

STELOMARE

SYNERGISTIC HEALTHSPAN ACTIVATOR

A SYNERGISTIC 3-IN-1 APPROACH

The prevailing theories for anti-aging / healthy longevity involve:

- 1.) The defense and proliferation of Stem Cells to maintain critical tissue homeostasis (equilibrium);
- 2.) The protection and elongation of shortening chromosome caps, called Telomeres; and
- 3.) Controlling Oxidative Stress (Free Radical Damage) through the activation of the Antioxidant Response Element (ARE)

Other theories and observations are typically directly related to these three overarching targets/goals.

Interestingly, scientists and marketers tend to specialize and fall into one of these three camps, producing single-purpose, single-target formulations accordingly.

The reality is that these three areas are not mutually exclusive and are best tackled together.

One wouldn't just do oil changes on their car and always neglect transmission and radiator fluids, would they? Flushing the radiator and keeping good fluids in there at the right level also promotes oil life, for example. They are totally different systems, but they are interrelated and rely upon each other for mutual benefit. Likewise, fresh transmission fluid helps improve and protect a car's engine performance, even though they are separate systems.

The same is true here. Stem Cells are naturally protected through oxidative stress mitigation, and telomeres stay longer if cells are defended and don't need to replicate as often. It's all part of a three-in-one synergistic mechanism.

Stem Cells. Telomeres. ARE (Antioxidant Response Element).

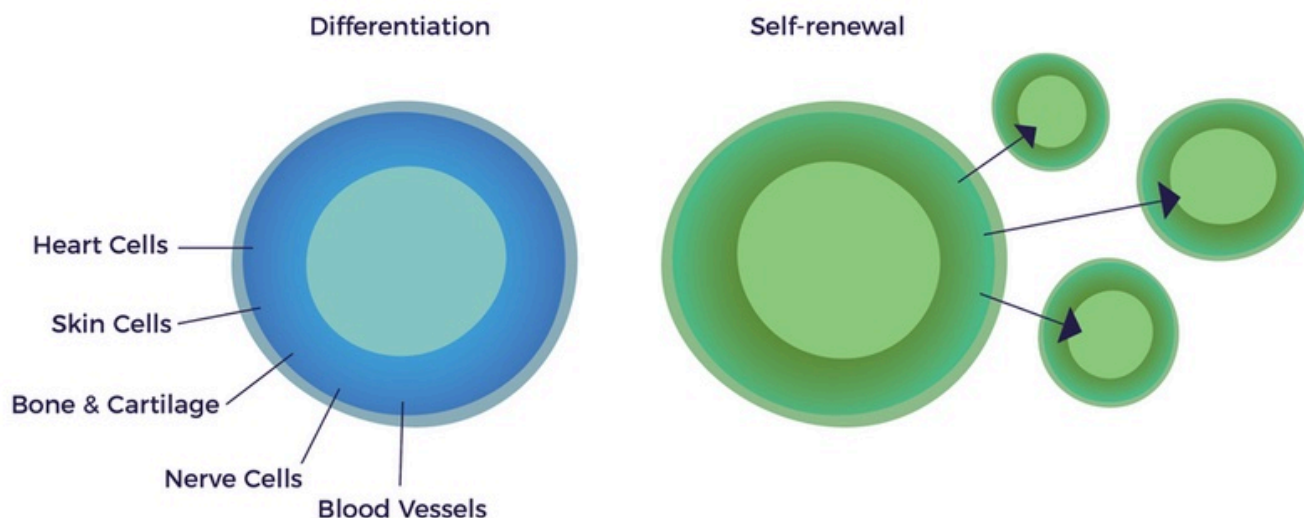
Introducing . . . StelomARE.

StelomARE is a comprehensive formulation that uses synergistic ingredients that not only targets ARE effectively, but also Stem Cells and Telomeres.

Extensively researched since 2012, but also based on 20 years of groundbreaking expertise in this area, StelomARE is the standalone dietary supplementation choice for overall cellular health and healthy longevity.

