

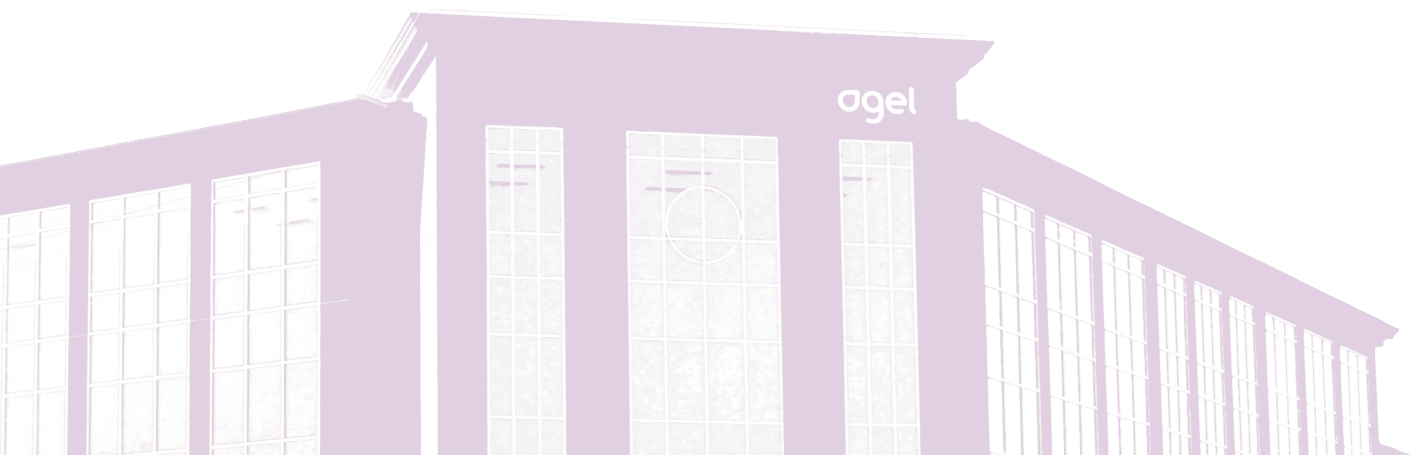
agel[®]



PRODUCT PROFILE

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PRODUCT PROFILES

who we are...

Agel Vision

The Global Leader in Suspension Gel Technology based Nutritional Products

Agel Purpose

AGEL and our Product Profiles in *Innovation, Research, Quality and Safety* provide the necessary components for a confident, well-informed community of empowered team members through:

- Safe and beneficial products
- Clear and organized information
- Compliance to well-defined systems



Marketing Summary

Lose free radicals and gain better health

*Variety is the spice of life and helps to sustain it too. By combining a variety of exotic fruits and plant extracts, EXO provides a complete spectrum of antioxidants that support good health and well-being**.*

The best natural ingredients

EXO is a unique and perfectly balanced blend of exotic fruits and plant extracts. Some of these fruits and extracts are already well known and well regarded by those interested in health and well-being*. These celebrated sources of health include sea buckthorn, elderberry, and aronia to name a few. But EXO also contains many, many other sources of antioxidants in a rich and tasty blend.

The best are even better together

Each of these exotic fruits and plant extracts is incredibly good for your health, but they are even better together which means that EXO contains a wider range of nutritive qualities than products that offer only one active ingredient. EXO's unique combination of ingredients offers you literally hundreds of naturally occurring antioxidants in one convenient serving.

Lose free radicals and gain better health**

Antioxidants are essential to living well. They're also essential to cellular health, thanks to their ability to neutralize free radicals. What does that mean for you? It means that EXO supports those body functions that help us cope with the stress of a hectic lifestyle and an environment full of pollutants. In fact, eliminating free radicals supports healthy cells and helps maintain that young, vibrant, healthy look and feel**.

**Traditional use claims have not been verified by modern scientific research.*

***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.*

Products shown may not be available in every location and where available may be for personal use only.

