

New in 2024: Let's Recap

January

June



January

February

February

March

May

May

August

August

Bronchial Clear™
Ivy Leaf Extract

Supports Healthy Lung & Upper Respiratory Function*

Soothing Relief for Occasional Cough**
Non-Drowsy, Non-Jittery
Supports Clearing of Mucus**

90 TABLETS
DIETARY SUPPLEMENT

Aronia Berry Complex™

Supports Heart Function & Healthy Aging*

Blood Pressure & Cholesterol Balance**
Cellular Protection**

60 CAPSULES
1 Month Supply
DIETARY SUPPLEMENT | VEGAN

Full Spectrum Olive Extract EP20™
Leaf & Fruit Extract

Powerful Antioxidant Protection**

Heart, Brain, & Immune System Health*
Healthy Aging*

60 CAPSULES
2 Month Supply
DIETARY SUPPLEMENT | VEGAN

Complete Testosterone Support*

Lean Muscle Mass
Sex Drive & Energy*

with Ashwagandha, Boron, DIM, DHEA, and Zinc

30 CAPSULES
1 Month Supply
DIETARY SUPPLEMENT | VEGAN

Urinary Tract Intensive Support™

with Cranberry, D-Mannose & Vitamin C

60 CAPSULES
1 Month Supply
DIETARY SUPPLEMENT | VEGAN

Bronchial Clear™
Ivy Leaf Extract

Supports Healthy Lung & Upper Respiratory Function*

ENHANCED ABSORPTION†

Soothing Relief for Occasional Cough**
Non-Drowsy, Non-Jittery
Supports Clearing of Mucus**

60 CHEWABLE TABLETS
DIETARY SUPPLEMENT | VEGAN

PEA Healthy Inflammation Response**
With Serratiopeptidase

ENHANCED ABSORPTION†

Exercise Recovery
Joint Comfort
Healthy Mood*

60 CAPSULES
DIETARY SUPPLEMENT | VEGAN

Lactoferrin
With Propolis Extract EP300*

Supercharged Immune Support*

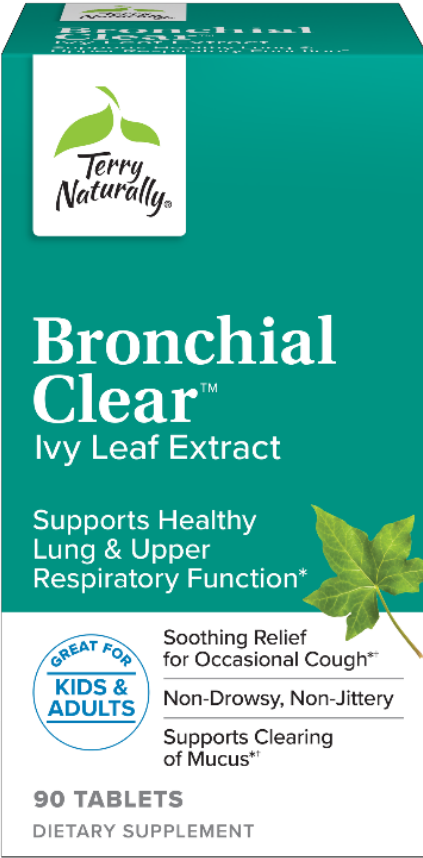
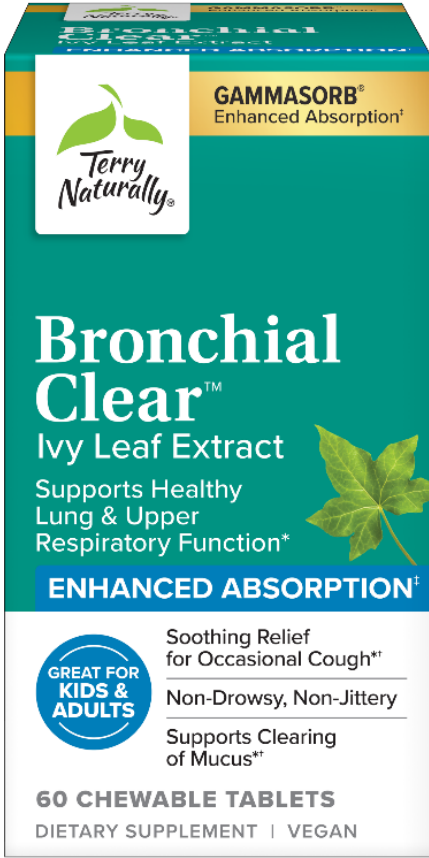
ENHANCED ABSORPTION†