ADULT STEM CELL TARGET

Adult Stem Cells



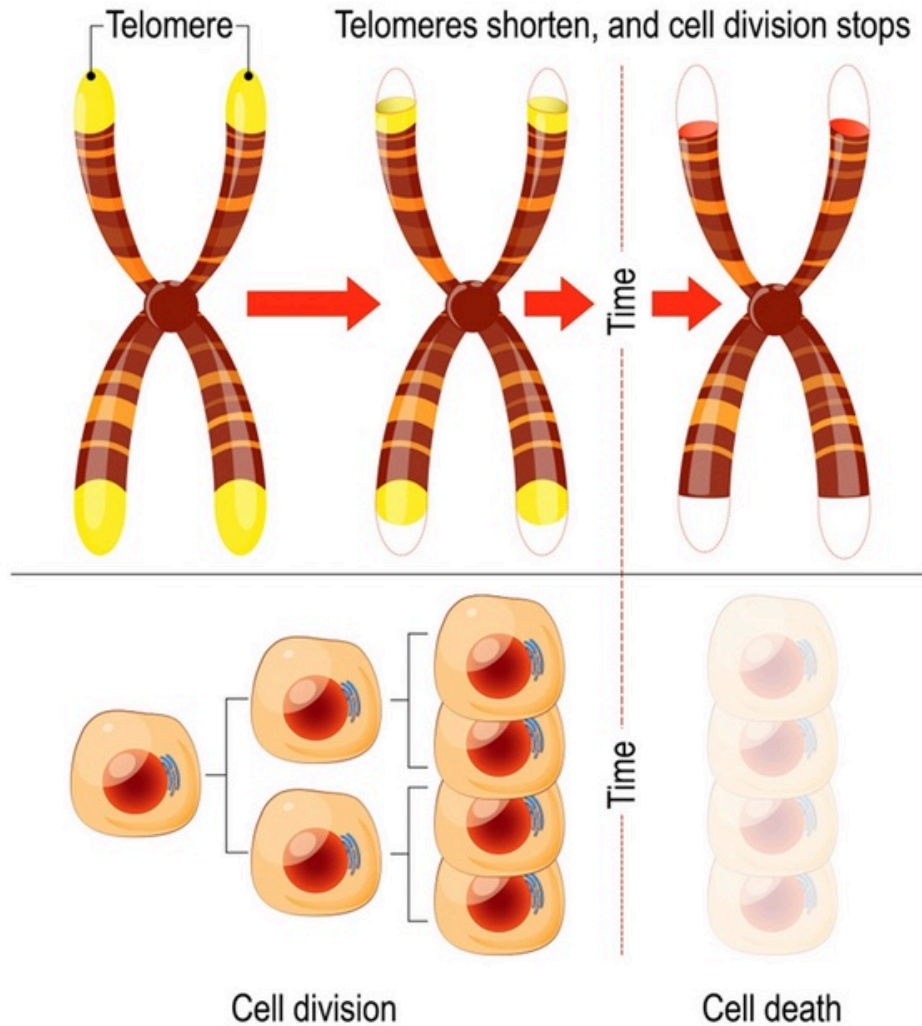
Adult stem cells (somatic stem cells) are resident in practically all of our body's tissues and organs. They act as self-renewing cell reserves to regenerate damaged tissues and replenish dying cells. They have the ability to create all the different cell types of the organ or tissue from which they originate.

As these stem cells age with us, their functional ability deteriorates causing this regenerative power to decline as we get older. There is much evidence that this deterioration plays a big part in the initiation of various diseases associated with aging.

Active intervention to protect stem cells and promote the proliferation of healthy circulating stem cells is required to offset the effects of aging and help our bodies regain homeostasis.

This can be achieved through the administration of specialized herbal extracts contained within StelomARE.