Research

MONOGRAPH

Product History & Traditional Use

EXO is has a rich history of traditional use that is summarized below. Although, traditional has not been verified by modern scientific research, there is a growing body of research evidence to support the use of EXO phytonutrients as a valuable

supplement to health. EXO can be used for over-all health and wellness in much the same manner that Chicken Noodle Soup is used traditionally to strengthen and provide support against exposure to environmental and biological concerns that all of us face (pollution, virus, germs, longevity, age related impacts, immune support).

EXO INGREDIENT	PHYTONUTRIENT	TRADITIONAL USE*
Concord Grape	Anthocyanidins	Visual acuity
Pomegranate	Polyphenols, flavonoids, vitamin C	Cardiovascular, Circulatory
Cranberry	Anthocyanidins	Urinary, Kidney
Aronia	Anthocyanidins	Visual acuity
Blueberry	Anthocyanidins	Visual acuity
Elderberry	Sambucol	Colds, Fever, Coughs
Acerola	Vitamin C, Bioflavonoids	Antioxidiant
Sea Buckthorn	Vitamin C	Antioxidiant
Rooibos	Phenolic compounds, flavinoids	Immune, chemopreventative agent, allergies, antioxidant, nervous tension
Bilberry	Anthocyanidins	Detoxification & Cleansing
Prune	Fiber	Constipation
Noni	Fiber, Polysaccharides,Flavonoids	Urinary, Bowel Irregularities, Resistance
Wolfberry/Goji	Polysaccharides Carotenoids	Longevity, Immune, Vision
Aloe	Polysaccharides	Healing agent Anti-Inflammatory

*Traditional use clams have not been verified by modern scientific research.

Research

MONOGRAPH

EXO INGREDIENT	PHYTONUTRIENT	TRADITIONAL USE*
Gac	Vitamin E, Lycopene, Carotenoids,	Visual acuity
Mangosteen	Polyphenols, tannins, xanthones	Preventative agent, immune
Acai	Polyphenols	Antioxidant

EXO Features

- 1** Complex array of phytochemicals with antioxidant potential
- 2** Scientific literature suggests a varied selection of antioxidants is more effective than consuming antioxidants derived from fewer sources.
- 3** Impressive ORAC rating based on a diversity of up to 17 of botanical based ingredients. ORAC or the oxygen radical absorbance capacity is a measure of the antioxidant potential.
- 4** Provides support to your daily intake of fruits and vegetables
- 5** Halal and Circle K kosher certified
- 6** Free radical neutralization



Scientific Summary

EXO FORMULATIONS

EXO occurs in two formulations (European Union and US formulas). The reason for multiple Agel formulas is to accommodate the specific requirements set forth by the regulating agencies in each country or market.

EU Formulation

- 11 botanical ingredients

US Formulation

- 17 botanical ingredients
- US ingredients not in EU formulation: Noni Juice, Lycium (Wolfberry), Aloe Vera, Gac, Mangosteen, Acai.

Both EU & US Formulation

- Grape Concord Puree, Cranberry Puree, Aronia Juice, Bilberry Puree, Blueberry Puree, Pomegranate Juice, Acerola Puree (Juice), Rooibos Tea Extract, Prune Puree (Juice), Sea Buckthorn Puree (Juice), Elderberry Puree (Juice).
- The same weight amount and percent of the fruit/botanical per packet. Both have 18-20 grams of juice derived ingredients per packet.
- Prune Puree (Juice) from the fruit of *Prunus domestica*. A concentrated source of phytonutrients that have a long history of use.
- EU and US formulas vary in the number of ingredients that are used to comprise the juice blend per packet.



