

Cellgevity™

The *Ultimate* in Glutathione Enhancement



Purpose

Cellgevity™ was developed to fight the root causes of premature aging by providing the building blocks to support glutathione production and the glutathione network.

Positioning Statement

Cellgevity provides the ultimate in glutathione enhancement by delivering Max's patented ingredient, RiboCeine™, combined with a synergistic blend of scientifically proven ingredients that support glutathione's vital role in removing harmful toxins, eliminating cellular inflammation and neutralizing free radical damage in the body.

General Description

Our bodies are constantly bombarded with stress, harmful toxins, pollution, radiation, free radicals, and oxidative stress that wreak havoc by damaging our cells and tissues, interfering with cellular communication and increasing cellular inflammation. As the "Master Cell Protector," glutathione protects our cells from these damaging agents.

Glutathione's Benefits are Proven

You may never have heard of glutathione, but for decades scientists have known about glutathione's vital role in protecting our cells, tissues and organs. In fact, there are over 98,000 scientific studies and articles recorded on Pub Med, the official U.S. Government library of medical research, documenting the multifunctional roles glutathione provides to the body.

Glutathione, The Cell's Master Protector

Glutathione is found and manufactured in every one of our trillion of cells with the highest concentration of glutathione found in our major organs such as the liver, eye lens, brain and lungs. Because of its multifunctional role throughout the body, it's no wonder why glutathione has been called the "Cell's Master Protector".

Glutathione...

• Is Your Body's Master Antioxidant

It is considered the master antioxidant due to its unique multifunctional characteristics as well as its unprecedented ability to neutralize many types of free radicals that assault the cell. It is the only antioxidant that can recycle itself again and again to continually fighting free radicals.

• Is The Primary Detoxifier of the Cell

Today we are confronted by over 80,000 chemicals in the air we breathe, the food and water we ingest, and the materials we touch and handle. Many of these toxic chemicals enter our cells and must be eliminated to protect the cell and maintain optimum function.

Glutathione is the cell's first line of defense against chemicals and toxins and the primary detoxifier that can eliminate many of these toxins when it is present in optimal amounts.

• Is A Powerful Chelator of Heavy Metals

Heavy metals enter our cells in the same manner as chemical toxins. Fortunately, they can be removed from the cell by a process of chelation, and glutathione is one of the cell's most powerful chelating agents.

• Is The Protector of the Immune Cell

Our immune cells are designed to protect us, but what protects the immune cell? Glutathione is the protector of the immune cell and allows newly formed immune cells to proliferate to attack germs and viruses.

• Is The Protector of Mitochondrial DNA

The breakdown of the mitochondrial DNA accelerates aging and increases cell death. Glutathione is the protector of the Mitochondrial DNA, and the lower the glutathione level, the more vulnerable this DNA becomes to breakage.

• Is The Protector of the Nucleus of the Cell

The nucleus of the cell regulates all cell activity and protecting it is critical to the health of the cell and its optimal function. When present in sufficient amounts, glutathione gives the nucleus the protection it needs.

• Reduces Oxidative Stress

Oxidative Stress is the most aggressive destructive force that assaults the cell. Cells manufacture a number of antioxidants to counter oxidative stress. Glutathione plays a primary role in neutralizing many different types of free radicals and supporting our antioxidant defense system.

• Reduces Intercellular Inflammation

Inflammation is the mortal enemy to the tissues, organs and various systems of the body. All inflammation begins at the cellular level, and low glutathione levels are associated with inflammation.

• Is The Re-Utilizing Agent of Ingested Antioxidants

Antioxidants that are ingested that are (not manufactured by the body such as vitamin C and E), once spent, cannot be re-utilized by the cell unless they are first converted into a usable state. Glutathione is the agent that converts those antioxidants into a state that can be utilized by the cell.

• Reducing Agent for Hemoglobin, Allowing it to Transport Oxygen to Every Cell

The purpose of hemoglobin is to carry oxygen to all living cells. However, when it is oxidized it cannot carry an oxygen molecule and must first be reduced to an acceptable state. Glutathione protects hemoglobin from oxidizing agents and can also reduce the oxidized form to make this possible.

Glutathione Levels Decline Over Time

Our bodies are continually subjected to extreme demands from work, stress and every day life, not to mention the harmful toxins, pollution, radiation, free radicals that are constantly attacking our cells. All of these combined put a heavy toll on our glutathione demand. In the end, if there is not enough glutathione in our bodies, our cells, tissues, and organs pay the price.

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Unfortunately, many of the methods of increasing glutathione are either not effective or are not sufficient for what our bodies need. The key to increasing glutathione levels is by providing cysteine, a fragile amino acid necessary for our cells to produce glutathione. Simply supplementing cysteine or glutathione orally are ineffective in raising glutathione levels because they are destroyed in the digestion process before they are able to reach the cells.

RiboCeine™, the Glutathione Breakthrough

Although scientists have known for decades the health benefits of glutathione, the challenge has been how to safely and effectively increase glutathione levels. Up to now, methods of increasing glutathione levels have not been efficient or effective in elevating glutathione to optimal levels.

RiboCeine, a groundbreaking compound, has been the subject of twenty published, peer-reviewed scientific studies that were funded by the National Institutes of Health and other scientific institutions. These studies have shown RiboCeine's effectiveness in increasing glutathione levels and effectively fighting against the effects of oxidative stress.