TELOMERE TARGET



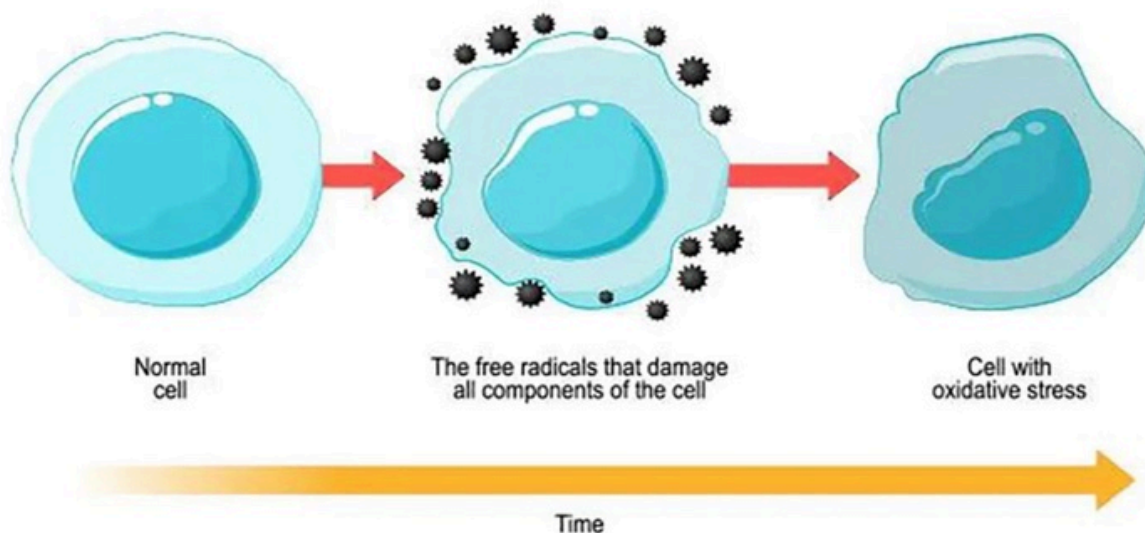
Telomeres are the caps at the ends of our chromosomes. They protect our genetic material much like shoelace tips prevent our laces from fraying and unraveling. Each time a cell divides to renew tissue, the associated telomeres lose a little bit of length. Eventually they become too short for cells to replicate which leads to cell death and damaged chromosomes, damaged DNA. This effects more and more cells over time, leading to overall tissue decline, disease, and the typical signs of aging.

Telomere length is a marker of biological age. Put quite simply, people with longer telomeres live longer and healthier.

Telomerase is the enzyme responsible for the maintenance of telomere length. Protecting, and even increasing the length of telomeres, can be attained through selective plant compounds that activate the healthy expression of the telomerase enzyme.

StelomARE includes these special compounds.

ANTIOXIDANT RESPONSE ELEMENT (ARE) TARGET



Freshly cut apples turn brown. Iron decays. This is the process of oxidation, and it's occurring inside our bodies as we literally rust from the inside out. As we breathe in oxygen to convert food into energy, unstable molecules, called free radicals, are spun off as part of that process. They are then neutralized by antioxidants that are naturally produced by our bodies and also attained through food intake.

Our body's ability to produce its own antioxidants declines significantly with age, causing an imbalance that is referred to as Oxidative Stress. Oxidative Stress leads to cell and tissue death, disease, and premature aging.

Our endogenous (internal) antioxidant system, controlled by the Antioxidant Response Element (ARE), is trillions of times more powerful than exogenous antioxidants attained through diet. This endogenous system requires a complex activation of three primary antioxidant enzymes that must be up-regulated in unison, otherwise detrimental effects can occur.

The ARE activation science is also included in the StelomARE product.

SYNERGIES

As previously communicated in the analogy of oil plus radiator and transmission fluids for automotive care and longevity, these systems are separate but interrelated for overall healthy lifespan. Stem cells, for example, are not immune to telomere shortening during replication, and Oxidative Stress causes cells to prematurely replicate and shorten telomeres more quickly. It's all part of a complex design that should be addressed systemically. As you target one, you target all.

FORMULATION METHODOLOGIES

StelomARE has been carefully crafted over the past ten years using strict formulation methodologies to achieve and enhance its performance.