Respiratory, Ear, & Intestinal Support*
Healthy Bacterial Balance*

30 CHEWABLE TABLETS
1 Month Supply
DIETARY SUPPLEMENT

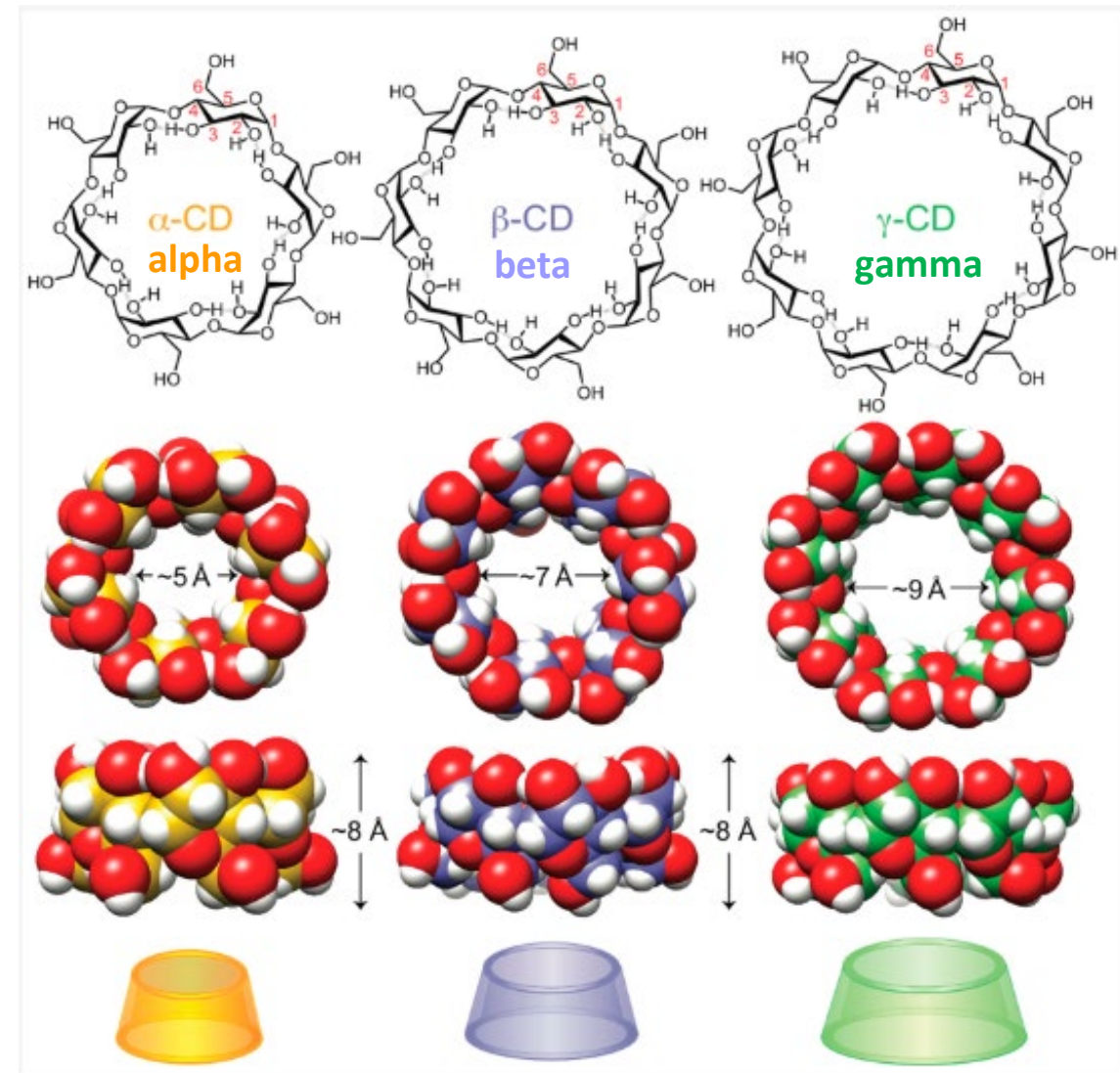


Standardized Ivy Extract



Boosted Absorption

- Gamma cyclodextrin is the largest (biggest size) and the newest of the cyclodextrins used for pharmaceuticals and supplements
 - Supplement nutrients are larger than drugs, requiring the largest cyclodextrin
 - Not just for increasing absorption – also ideal for improving taste (masks the taste) and stability
 - Stabilizes active material (half life and shelf life)



Bronchial Clear

Bronchial Clear Chewable

- For the lungs and respiratory system*
 - Relieves cough*^
 - Helps clear mucus*^
- Two dosage options – tablet and chewable
 - Both contain standardized ivy extract; chewable tablet formulated with GammaSorb®
- Safe and effective for kids

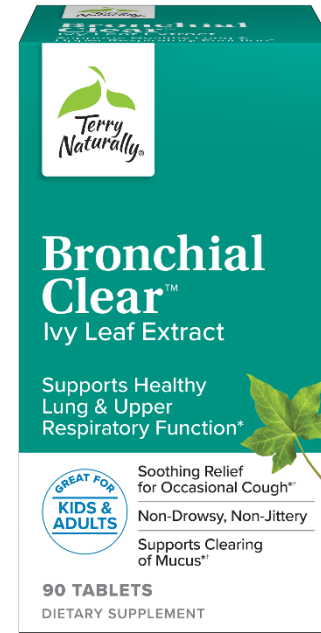