Scientific Summary

KEY INGREDIENTS

Common Ingredients for EU & US Formulas

- Grape Concord Puree from *Vitis vinifera* fruit extract. A delicious darkly pigmented fruit containing flavanols, anthocyanidin and proanthocyanidin compounds to neutralize free radicals. These compounds have been recognized as an important element of the Mediterranean diet responsible for good health.
- Cranberry Puree from the fruit of *Vaccinium macrocarpon*. A native North American high in phenolic compounds including anthocyanidins to provide free-radical scavenging.
- Bilberry Puree from the fruit of *Vaccinium myrtillus*. Members of the *Vaccinium* genus include Cranberry, Blueberry and Bilberry and each have a tart tang. Each are super-fruits and loaded with phytonutrients to support health.
- Pomegranate Juice from the fruit of *Punica granatum*. The historical use of Pomegranate is being actively researched for its polyphenols and related compounds.
- Rooibos Tea Extract from the herb of *Aspalathus linearis*. An African shrub and popular tea for the constitution based on polyphenol content. This tea and other EXO ingredients do not contain caffeine.
- Prune Puree (Juice) from the fruit of *Prunus domestica*. A concentrated source of phytonutrients that have a long history of use.
- Sea Buckthorn Puree (Juice) from the fruit of *Hippophae rhamnoides*. Highly regarded for its Vitamin C content and loaded with phytonutrients. This is a popular and nutritional ingredient from Asia.
- Elderberry Puree (Juice) from the fruit of *Sambucus nigra*. Another of the darkly pigmented fruits with astringent properties from flavonoids and other phenolic compounds.
- Acerola Puree (Juice) from the fruit of *Malpighia glabra*. Also referred to as Ground Cherry or West Indian Cherry. Phytonutrient dense and considered one of the leading sources of naturally occurring Vitamin C. Vitamin C is well known for its role in scurvy prevention thru supporting the body's connective tissues including collagen and skin.

US Formula Ingredients Only

- Noni Juice from the fruit of *Morinda citrifolia*. A tropical and Polynesian shrub with a chemical profile (proxeronine and xeronine) that complements the other ingredients and phytonutrients in EXO.
- Lycium (Wolfberry) from the fruit of *Lycium barbarum*. Also referred to as “Goji Berry”. A nutrient dense super-food used by Chinese Olympic athletes.
- Aloe Vera from the leaf of *Aloe vera* or *barbadensis*. Nutrient rich ingredient containing minerals, essential amino acids, vitamins, and antioxidant phytochemicals.
- Gac from the deeply red fruit of *Momordica cochinchinensis*. This botanical is from Asia. As the deep red fruit indicates, it is loaded with pigmented nutrients including carotenoids, lutein, lycopene.
- Mangosteen from the fruit of *Garcinia mangostana*. An Asian fruit with polyphenolic compounds including xanthones. In the same genus of plants as *Garcinia cambogia* (key ingredient in FIT).
- Prune Puree (Juice) from the fruit of *Prunus domestica*. A concentrated source of phytonutrients that have a long history of use.
- Acai from the Amazon rainforest. A fruit from *Euterpe oleracea*. Rich in phytonutrients that support overall wellness with more than 30 times the anthocyanins in red wine grape. Anthocyanins are reported to be a key nutrient in the Mediterranean diet. phytonutrients. This is a popular and nutritional ingredient from. Asia.

Complementary Products

- EXO and GRN support a healthy diet of fruits and vegetables with wide spectrum of phytonutrients for over-all health and wellness.
- EXO and UMI support a strong resistance to free radicals for enhanced antioxidant and immune potential.



