

The science of aging well.

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SRW[®] **Training**

Module 4

2-HOBA

Supports the body's response to oxidative stress for healthy aging

2-HOBA is a natural molecule that was discovered in Himalayan Tartary Buckwheat. This ingredient works in a unique way to support the cells defences against internal and external stressors, such as poor sleep, alcohol, UV radiation, stress, pollution and toxins.

Oxidative stress can be damaging to cells and their components and this damage accumulates with age, where the body experiences more stress, whilst its ability to protect itself against that stress declines.

2-HOBA works differently from antioxidants, in that it doesn't interact with free radicals directly. This allows the body to maintain a healthy level of free radicals, necessary for triggering a normal immune response and for inter and intra-cellular signalling.

2-HOBA interacts with the downstream molecules, namely reactive carbonyl species, that result from oxidative stress and cause damage the cell membrane. This allows healthy levels of free radicals to circulate in the body, whilst protecting your cells from the damage that excess free radicals can cause.



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S R W®
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2-HOBA
2-Hydroxybenzylamine
200mg/serving
60 delayed release
vege capsules
DIETARY SUPPLEMENT

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2-Hydroxybenzylamine
200mg/serving
60 delayed release
vege capsules
DIETARY SUPPLEMENT

2-HOBA has been formulated
to support cellular response to
oxidative stress for healthy aging.

Featured in 18 research
papers, studies and articles

2-HOBA **continue**

Unique selling points and benefits

- Unique formula containing a new class of molecule called 'Reactive Carbonyl Species Scavengers' that supports the cells defences against the downstream effects from the free radical damage without affecting healthy levels of free radicals
- Supports cellular response to oxidative stress for healthy aging
- Protects the body against the damage caused by oxidative stress
- Contains a high dose (200mg per serving) of the patented ingredient 2-HOBA (Hobamine™)
- Formulated, encapsulated and bottled in New Zealand

Formulated for customers

- Looking to reduce the impact of everyday stressors on the body
- Seeking support for healthy aging
- Those who are exposed to chemicals and toxins
- Those who spend a lot of time in the sun
- Those with chronic health conditions, such as cardiovascular disease
- Those with metabolic conditions, such as type 2 diabetes, insulin resistance or obesity
- Those with neurodegenerative conditions, such as Alzheimers Disease or Parkinsons Disease

NMN

Nicotinamide mononucleotide (NMN) is a naturally occurring molecule that is found in all lifeforms. It is a direct precursor of the essential molecule NAD+, which is used in the body for over 500 critical cellular functions, including several important roles:

- Important molecule for many biological processes
- Facilitates inbuilt DNA repair processes
- Used for energy production in the mitochondria

Supporting NAD+ levels isn't achievable by supplementing with NAD+ because it is not well-absorbed in the body.

Research shows that orally consumed NMN enters the blood stream rapidly (in minutes) and is quickly converted to NAD+ in the tissues.



The image displays the packaging for SRW Science Research Wellness NMN. On the left is a white box, and on the right is a white cylindrical container. Both feature the brand name 'SRW SCIENCE RESEARCH WELLNESS' vertically. The box and container are labeled with 'NMN' and 'Nicotinamide Mononucleotide'. The box specifies '500mg/serving' and '60 delayed release vege capsules'. The container also specifies '500mg/serving' and '60 delayed release vege capsules'. The background is a dark, textured surface.

NMN
Nicotinamide Mononucleotide
500mg/serving
60 delayed release vege capsules
DIETARY SUPPLEMENT

NMN
Nicotinamide Mononucleotide
500mg/serving
60 delayed release vege capsules
DIETARY SUPPLEMENT

NMN has been formulated to support healthy aging and cellular energy production.