Chewable tablets: Adults and children (6 years old and up), 1 chewable tablet daily, when needed. May increase to 1 chewable tablet twice daily, when needed.

Tablets: Adults, 1 tablet 3 times daily; Children ages 6 and up, 1 tablet twice daily



SUPPLEMENT FACTS		
Serving Size: 1 Chewable Tablet		
Servings Per Container: 60		
Amount Per 1 Tablet:	%DV	
Total Carbohydrate	< 1 g	< 1%†
Total Sugars	0 g	
Sugar Alcohol (xylitol)	1 g	
English Ivy (<i>Hedera Helix</i>) Leaf Extract standardized to contain ≥ 10% hederacoside C	50 mg	**

**Daily Value (DV) not established.
†Percent Daily Values (DV) are based on a 2,000 calorie diet.



SUPPLEMENT FACTS		
Serving Size: 1 Tablet		
Servings Per Container: 90		
Amount Per 1 Tablet:	%DV	
English Ivy (<i>Hedera helix</i>) Leaf Extract standardized to contain ≥ 10% hederacoside C	50 mg	**

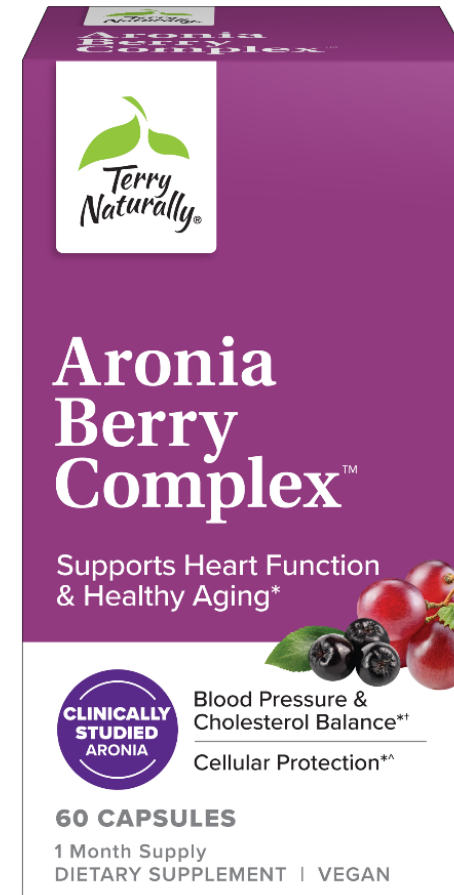
**Daily Value (DV) not established.

