterns to help us feel more like we did when we were younger. Research findings have helped us reveal natural compounds shown to oppose age-related changes in gene expression. We are now able to target gene expression patterns related to both **cellular purification** and **cellular energy production**.

**PRIMARY BENEFITS AND FEATURES**

- Targets aging at its source\*
- Promotes youthful gene expression related to cellular purification and cellular energy production.\*
- Helps you feel younger and more vibrant—renewed and recharged.\*
- Promotes three dimensions of vitality that typically decline with age—physical vigor, mental acuity, and sexual health\*
  - 90% of consumers felt positive changes in fatigue levels while taking the product or noticed an increase in fatigue after discontinuing use<sup>2</sup>
- Raises and sustains baseline energy levels.\*
- Supports the body’s ability to neutralize and remove cellular waste and toxic byproducts.\*
- Helps protect and fortify cells against damage from external toxins by improving the body’s own protective mechanisms.\*
- Helps restore normal cellular function.\*

**WHO SHOULD USE THIS PRODUCT?**

Men and women over the age of 18 who have ever felt tired, weighed down, sluggish, or the inability to fully engage in an active life, and who want to feel youthful and vibrant.

**COMPLEMENTARY PRODUCTS**

- **LifePak®/LifePak® Nano**—the perfect companion to ageLOC R<sup>2</sup>. Because optimal gene expression requires

good nutrition. LifePak/LifePak Nano provide critical nutrients needed for the body’s cellular purification systems, cellular energy production, and optimal cellular function. They also provide dietary sources of antioxidants for added protection from oxidative stress. LifePak/LifePak Nano provide ultimate antioxidant protection, while ageLOC R<sup>2</sup> restores youthful gene expression to help you feel healthier, younger, and more vibrant.\*

- **Pharmanex® Solutions Products**—combine with Tēgreen 97® for added cellular protection. Current users of CordyMax Cs-4® and Venix® should transition to ageLOC R<sup>2</sup> for broader benefits. For more targeted pre- and post-workout benefits, add OverDrive®.\*
- **ageLOC® Skin Care Products**—great companions to ageLOC R<sup>2</sup> because promoting youthful gene expression on the outside and the inside delivers a beautiful blend for the look and feel of youth.

**FREQUENTLY ASKED QUESTIONS**

**How are ageLOC® R<sup>2</sup> Day and ageLOC® R<sup>2</sup> Night different from each other, and why is it important to use them together?**

ageLOC R<sup>2</sup> balances gene expression of two interconnected aspects of youthfulness. First, ageLOC R<sup>2</sup> Day targets gene expression patterns related to cellular energy production. Second, ageLOC R<sup>2</sup> Night targets gene expression patterns associated with cellular purification. Optimal cell purification rids each cell of toxins and waste that can clutter the intracellular domain and impede cell functions, while cellular energy production provides the energy necessary for this function. ageLOC R<sup>2</sup> combines the benefits of cellular purification and cellular energy production to reestablish more youthful functioning cells.

**Should I take all the ageLOC® R<sup>2</sup> capsules at the same time?**

ageLOC R<sup>2</sup> is designed to be taken on an alternating morning/evening schedule. Take six (6) capsules of ageLOC R<sup>2</sup> Day in the morning to support cellular energy production throughout the day. Take two (2) capsules of ageLOC R<sup>2</sup> Night in the evening to support cellular purification as your body renews itself throughout the night. Both ageLOC R<sup>2</sup> Day and ageLOC R<sup>2</sup> Night may be taken with or without meals.

**What research supports the ability of ageLOC® R<sup>2</sup> to promote youthful gene expression?**

ageLOC R<sup>2</sup> ingredients were selected using a truly unique and cutting-edge process that begins by comparing gene expression patterns to identify specific age-related gene expression changes connected with cellular energy production and cellular purification. Once specific sets of function-related genes were identified, dozens of natural compounds were screened *in vivo* in laboratory studies.

\*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



Based on this screening process, we selected only the ingredients that modulated gene expression toward more youthful patterns. This research has been presented at multiple scientific conferences, including the Gordon Research Conference, CoLONGY, the Second Conference on Environmental Stressors in Biology and Medicine, and the 1<sup>st</sup> World Congress on Targeting Mitochondria.