Scientific Summary

SUPPORTING A HEALTHY LIFESTYLE

A healthy diet, exercise, & EXO fruit blend nutrients

- Support healthy and normal aging
- Complete spectrum of phytonutrients for normal aging process
- Avoid premature aging
- Supports against rapid aging processes or premature aging by antioxidant potential and free radical neutralizer

A holistic balanced lifestyle can lead to a synergistic impact. The following are lifestyle practices that will complement the use of EXO, diet, & exercise

- Demonstrate your gratitude through AgelCares.
- Sleep and recharge your system with rest
- Learn to relax, meditate and avoid stress
- Avoid negative environmental influences (excessive sun, industrial pollutants, free radicals, trans-fatty acids, cigarette smoke)
- Attitude is everything. Be positive.
- Listen to your body

Product Label

Take one Agel EXO packet a day

Supplement Facts

Serving Size: 1 Packet (21g) Servings Per Container: 30

Amount Per Serving	% Daily Value *	
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Calories	15	
Total Carbohydrates	3 g	1%
Sugars	3 g	†

Proprietary Blend	20 g	†
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Dark Grape Puree, Blueberry Puree, Cranberry Puree, Aronia (*Aronia melanocarpa*) Juice from Concentrate, Pomegranate Juice from Concentrate, Acerola Puree, Elderberry Juice, Prune Juice, Noni Puree, Bilberry Juice, Wolfberry Juice, Aloe Vera Juice from Concentrate, Gac (*Momordica cochinchinensis*) Fruit Juice, Sea Buckthorn Juice, Mangosteen Juice, Roobios Tea Extract, Acai Juice

* Percent Daily Values are based on a 2,000 calorie diet.

† Daily Value not established.

Agel® EXO combines the world's most powerful and exotic fruits and berries—some foreign, some familiar, yet all extremely beneficial. It's a highly concentrated gel made up of antioxidant-rich fruits and plants, therefore the efficiency and health benefits of these important compounds are greatly enhanced.

Nutritional Supplement

Patent Pending Suspension Gel Technology.

Other Ingredients: Fructose, Natural Flavors, Xanthan Gum, Guar Gum, Sodium Benzoate.



Approved Claims

Key Ingredients

EXO Proprietary Juice Blend

APPROVED	NOT APPROVED
Agel EXO combines the world's most powerful and exotic fruits and berries-some foreign, some familiar, yet all extremely beneficial	EXO is an anti-oxidant. EXO contains a rich blend of FDA proven antioxidant phytonutrients.
It's a highly concentrated gel made up of 17 -phytonutrient-rich fruits and plants, therefore the efficiency and health benefits of these important compounds are greatly enhanced.	EXO stimulates the immune system and fights off cancer before it can become serious.
Variety is the spice of life and helps to sustain it too. By combining a wide variety of exotic fruits and plant extracts, EXO provides you with a complete spectrum of phytonutrients critical to wellness.	EXO and ingredients are proven safe and effective.
The best natural ingredients. EXO is unique and perfectly balanced blend of exotic fruits and plant extracts. Some of these fruits and extracts are already well-known and well-regarded by those interested in health and well-being. These celebrated sources of health include sea buckthorn, mangosteen, and acai to name a few. But EXO contains many, many other sources of phytonutrients in a rich and tasty blend.	Get well with EXO. Say good-bye to the common cold. Increase your performance.
The best are even better together.	Stay young with the power of EXO and exotic fruits. Slow down symptoms of aging.
Lose free radicals and gain better health.	Modern research has verified the traditional use of EXO ingredients (should be "has not")
What can EXO do for you?	Hundreds of antioxidants. Shields the body from free radicals. Combats signs of normal, age-related decline.

Safety Cautions

& ASSESSMENT

- 1** Key Ingredients: Fruits, herbs and concentrates from up to 17 botanicals
- 2** Pregnant or lactating women (or those planning pregnancy) should consult their physician prior to using this product.
- 3** Seek medical advice if you are taking medications or if have an existing medical condition.
- 4** If you are planning a surgery, disclose use of Agel EXO and all other dietary supplements to your physician.
- 5** A dosage of 1-2 Agel EXO packets a day can be safely used by most people. Additional packets can be consumed as needed. The recommended daily maximum dosage is 4 packets of EXO.
- 6** EXO is intended for adult use. It is not intended for use in young children. Consult with your healthcare professional prior to using in young children.
- 7** Do not use this product if you are allergic to any of the ingredients in EXO.
- 8** Many of the EXO ingredients have a long history of safe use as foods and for traditional medical use.
- 9** If you experience any unexpected event or reaction to usage of EXO contact Agel at 3400 N. Ashton Blvd, Suite 500, Lehi Utah or call 1-801-407-5200 or 1-801-407-8801