^Relief of occasional cough and mucus associated with hoarseness, dry throat, and irritants

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Aronia and French Grape Seed



Versatile, Powerful, and Effective Superfruit

- **Aronia**, or Black Chokeberry
- High in beneficial **plant polyphenols** with benefits for all body systems



You will not die as quickly from lack of polyphenols as lack of the other essential classes of nutrients, but you cannot live a long and healthy life without them. That is why scientists call them “lifespan essentials.”

VX1[®] French Grape Seed: Never Adulterated!



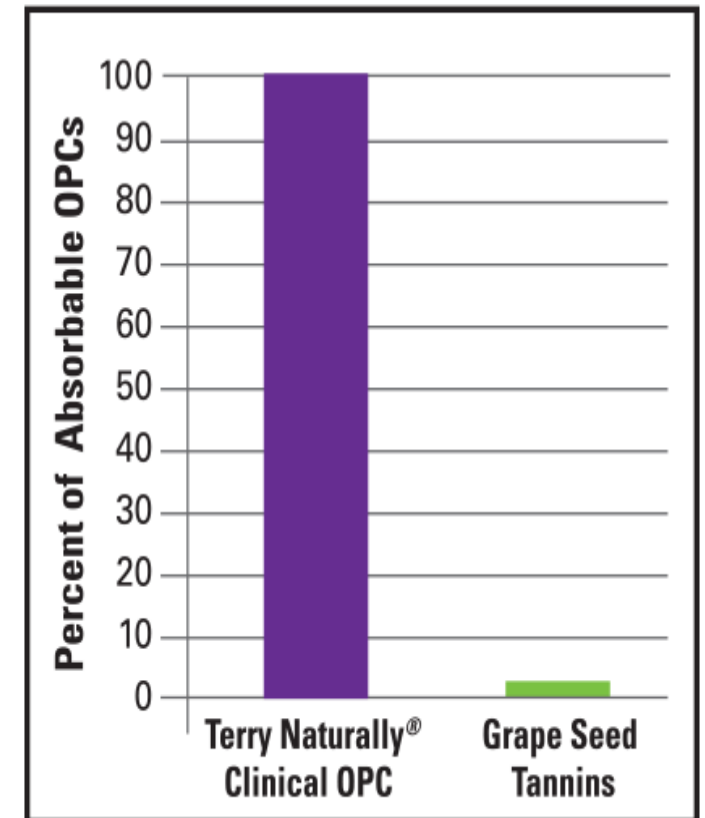
VX1 is verified by independent, third-party laboratory testing to be real grape seed, not adulterated with peanut skins

Featuring 100% Absorbable Oligomeric Proanthocyanidins (OPCs)

- Low molecular weight
- Easy absorption
- Significant health benefits

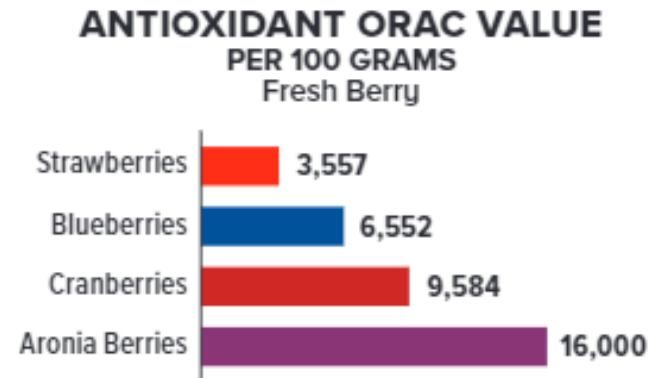


French Grape Seed Extract VX1
OPCs—Tannin Free
For Greater Absorption!