StelomARE's ingredients are synergistic by design, meaning they amplify each other for a "whole that is greater than the sum of its parts" approach. The StelomARE active components need each other in a specific ratio to achieve this synergistic amplification effect.

Our cells "talk" to each other through complex transcription/signaling networks. StelomARE is designed for one cell to activate another, and so on, causing a powerful cascade response where trillions of cells are up-regulated. Therefore, StelomARE is less about the direct supplementation of certain compounds, and more about using combinations of compounds to trigger specific genetic responses in the body that are far greater in value.

StelomARE utilizes adaptogens, powerful compounds that help your body adjust to multiple biological stresses and issues, to achieve its necessary balanced state of homeostasis. Therefore, as StelomARE targets underlying factors for healthy longevity it also promotes general wellbeing.

You aren't what you eat. Rather, you're what you absorb. StelomARE is crafted to increase absorption and ultimate bioavailability at the cellular and sub-cellular level.



2.0 FORMULATION METHODOLOGY



2.1 THE FIVE PILLARS

Paul's "Five Pillars" approach to nutraceutical and cosmeceutical formulations is comprised of:

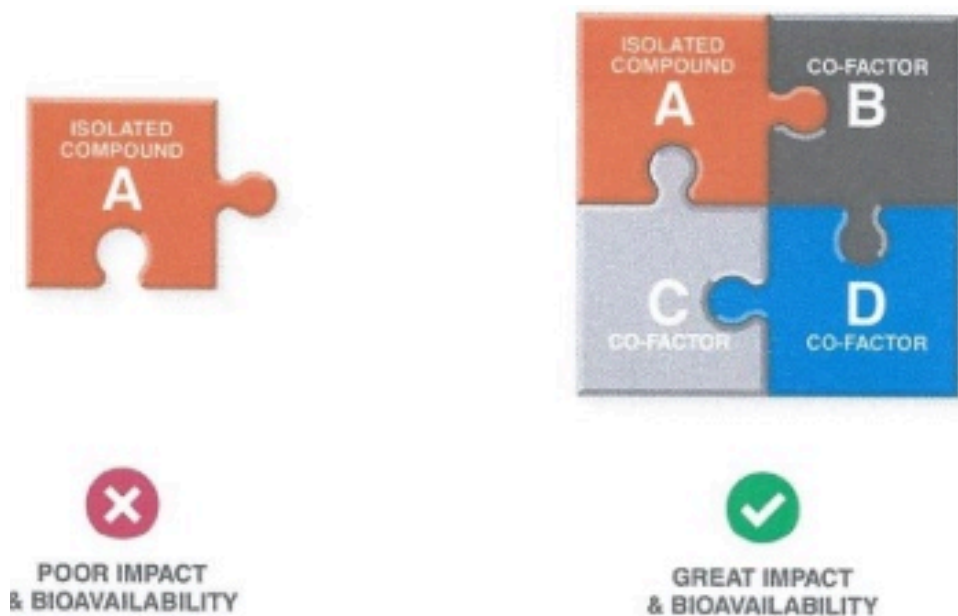
- 1.) **FULL-SPECTRUM** (keeping beneficial co-factors together, as nature intended)
- 2.) **SYNERGISTIC** (combining different ingredients that enhance the effectiveness of each other for greater overall impact)
- 3.) **CELL SIGNALING** (causing cells to talk to each other for a broader and more sustained result)
- 4.) **ADAPTOGENIC** (aiming for overall body health and equilibrium instead of just targeting specific symptoms and issues)
- 5.) **HI-ABSORPTION/BIO-AVAILABILITY** (enabling beneficial compounds to actually get used by cells instead of being flushed out)

Together, these five pillars provide a systemic health benefit where the "whole is greater than the sum of the parts" - **synergy**.

2.2 FORMULATION METHODOLOGY ANALOGY - PUZZLE PIECES

Paul is known in the nutraceutical industry as a professional who is able to put complex formulation and biological processes into easy-to-understand descriptions and analogies. His graphical representation of his formulation methodologies utilizes puzzle pieces to demonstrate the difference between low-impact and high-impact formulation outcomes.

