




### 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 Youth Gene Clusters (YGCs) 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 is a powerful product combination that works by targeting YGCs related to cellular purification and cellular energy production toward a more youthful time. 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>.

Be part of a true revolution in anti-aging. If you want to feel younger longer, you need ageLOC R<sup>2</sup>. Available only through Nu Skin, ageLOC is the perfectly balanced opportunity that combines proprietary products and exclusive, breakthrough science.

(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 can also feel worn down and tired.

This aging phenomenon is in part the result of the changing expression of our YGCs 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 YGCs 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 purifying and our cells begin to accumulate damage, cellular waste, and toxic byproducts. Everyone is concerned about environmental contaminants, but it's also important to target the buildup and damage from 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 the YGC associated with cellular purification.

## 2. AGE-RELATED VITALITY LOSS

Loss of physical vigor, reduced mental acuity, and the lack of sexual desire 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.<sup>1</sup> The source of this decline starts deep inside each of our cells, as tiny cellular “power plants” called mitochondria convert the energy from our foods 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 the YGC related to cellular energy production.

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### THE SOLUTION: RESETTING YGCs

Drawing on exclusive access to 30 years of anti-aging genetic research, Nu Skin is uniquely positioned to identify and target YGCs. With ageLOC science we have an understanding of how YGCs influence aging, and we are able to develop products that support the youthful expression of these YGCs 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 expression of YGCs associated with aging. We are now able to target the YGCs related to both **cellular purification** and **cellular energy production** to more youthful expression patterns—helping you feel younger, longer.

Think of the body as an incredibly intricate orchestra of genes. With an orchestra, you see and hear how each beautiful sound comes from groups of instruments to create the finished piece. Just as instruments in an orchestra play as a group, genes work in clusters—the youthful expression of each gene working harmoniously within the cluster. When the orchestra is in balance and in tune and all the sections are in perfect harmony, the result is a perfectly inspiring and beautiful musical piece.

Similarly, YGCs express themselves youthfully to promote optimal cellular purification and cellular energy production. With age, YGC expression may change and get out of balance, just as instruments lose their pitch and play out of tune. Like any good conductor, ageLOC science identifies and targets the groups that aren't performing up to par.

Then, it's a matter of retuning the musical instruments and leading the group to play harmoniously once again.

ageLOC R<sup>2</sup> brings ageLOC science to the product level to target the YGCs related to cellular purification and cellular energy production toward a more balanced and youthful state.

### PRIMARY BENEFITS AND FEATURES

- Targets aging at its source.\*
- Promotes healthy YGC 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 provides critical nutrients needed for the body's cellular purification systems, cellular energy production, and optimal cellular function. It also provides dietary sources of antioxidants for added protection from oxidative stress. LifePak/LifePak Nano provides ultimate antioxidant protection and 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™ and Venix should transition to ageLOC R<sup>2</sup> for broader benefits. For more exercise and post-workout benefits, add OverDrive™.\*
- **ageLOC® Skin Care Products**—great companions to ageLOC R<sup>2</sup> because targeting YGCs 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 YGCs related to cellular energy production. Second, ageLOC R<sup>2</sup> Night targets YGCs 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 daily 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 target 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 functional related genes were identified, dozens of natural compounds were screened *in vivo* in laboratory studies. 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 1<sup>st</sup> World Congress on Targeting Mitochondria, and the Second Conference on Environmental Stressors in Biology and Medicine.

Is ageLOC R<sup>2</sup> intended to replace the benefits of LifePak®?

ageLOC R<sup>2</sup> does not replace the benefits of LifePak. Although the ability to target YGCs is optimized in the presence of adequate nutrition, ageLOC products function separately from LifePak products. For optimal YGC targeting and nutritional benefits, ageLOC R<sup>2</sup> users should also use the LifePak product of their choice.

Is ageLOC R<sup>2</sup> safe for long-term use?

ageLOC R<sup>2</sup> targets purification and energy production at the cellular level by targeting YGCs to a more youthful gene expression pattern. Because ageLOC R<sup>2</sup> works with the cell's own purification and energy production systems it is safe for long-term use.

### DIRECTIONS FOR USE

**Suggested Dosing:** Take six (6) ageLOC R<sup>2</sup> Day capsules in the morning, and take two (2) ageLOC R<sup>2</sup> Night capsules in the evening.

### 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.

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

Supplement Facts		Servings Per Container 30
Serving Size 2 Capsules		
AMOUNT PER SERVING:		% DAILY VALUE
ageLOC® R <sup>2</sup> Night 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.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. www.nuskin.com



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

Supplement Facts	
Serving Size 6 Capsules	Servings Per Container 30
AMOUNT PER SERVING:	% DAILY VALUE
ageLOC® R <sup>2</sup> Day Blend	2270 mg *
Cordyceps Cs-4 Mushroom Mycelia ( <i>Cordyceps sinensis</i> [Berk.] Sacc.), Pomegranate ( <i>Punica granatum</i> ) Fruit Extract, Pharmanex Asian Ginseng Rb1 ( <i>Panax ginseng</i> ) Root Extract	
* Daily Value not established.	

#### OTHER INGREDIENTS

Microcrystalline Cellulose, Capsule (Gelatin, Titanium Dioxide), Stearic Acid, Silicon Dioxide.

#### 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. Do not use if safety seal is broken or missing. May contain soy and peanuts.

#### GUARANTEE

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

<sup>1</sup> Datamonitor: Global Consumer Fatigue Report. April 2009.

<sup>2</sup> Based on Consumer Use Survey of ageLOC R<sup>2</sup> Day.



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