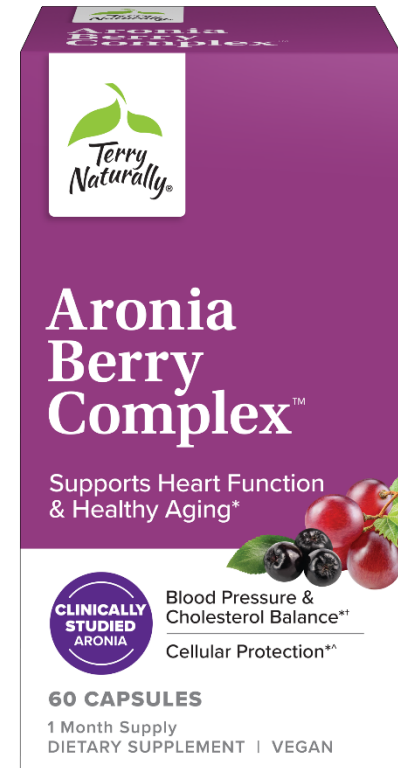


Aronia Berry Complex

- **New formula featuring clinically studied aronia extract AB40™**
 - Standardized to 40% polyphenols
 - High ORAC antioxidant value
- **Paired with French Grape Seed Extract VX1**
 - Six scientific studies
 - Tannin free, never adulterated



Aronia berries grown in Europe; aqueous extract and spray dried.



SUPPLEMENT FACTS		
Serving Size: 1 Capsule		
Servings Per Container: 60		
Amount Per 1 Capsule (Veg):		%DV
Proprietary Complex	200 mg	**
Aronia (<i>Aronia melanocarpa</i>) Berry Extract (AB40™) standardized to ≥ 40% total polyphenols		
French Grape (<i>Vitis vinifera</i>) Seed Extract (VX1®) standardized to contain ≥ 99% polyphenols and ≥ 80% OPCs (Tannin Free)		
**Daily Value (DV) not established.		

Recommendations: 1 capsule twice daily.

†Supports healthy levels already within normal range

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**Full Spectrum
Olive Extract**



When to recommend

- Healthy aging*
- Brain and Nerve function*
- All body systems
 - Heart
 - Immune
 - Vision
 - Blood sugar*†



†Supports healthy levels already within normal range

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Olive Extract

- Standardized olive leaf and fruit in a single extract
- Provides a fuller range of beneficial compounds
 - Oleuropein
 - Oleanoic acid
 - Hydroxytyrosol
 - Tocopherols
- Antioxidant for the heart, brain and immune system, as well as healthy aging*

Recommendations: 1 capsule daily.



SUPPLEMENT FACTS

Serving Size: 1 Capsule
Servings Per Container: 60

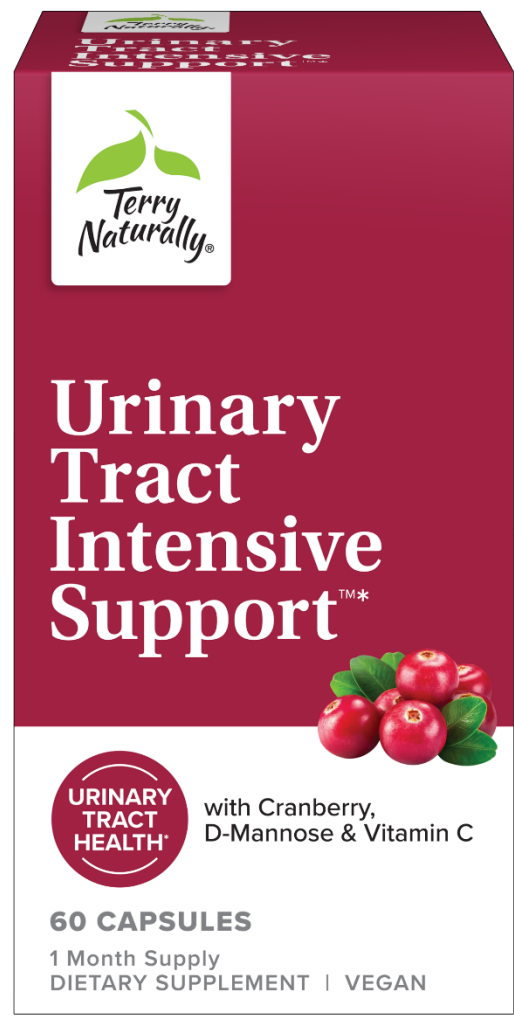
Amount Per 1 Capsule (Veg):	%DV
Olive (<i>Olea europaea</i>)	500 mg **
Leaf and Fruit Extract (EP20™)	
standardized for oleuropein (≥ 100 mg), oleanoic acid (≥ 65 mg), hydroxytyrosol (≥ 15 mg), and tocopherols (≥ 15 mg)	