RiboCeine is based on 25 years of scientific research and was developed by the world-renowned research scientist and medicinal chemist, Herbert T. Nagasawa, Ph.D. Dr. Nagasawa was a Professor of Medicinal Chemistry and Toxicology at the University of Minnesota for forty years and was also Senior Career Research Scientist for the Veterans Administration in Minneapolis. For thirty-two of those years he was Senior Editor of the Journal of Medicinal Chemistry. Dr. Nagasawa now serves as the Executive Scientist for Max International.

Cellgevity, the *Ultimate* in Glutathione Enhancement

Cellgevity includes science based ingredients that support the production of glutathione and the glutathione network. RiboCeine is the foundation of Cellgevity because it has been shown to effectively deliver cysteine to our cells. The additional ingredients were selected because of their ability to support glutathione in all its multifunctional roles of protecting the cells, organs and tissues.

Primary Benefits

- Protects cells, tissues and organs with superior glutathione network protection*
- Formulated to neutralize many types of free radicals*
- Promotes normal body detoxification*
- Helps maintain healthy joint function*
- Promotes a healthy immune system*
- Supports increased energy levels*
- Supports athletic performance and recovery*
- Supports the management of inflammation*
- Superior bioavailability*

Unique Attributes

- Cellgevity's RiboCeine, a proprietary compound, has significantly outperformed all other means of glutathione enhancement against which it has been tested.
- Cellgevity includes a powerful source of curcumin that has been scientifically proven to have a 29% improved bioavailability than common sources of curcumin.
- Max has sourced highest concentration of the active ingredient sulforaphane gluconsinolate (broccoli seed extract) and is the same product used in the studies at the Johns Hopkins University School of Medicine.
- Cellgevity is the first dietary supplement to contain ingredients that promote the glutathione network.
- Synergistic blend of RiboCeine combined with thirteen additional ingredients to form the most effective anti-aging supplement.
- Cellgevity includes BioPerine to enhance the bioavailability of key nutrients.

Supporting Ingredients

Alpha Lipoic Acid – a powerful endogenous antioxidant known to combat various forms of oxidative stress and to recycle other antioxidants. Together with glutathione, they protect the fat and water portions of the cells from different types of free radicals.

Broccoli Seed Extract (sulforaphane glucosinolate) – Acts as a catalyst to boost antioxidant activity for as much as three days. Protects against DNA damaging electrophiles and helps cells neutralize toxins and carcinogens so they are eliminated from cells. It also helps to raise and replenish glutathione levels and induces the antioxidant enzymes used in the Phase II detoxification pathway.

Turmeric Root Extract (Curcumin) – a potent antioxidant that fights free radicals and is known to reduce inflammation. Curcumin also induces Phase II enzymes that support the glutathione detoxification pathway.

Resveratrol – Is an antioxidant found in high concentrations in grape skin, also found in wines, with higher concentrations in red wine versus white wine. Resveratrol is thought to account in a large part for the so called "French Paradox". The French Paradox – the findings that the rate of coronary heart disease in France was observed to be lower than in other countries with a similar risk factor – has been attributed to the consumption of red wine. Resveratrol is an antioxidant known to have cardio-protective properties.

Grape Seed Extract – Grape Seed proanthocyanidines have antioxidant activity, as well as anti-inflammatory properties.

Quercetin – a supporting flavonoid antioxidant that scavenges free radicals that can damage cells.

Milk Thistle (silymarin) – a powerful antioxidant used to support a healthy liver by removing harmful toxins and heavy metals that are stored in the liver.

Vitamin C – an exogenous antioxidant that is considered a network antioxidant and known to support the immune system.

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Supporting Ingredients

Selenomethionine (Selenium) – the essential catalytic component of the enzyme glutathione peroxidase (GPx) and is absolutely required for its function. Selenium is needed as selenomethionine for the antioxidant enzyme, glutathione peroxidase. The glutathione peroxidase enzyme is responsible for the detoxification of lipid peroxides, and glutathione is absolutely required to regenerate this enzyme.

Cordyceps – has been used as a Chinese medicine for centuries and has been valued for its activity in restoring energy, increasing stamina, promoting longevity and improving quality of life.

Black Pepper (BioPerine)– assists in the absorption of Selenomethionine, Vitamin C and Curcumin (turmeric root).

Aloe Extract – has the most bio-active content of acemannan the active ingredient in aloe. Aloe is known to support the immune system and has antioxidant functions.

Directions for Use

Take two capsules twice daily with water.

Guarantee

This product has been manufactured in the USA in strict conformance with industry standards. Purity and potency guaranteed.

Supplement Facts

Serving Size 2 Capsules
Servings Per Container 60

Amount Per Serving	% Daily Value	
Vitamin C (as Calcium Ascorbate USP)	42.5 mg	71%
Selenium (as Selenomethionine)	12.5 mcg	18%
RiboCeine® (D-Ribose-L-Cysteine)	125 mg	*
Proprietary Blend:	580 mg	*
Cordyceps, Curcumin, Resveratrol, Alpha Lipoic Acid, Grape Seed Extract, Quercetin, Milk Thistle Extract (Silybum Marianum), Broccoli Extract, Aloe Extract, BioPerine†.		

*Daily value not established.

† BioPerine is a registered trademark of Sabinsa Corporation.

Other ingredients

Gelatin capsules, Soy Lecithin, Microcrystalline Cellulose, Stearic Acid, Silicon Dioxide.

Warning

Keep out of reach of children. This product is for adult use only. This product is not intended for use by young children, pregnant women, or nursing mothers.

Allergy Warning

This product contains cordyceps which is derived from mushrooms.