1302 research papers, studies and articles published

NMN continue

Unique selling points and benefits

- Provides 500mg of high quality NMN per serve
- Contains a high >99.5% pure, high dosage, stable form of NMN, which is resilient to environmental degradation
- Supports healthy aging
- Supports the health of mitochondria and energy production
- Supports cellular repair and DNA repair processes
- Supports cellular energy for optimal function

Formulated for customers

- Looking to support healthy aging
- Experiencing the symptoms of aging, such as low energy, fatigue, aches and pains
- Those with demanding lifestyles or physical jobs
- Moderate to high intensity exercisers or athletes
- For those seeking more energy without taking caffeine or stimulants

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.

How do the single ingredient line products compare to the cellular range?

2-HOBA and NMN are sold as single ingredients and feature as hero ingredients in Cell Stability and Cel2 Nourishment, respectively. So why would customers choose the Cellular range products over the single ingredient line products – and vice versa?

Ultimately, the Cellular range is targeted at customers who want to leverage the latest science to comprehensively address the reasons why we age – the 9 Hallmarks of Aging (please refer to Module 1 or the Cellular range product catalogue for more information). Each product is designed to address 3 of the 9 Hallmarks of Aging and together these three products are first in the market to holistically address these cellular changes that can lead to age related diseases.

The single ingredient line products are useful for customers who wish to prevent, or support the body from a particular health condition, or address an aspect of the reasons why we age, rather than the overall aging process. The dosages of 2-HOBA and NMN are higher in the single line products, as they are set at a therapeutic dosage for one ingredient, instead of ingredients that work together to synergistically target the hallmarks of aging.

These products are a great introduction to the SRW products and where affordability is part of the customers purchase decision.

2-HOBA versus Cell Stability

2-HOBA is one of the main ingredients in Cell Stability and if you are looking for a supplement to protect your cells from the effects of aging, or support from cell damage, or exposure to oxidative stress, both products are great options.

2-HOBA 200mg contains double the dosage contained in Cell Stability. This product, and ingredient, support healthy aging, DNA integrity, brain function, immune health and circulatory system health.

Cell Stability contains a formulation of ingredients that work synergistically to tackle several of the key reasons that our cells become compromised as we age:

2-HOBA is included to protect against the damage caused by oxidative stress,

2-HOBA versus Cel¹ Stability **continue**

Rutin and **Vitamin C** provide work synergistically with other ingredients in Cel¹ to support lowered oxidative stress and healthy DNA,

Astragaloside A and **Selenium** support the “caps” of your chromosomes, telomeres, which shorten with age,

Zinc is involved in many cellular processes and supports healthy DNA,

Curcumin has been shown in studies to regulate the way that genes are expressed to “switch on” good genes and reduce the risk of bad genes being activated,

Methyl Folate + Vitamin B12 are needed for healthy DNA methylation, which is essential for healthy gene expression.

NMN versus Cel² Nourishment

NMN is one of the main ingredients in Cel² Nourishment and if you are looking for a supplement to protect your cells from the effects of aging, to improve mitochondrial health, or energy levels both products are great options.

NMN 500mg contains a higher dosage than the 300mg contained in Cel². This product, and ingredient, supports healthy aging, DNA integrity, mitochondrial health, energy production, and focus.

Cel² Nourishment contains ingredients that work synergistically to support mitochondrial function and key cellular processes that are related to healthy aging and youthful cell function:

NMN is included to support energy production and cellular processes as a direct precursor that is converted to NAD⁺ in our cells,

Vitamin D3 and **Vitamin B2** are included to help the mitochondria (“the cell’s batteries”) to operate well for smooth energy production,

Astaxanthin is an antioxidant that supports membrane function including the outer cell membrane, the nuclear membrane (that houses your DNA) and your mitochondrial membranes. Your cellular, nuclear and mitochondrial membranes are dynamic and active parts of the cell that are exposed to oxidative stress. Having extra antioxidant protection in their membranes supports and maintains their structure and function,

Pterostilbene is well researched as a Sirtuin activator. Sirtuins are a group of 7 special proteins involved in cellular repair and maintenance and integral to mitochondrial (our cellular batteries) function,

Carnosine protects the mitochondria against “sugar damage”.

Module completion

Test your knowledge

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

Module 4 **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