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**Standardized
Cranberry
Powder**



Urinary Tract Intensive Support*

- **Triple action support for urinary tract health***
 - healthy bladder walls
 - healthy pH levels in the urinary tract
 - no adverse effects on normal microflora*
- **Three proven ingredients**
 - standardized whole cranberry powder: 6% quinic acid, one of cranberry's most beneficial compounds
 - plus D-mannose and vitamin C
- **Urinary tract, kidney, and bladder support for both men and women***

Recommendations: 2 capsules daily.

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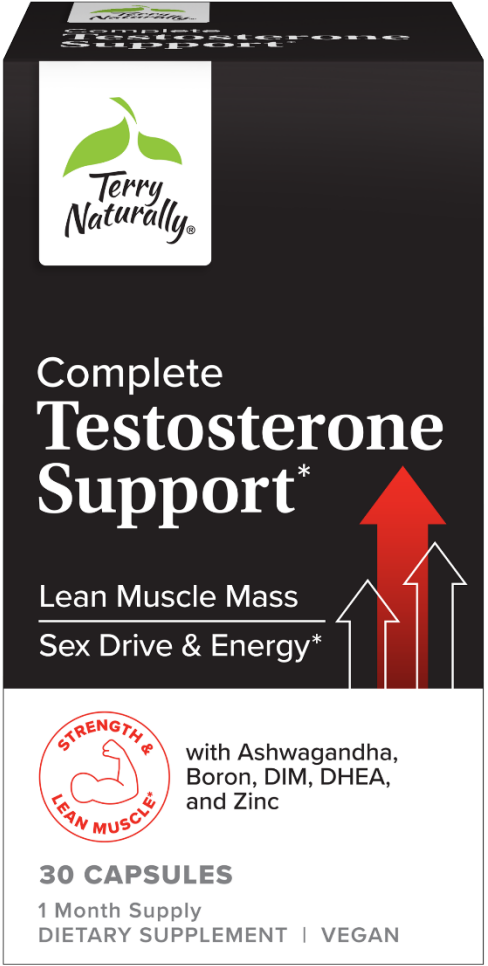


SUPPLEMENT FACTS		
Serving Size: 2 Capsules		
Servings Per Container: 30		
Amount Per 2 Capsules (Veg):	%DV	
Calories	5	
Total Carbohydrate	1 g	< 1%†
Vitamin C (as ascorbic acid)	500 mg	556%
Cranberry (<i>Vaccinium macrocarpon</i>) Fruit Powder standardized to ≥ 6% quinic acid	500 mg	**
D-Mannose	500 mg	**

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Healthy Testosterone Support*†



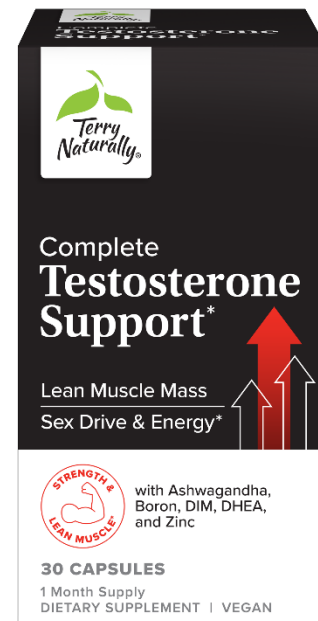
†Supports healthy levels already within normal range

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Complete Testosterone Support*

- For male lean muscle mass, sex drive, and energy*
- Unique combination of nutrients for healthy testosterone levels*†
 - Featuring EP35 ashwagandha, shown in clinical studies to support healthy testosterone levels in men*†
- Guaranteed never adulterated
 - Undergoes extra level of testing

New study:
33% increase in
testosterone with
EP35 Ashwagandha!