2.2.1 FULL SPECTRUM (Full Extract Instead of Just Isolates)



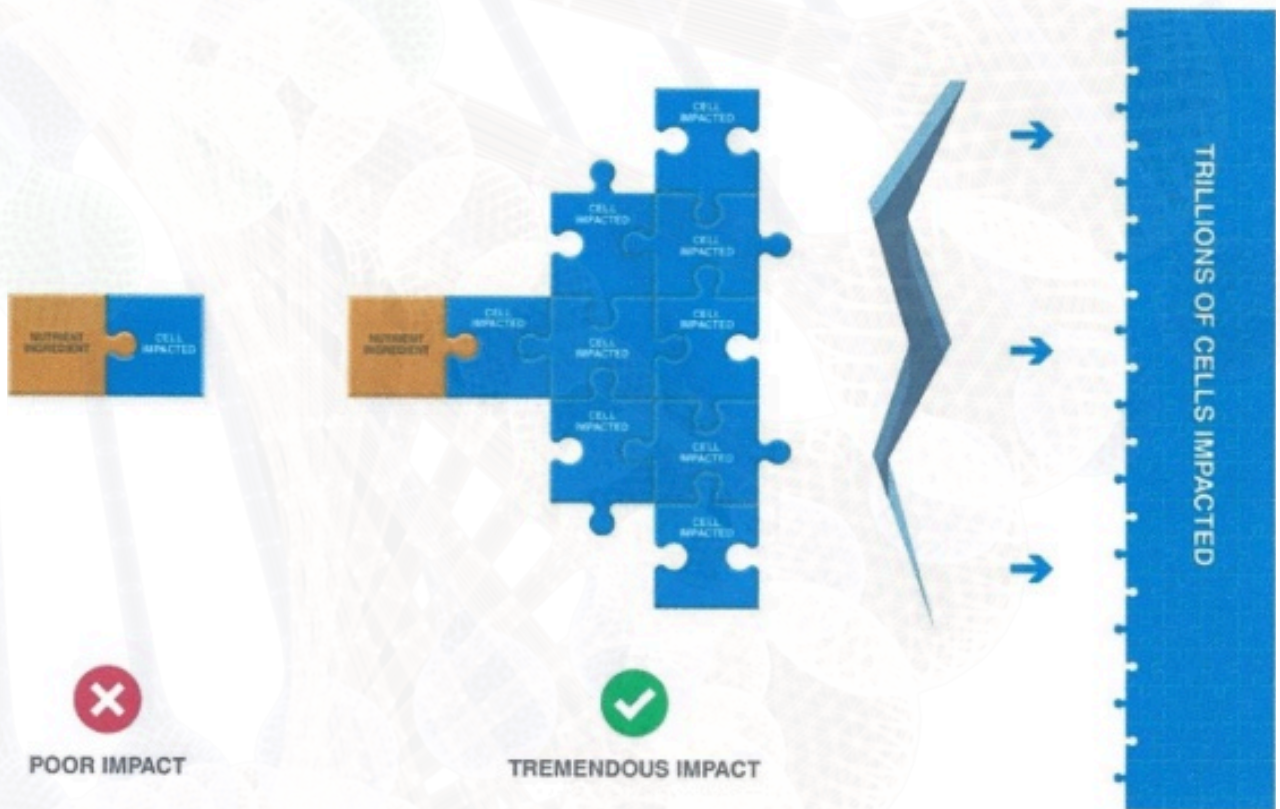
2.2.2 Ingredient Synergy



2.2.3 Micro-Encapsulation for Enhanced Bio-Availability



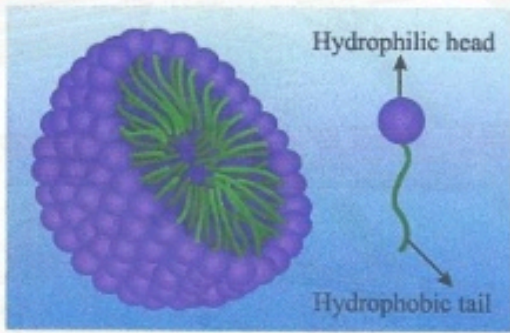
2.2.4 Cell Signaling (Trillions of Cells Impacted Through Cascade Response)