Age Guidelines

FOR USE

AGE GROUP CLASS	APPROXIMATE AGE	USE RECOMMENDATION
Newborn	Birth to one month of age	Not recommended for use
Infant	One month to 2 years	Not recommended for use
Child	2 years to 12 years	Check physician before use
Adolescent	12 years to 17 years	1 packet daily
Adult	17 years and older	1-2 packets daily or as needed

Agel Guidelines

- 1** Individual conditions should be considered when considering use, including weight, sex, pre-existing medical conditions, sensitivity or allergic reactions to ingredients, use of prescription medication or other drugs.
- 2** The adult use recommendation for adults EXO is 1-2 packets daily or as needed. The term “or as needed” denotes that individuals may select more than 2 packets daily based on individual need, however, the daily maximum dosage recommended is 4 packets.
- 3** Individuals should begin Agel product use with one Agel product at the lowest dosage and increase dosage and add other complementary Agel products as needed.

Product Shelf Life

Agel EXO has a shelf life of 18 months when stored under ambient conditions.

Glossary

Antagonistic Having an opposing effect especially in the interaction of two or more substances such that the overall action of any of the substances is less than the action of any of the individual substances.

Anthocyanidins Soluble blue to red pigmented chemical compounds in plants that are associated with biological activity.

Antioxidant A chemical compound that inhibits oxidation and free radicals.

Bioflavonoids A type of flavonoid and related to the flavonoids. Based on chemical compounds with a flavan-3-ol structure. Also referred to as catechins.

Carotenoids A terpene based organic compound in plants associated with biological activity

Cofactor A substance or element that needs to be present to activate the biological action of a chemical compound or complex.

Detoxification (detox) The process of deactivating or eliminating harmful substances from the body.

Flavonoids Plant secondary compounds referred to as Vitamin P and associated with vascular capillary permeability (activity).

Free Radicals A radical occurs when an electron is removed from a stable atom or molecule. Radicals are highly reactive compounds and may trigger undesired activities. Free radicals are also referred to as radicals.

Lycopene A bright red carotene compound found in plants (typically in tomatoes and other red pigmented fruits) and considered to be an antioxidant.

ORAC Oxygen Radical Absorbance Capacity a measure or test of the anti-oxidant potential of a substance (food, supplement, chemical compound). A high ORAC value measurement indicates a high anti-oxidant activity.

Polyphenols A class of organic molecules comprised of multiple phenol groups. Associated with metabolic activities such as antioxidant and anti-aging.

Proanthocyanidins A type of polyphenol (based on flavonols) present in plants that provide flavor, protective, antioxidant and other biological activities.

Synergistic Cooperative action among distinct parts such that the total effect is greater than the additive sum of the parts taken independently.

References

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- Woolley, Cole. Ageless Nutrition 2nd Edition. Orem UT: Nutritional Sciences LLC. 2005.

Additional Resources

[Agel Product Profiles and Organization](#)
[Agel Suspension Gel Technology FAQ](#)
[US Regulatory Requirements](#)
[European \(EU\) Regulatory Requirements](#)
[Agel Primary Use for All Agel Products](#)
[Responsible Use of Agel Nutritional Supplements](#)
[Agel Compliant Claim Guidelines for All Products](#)
[Agel Product Shelf Life \(All Products\)](#)
[Agel Quality \(QA/QC 2011\)](#)
[Product Profiles Listing of Item Numbers and Release Dates](#)
[Product Certification \(Halal and Kosher Lists\)](#)
[Agel Glossary \(All Products\)](#)
[Agel Product Shelf Life](#)
[Agel Quality \(QA/QA 2011\)](#)