SUPPLEMENT FACTS

Serving Size: 1 Capsule
Servings Per Container: 30

Amount Per 1 Capsule (Veg):		%DV
Total Carbohydrate	0.5 g	< 1%†
Vitamin B6 (from pyridoxal-5-phosphate)	10 mg	588%
Zinc (from TRAACS™ zinc bisglycinate chelate)	15 mg	136%
Ashwagandha (<i>Withania somnifera</i>) Leaf and Root Extract (EP35™) standardized to ≥ 35% total withanolides (≥ 87.5 mg)	250 mg	**
BR-DIM® (a proprietary, enhanced bioavailability complex containing starch, a minimum 25% diindolylmethane [15 mg], vitamin E, phosphatidylcholine, silica)	60 mg	**
DHEA (dehydroepiandrosterone)(micronized)	15 mg	**
Boron (from calcium fructoborate)	3 mg	**

**Daily Value (DV) not established.

†Percent Daily Values (DV) are based on a 2,000 calorie diet.

Recommendations: Male adults, take 1 capsule daily.

†Supports healthy levels already within normal range

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Pain and
Inflammation*†



What is PEA?

- Palmitoylethanolamide, not green pea
- Naturally synthesized in the body – found in all tissues including the brain
 - In foods, found in egg yolks and peanuts
- In the scientific literature, PEA is sometimes described as **protecting health**
- PEA
 - Supports a healthy inflammation response†
 - Relieves pain†
 - Protects cells against free radical damage
 - Supports the immune system*

† Occasional muscle pain or inflammation due to exercise or overuse

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Serratiopeptidase

- Proteolytic enzyme from silkworms
- Used in Japan for health benefits since the 1950s
 - Helps break down protein
 - Supports a healthy inflammation response†
 - Relieves pain†
 - Supports circulation and a healthy blood clotting response*

† Occasional muscle pain or inflammation due to exercise or overuse

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PEA



- Combination of ingredients for an active life
 - PEA (palmitoylethanolamide) shown in clinical studies to relieve pain
 - Serratiopeptidase reduces inflammation
- Together, provide support for
 - Mobility and joint health
 - Mood
 - Exercise recovery
 - Microcirculation
 - Mental function and cognitive health
- Featuring GammaSorb for enhanced absorption

Recommendations: 1 or 2 capsules daily.

† Occasional muscle pain or inflammation due to exercise or overuse

SUPPLEMENT FACTS

Serving Size: 2 Capsules

Servings Per Container: 30

Amount Per 2 Capsules (Veg):		%DV
Palmitoylethanolamide (PEA)	600 mg	**
Serratiopeptidase	20 mg	**

**Daily Value (DV) not established.

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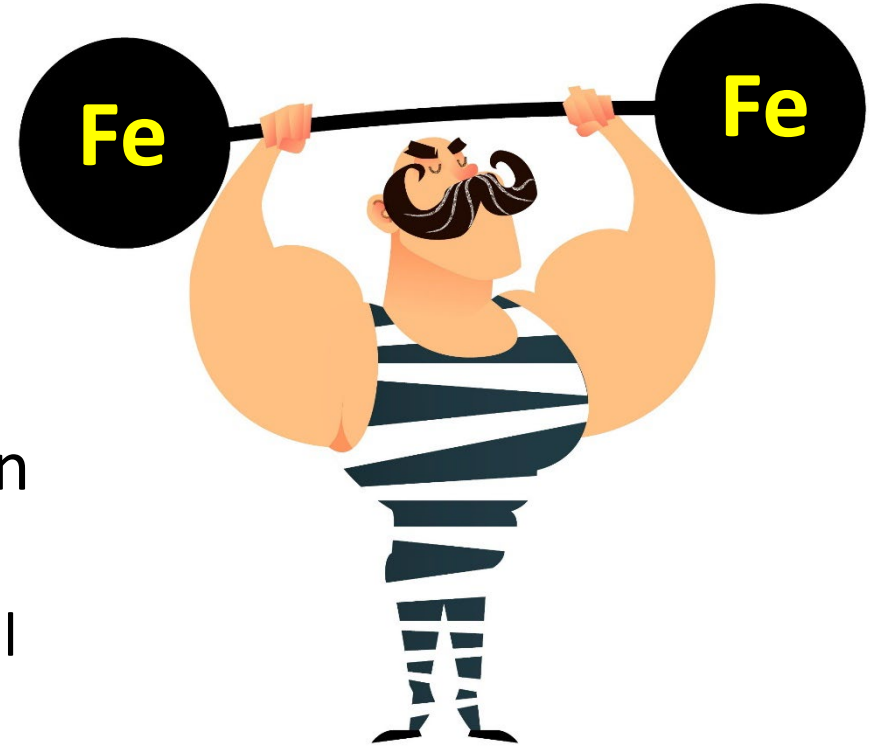