**Is ageLOC® R2 intended to replace the benefits of LifePak®?**  
ageLOC R2 does not replace the benefits of LifePak. Although the ability to target youthful gene expression patterns is optimized in the presence of adequate nutrition, ageLOC products function separately from LifePak products. For optimal benefits, ageLOC R2 users should also use the LifePak product of their choice.

**Is ageLOC® R2 safe for long-term use?**  
ageLOC R2 supports purification and energy production at the cellular level by promoting youthful gene expression patterns. Because ageLOC R2 works with the cell's own purification and energy production systems, it is safe for long-term use.

### DIRECTIONS FOR USE

Take two (2) capsules of ageLOC R2 Night in the evening. Take six (6) capsules of ageLOC R2 Day in the morning. Store in a cool, dry place.

### KEY SCIENTIFIC STUDIES

- Burke DM, Mackay DG. Memory, language, and ageing. *Phil. Trans. R. Soc. Lond. B* 1997;1845–1856.
- Salthouse TA. When does age-related cognitive decline begin? *Neurobiol Aging* 2009;30:507–514.
- Lindau ST, Gavrilova N. Sex, health, and years of sexually active life gained due to good health: evidence from two US population based cross sectional surveys of ageing. *BMJ* 2010;340:c810.
- Beutel ME, Stobel-Richter Y, Brahler E. Sexual desire and sexual activity of men and women across their lifespans: results from a representative German community survey. *BJU Int* 2008;101:76–82.
- Nappi RE, Nijland EA. Women's perception of sexuality around the menopause: outcomes of a European telephone survey. *Eur J Obstet Gynecol Reprod Biol* 2008;137:10–6.
- Lu SC. Regulation of glutathione synthesis. *Mol Aspects Med.* 2009 Feb–Apr;30(1–2):42–59. Review.

- White E, Karp C, Strohecker AM, Guo Y, Mathew R. Role of autophagy in suppression of inflammation and cancer. *Curr Opin Cell Biol.* 2010 Apr;22(2):212–7. Review.
- Zimniak P. Detoxification reactions: relevance to aging. *Ageing Res Rev.* 2008 Dec;7(4):281–300. Review.

### R<sup>2</sup> NIGHT

Supplement Facts	
Serving Size 2 Capsules	
Servings Per Container 30	
AMOUNT PER SERVING:	% DAILY VALUE
ageLOC® Renew Blend	450 mg *
Grape ( <i>Vitis vinifera</i> L.) Seed Extract, Red Orange ( <i>Citrus sinensis</i> ) Fruit Extract, Broccoli ( <i>Brassica oleracea italica</i> ) Seed Extract	
* Daily Value not established.	

OTHER INGREDIENTS: Capsule (Gelatin), Microcrystalline Cellulose, Stearic Acid, Silicon Dioxide.

### R<sup>2</sup> DAY

Supplement Facts	
Serving Size 6 Capsules	
Servings Per Container 30	
AMOUNT PER SERVING	% DAILY VALUE
Calories	10
Total Carbohydrates	2 g 1%**
Dietary Fiber	<1 g 2%**
Protein	1 g
ageLOC® Recharge Blend	2270 mg *
Cordyceps Cs-4® Mushroom Mycelia ( <i>Paecilomyces hepiali</i> ), Pomegranate ( <i>Punica granatum</i> ) Fruit Extract, Pharmanex® Asian Ginseng Rb1 ( <i>Panax ginseng</i> ) Root Extract	
* Daily Value not established. ** Percent Daily Values are based on a 2,000 calorie diet.	

OTHER INGREDIENTS: Microcrystalline Cellulose, Capsule (Gelatin, Titanium Dioxide), Stearic Acid, Silicon Dioxide. ALLERGEN. May contain soy.

### WARNINGS

**Keep out of reach of children.** If you are pregnant, lactating, or taking a prescription medication, consult a physician prior to using this product. Discontinue 2 weeks prior to and after surgery. Discontinue use and consult a physician if any adverse reactions occur. Do not use if safety seal is broken or missing.

### GUARANTEE

No added sugar, salt, wheat, yeast, or dairy products. No preservatives.

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