

The science of aging well.

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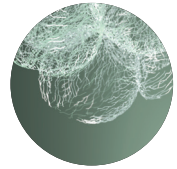
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SRW[®] **Training**

Module 3

Cellular System **Stability** **Cel¹**



For healthy DNA structure and function to support your cellular system as you age.

Cel¹ Stability supports your overall DNA health, which is related to healthy aging and youthful cell function.

Your DNA is the cellular instruction set that defines how your cells operate. In doing so, it defines you and your health. Healthy DNA is vital, and cells dedicate a huge amount of resources to ensuring it is maintained.

Cel¹ Stability is formulated to support your cell's natural defences against 3 of the 9 Hallmarks of Aging.



Cel¹ Stability is formulated to support your cell's natural defences against 3 of the 9 Hallmarks of Aging.

→ **Telomere attrition**

Wearing down of the protective caps on chromosomes.

→ **Genomic instability**

Damage to nuclear and mitochondrial DNA by free radicals, radiation, and mutagens.

→ **Epigenetic alterations**

Modifications in gene expression, turning on pro-aging genes and shutting down youthful ones, leading to system-wide loss of function.



Cell continue

Unique selling points and benefits

- DNA protection with 2-HOBA as hero ingredient
- SRW® Laboratories have New Zealand exclusivity ‘sunscreen for your DNA’
- Protecting you from environmental factors that accelerate aging
- Astragaloside A from Astragalus slows the shortening of telomeres
- Ingredient combination supports healthy gene function
- Delayed release capsules

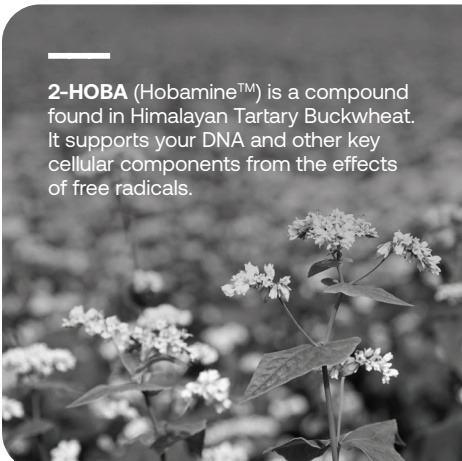
Formulated for customers

- With a biological DNAAge of 30+
- Have a health condition that puts stress on their body (eg. diabetes, arthritis, post chemotherapy)
- Those that want to slow the damage that age cause to their cells and body
- Requiring advanced antioxidant protection and looking for preventative, anti-aging care
- Impacted by environmental factors, such as poor diet, stress, lack of physical activity, or excessive alcohol consumption

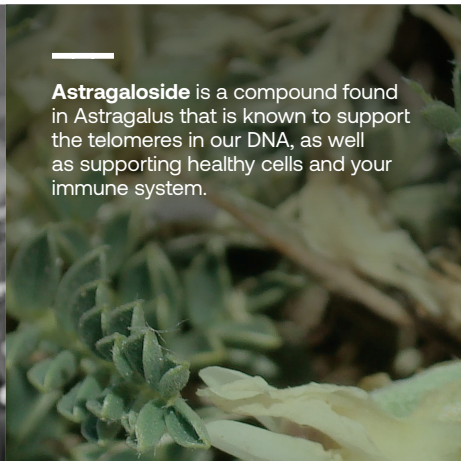
Taken in conjunction with Cel² and Cel³, provides comprehensive aging support

Hero Ingredients


2-HOBA (Hobamine™) is a compound found in Himalayan Tartary Buckwheat. It supports your DNA and other key cellular components from the effects of free radicals.



Astragaloside is a compound found in Astragalus that is known to support the telomeres in our DNA, as well as supporting healthy cells and your immune system.



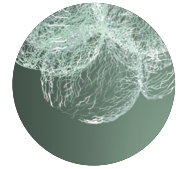
Rutin is a flavonoid antioxidant. When taken in conjunction with vitamin C it has been shown to support healthy DNA.



Product	Hero Ingredients	Publications	Clinical Trials
Cel ¹	2-HOBA	11	2
	Astragalus	3,907	240
	Rutin	7,202	252

Cellular System Nourishment

Cel²



For healthy cell energy levels and mitochondrial function to support your cellular system as you age.

Cel² Nourishment supports mitochondrial function, which is related to healthy aging and youthful cell function.

Your mitochondria are cellular batteries. They generate energy for your cells, a process which declines with age. Recent research has shown that NAD⁺ is related to mitochondrial health and energy levels.

Cel² is designed to support energy levels, as well as stem cell health and normal intercellular communication.