Immune Support*



Lactoferrin

- A protein, specifically, a glycoprotein from the transferrin family [iron transporters]
 - Highest affinity for iron of all the transferrins
 - Holds on to iron even in acidic conditions (example, wound tissue)
- Lactoferrin is the second most abundant protein in human milk
 - Also found in saliva, tears, bile, bronchial and intestinal secretions



Lactoferrin

- **Supercharged Immune Support**
 - Lactoferrin and EP300 Propolis Extract
 - Supports upper respiratory function, natural resistance, and overall immune health*
- **Chewable tablet** appeals to kids and adults
- **Featuring GammaSorb** for enhanced absorption^

Recommendations: 1 or 2 capsules daily.

^GammaSorb has been shown to increase the absorption of certain hard to absorb (fat soluble) dietary ingredients

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SUPPLEMENT FACTS		
Serving Size: 1 Chewable Tablet		
Servings Per Container: 30		
Amount Per 1 Chewable Tablet:		%DV
Total Carbohydrate	1 g	< 1%†
Total Sugars	1 g	
Includes 0.5 g of Added Sugar		1%†
Lactoferrin	75 mg	**
Concentrated Bee Propolis Extract (EP300™)	75 mg	**

**Daily Value (DV) not established.
†Percent Daily Values (DV) are based on a 2,000 calorie diet.



Animal Health



Active Mobility

- For healthy joints and connective tissue in dogs of all ages
- Building blocks for cartilage and joints
 - Glucosamine and chondroitin
 - Hyaluronic acid
 - Type II collagen
- **Bos10 boswellia**
 - Up to 10 times more AKBA than unstandardized extracts
- **Dosed in an easy-to-administer, beef liver chewable tablet**



PRODUCT FACTS	
Active Ingredients per 1 Chewable Tablet (2 g)	
Proprietary Blend	580 mg
Glucosamine hydrochloride [shellfish (crab, shrimp)], Chondroitin sulfate (bovine), Hyaluronic acid complex (hyaluronic acid, polysaccharides, and collagen)	
Beef Liver Powder	400 mg
Boswellia (<i>Boswellia serrata</i>) Gum Resin Extract (BOS-10 [®])	
	150 mg standardized to contain ≥ 70% total organic and boswellic acids with AKBA ≥ 10%, with ≤ 5% beta-boswellic acids
Type II Collagen	13.5 mg
Inactive Ingredients: beef flavor, butter flavor, maltodextrin, microcrystalline cellulose, silica.	

Calm Chew

- Recommended for dogs exhibiting nervousness, hyperactivity, discontentment, or responding to environmentally induced stress
- Five ingredient formula to support balanced brain chemistry and promote relaxation
- Dosage: Dogs under 50 lbs, 1 soft chew daily; dogs over 50 lbs, 2 soft chews daily



PRODUCT FACTS

Active Ingredients per 1 Soft Chew (3 g)

Inositol	125 mg
Taurine	125 mg
Lemon Balm Leaf Extract.....	50 mg
Thiamine HCl.....	50 mg
Theanine.....	37.5 mg