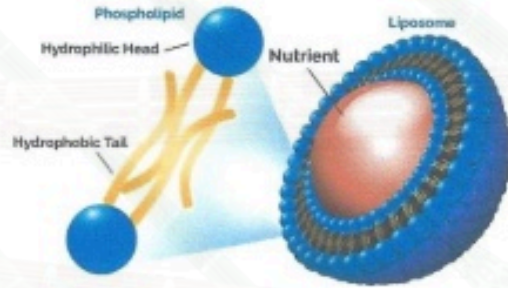
3.0 BIO-AVAILABILITY TECHNOLOGIES

Paul has aligned with four enhanced-bioavailability “RAD” (Rapid Absorption Delivery) technologies that are cutting-edge variations on Micelles, Liposomes, Cyclodextrin and Nutrient-Affinity structures.

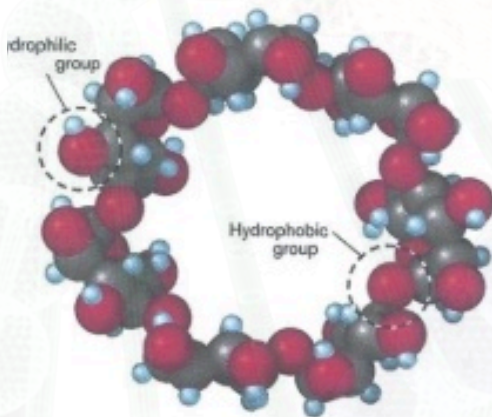
Micelle (Single-Layer Sphere)



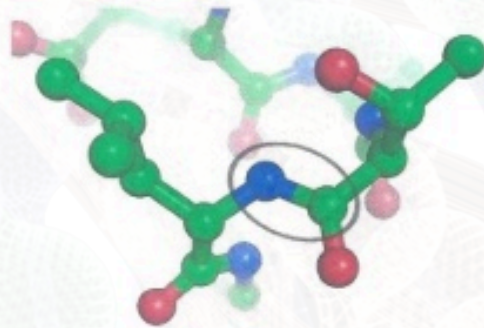
Liposome (Double-Layer Sphere)



Cyclodextrin (Ring)



Nutrient Affinity (Chain)



In addition to employing the very best examples of currently-available bioavailability technologies, Paul's has worked with manufacturers to create never-before-seen combinations of technologies that are currently going through patent process.

4.0 CURRENT FOCUS

4.1 Three-in-One Systems

Our bodies are comprised of numerous structural elements and biological processes that manifest as “3-in-1” systems that necessitates a comprehensive solution addressing all three requisite components. Due to limitations of knowledge, focus or economical dosage sizes, many scientists and formulators have pigeon-holed themselves into addressing certain aspects, instead of whole processes.

Some examples of these 3-in-1 systems include the three phases of the metabolic detoxification system; the related three catalytic antioxidants/reactions of the endogenous antioxidant defense system; the three cycles (each with three sub-cycles) of the metabolic redox system, and the three phases of the cellular energy storage/release system.

Because of Paul’s approach of maximizing ingredient compounds through synergistic interactions, combined with bioavailability considerations, he has been able to formulate products that can address these whole 3-in-1 systems effectively and economically.

4.2 Three-in-One Macro Approaches

From a more macro standpoint, there is also a 3-in-1 approach to healthy longevity and aging. There are numerous theories of aging, with three primary approaches that encapsulate them. These are the addressing of stem cells, telomeres (the end caps of chromosomes), and the activation of the Antioxidant Response Element (ARE). All three of these decline with age in the face of deficiencies and toxicities.

Paul is a world-renowned formulator in regards to ARE activation through the triggering of the Nrf2 gene. He has now completed a formulation that, not only improves upon his ARE products, but also incorporates the protection and proliferation of stem cells and the telomerase enzyme.