Cel² Nourishment is formulated to support your cell's natural defences against 3 of the 9 Hallmarks of Aging.

→ Mitochondrial dysfunction

Mitochondrial decline, resulting in reduced efficiency in energy production and increased oxidative stress.

→ Stem cell exhaustion

Depletion of stem cell reserves, leading to a weaker immune system, and inadequate tissue repair.

→ Altered intercellular communication

Deregulation of the communication channels between cells.

Cel² continue

Unique selling points and benefits

- Provides 300mg of high quality NMN per serve
- For mitochondrial dysfunction and increasing NAD+ levels for optimal energy production
- Supports and promotes stem cell function and pool size
- Supports intracellular communication and cellular repair

Formulated for customers

- With a biological DNAage of 30+
- Have tiredness and lack of energy
- Active people involved in exercise and sport
- Poor recovery from illness/poor immunity
- Have a health condition that puts stress on the body

Taken in conjunction with Cel¹ and Cel³, provides comprehensive aging support

Hero Ingredients

Nicotinamide Mononucleotide (NMN) is an emerging ingredient which is a direct precursor to NAD+. It supports NAD+ formation, which is a co-factor in energy production and cellular repair processes. NMN is found in small amounts in various foods including cow's milk. NMN supports healthy cell metabolism and energy levels.

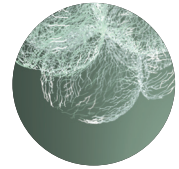
Astaxanthin is a naturally occurring carotenoid antioxidant from red algae that supports important cellular membranes, including those in and around your mitochondria, your nucleus and surrounding your cells.

Pterostilbene is a similar molecule to resveratrol but with significantly higher bioavailability. Taken in conjunction with NMN, pterostilbene delivers a synergistic effect that supports healthy cellular repair and energy generation processes, stem cell health and intercellular communication.

Product	Hero Ingredients	Publications	Clinical Trials
Cel ²	NMN	1,094	3
	Pterostilbene	572	3
	Astaxanthin	2,340	61

Cellular System Renewal

Cel³



Cel³ Renewal supports cellular ‘housekeeping’, allowing healthy cells to function normally, supporting healthy aging and youthful cell function.

Our bodies are made up of over 30 trillion cells. They all work in concert to deliver key functions that enable us to be healthy. As part of the process, there are cellular housekeeping activities that renew cells that need replacing and recycle key cellular components that need renewal.

As we age, these housekeeping activities can be compromised. Cel³ is designed to support healthy levels of cellular renewal, protein recycling and key sensing networks that support these processes and support healthy cellular aging.



Cel³ Renewal is formulated to support your cell’s natural defences against 3 of the 9 Hallmarks of Aging.

→ Cellular senescence

Accumulation of senescent (non-dividing) cells in the body, impairing tissue function and increasing inflammation.

→ Loss of proteostasis

Deregulation of the mechanisms responsible for protein folding and recycling.

→ Deregulated nutrient sensing

Deterioration of the cell’s nutrient level response, leading to impairments in energy production, cell growth, and other essential functions.

Cel³ continue

Unique selling points and benefits

- To support the removal of senescent cells
- To support healthy protein structures
- Mimics fasting to support cellular housekeeping processes
- Retains NAD+ levels (apigenin works to inhibit key enzyme CD38 that removes NAD+ from the body and is present in high levels over the age of 50 and in overweight individuals)

Formulated for customers

- With a biological DNAage of 50+
- Showing more advanced signs of aging
- Who may be experiencing bodily discomfort and pain, metabolic syndrome and neurodegenerative and cardiovascular conditions that aging brings
- Those who are overweight

Taken in conjunction with Cel¹ and Cel², provides comprehensive aging support

Hero Ingredients



Product	Hero Ingredients	Publications	Clinical Trials
Cel ³	Fisetin	849	2
	Oleuropein	1,031	17
	EGCG	5,557	136



Delayed Release Vege Capsules

The entire Cell range is formulated with DRcaps®. They are vegetarian, natural capsules designed to resist stomach acid and release their contents in your GI tract, and assist greater absorption of key ingredients. They offer enhanced stability for moisture-sensitive and pH-sensitive contents.

Module completion

Test your knowledge

To complete this SRW[®] training module, please take the Modules 3 test:

Module 3 **Test**

At the beginning of each month, we will mark all completed test answers and send successful participants who have completed modules 1, 2 and 3 and email to select complimentary SRW[®] Cellular range product of their choice.

Thank you for completing this module.

If you have any further questions about SRW[®] products or services, please contact us at **0800 779 522** or orders@srw.co