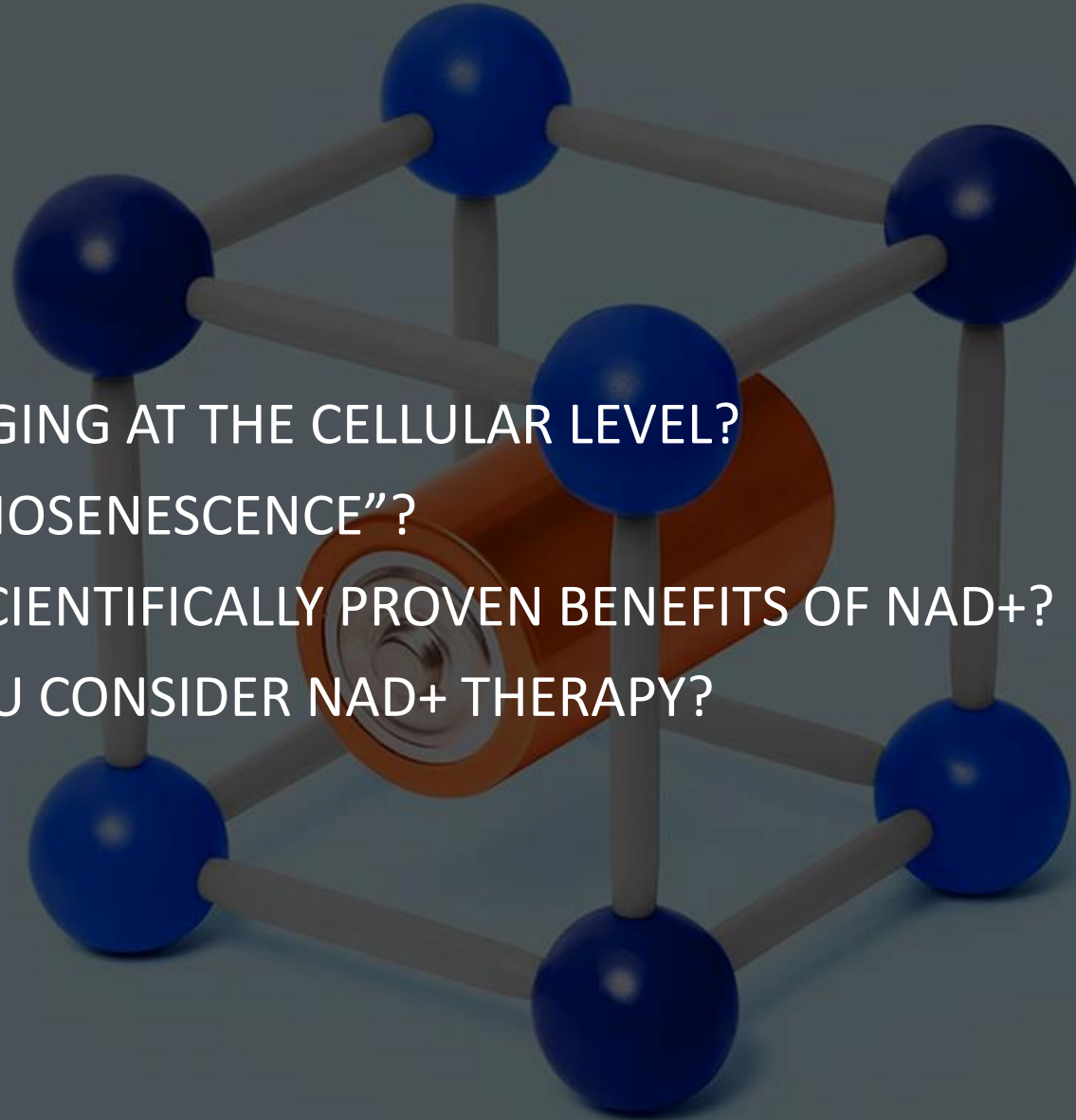
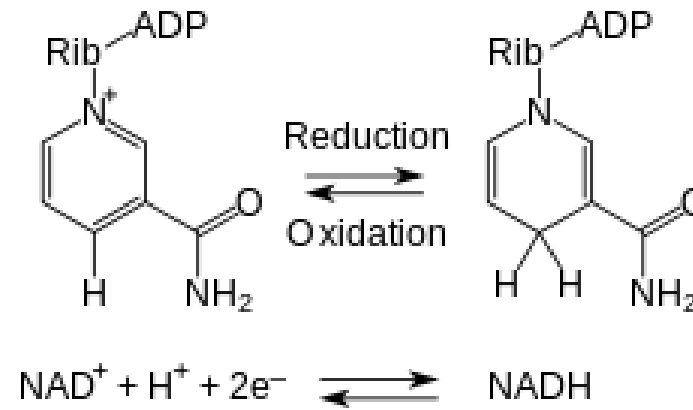


NAD+

- WHAT IS NAD+?
- WHAT DEFINES AGING AT THE CELLULAR LEVEL?
- WHAT IS “IMMUNOSENESCENCE”?
- WHAT ARE THE SCIENTIFICALLY PROVEN BENEFITS OF NAD+?
- WHY SHOULD YOU CONSIDER NAD+ THERAPY?



WHAT IS NAD+?

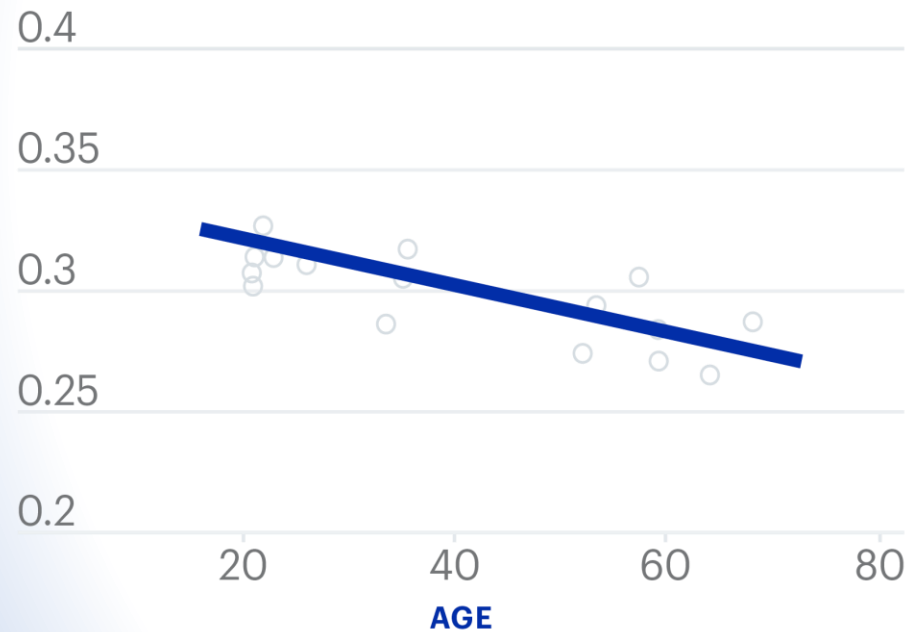


- NICOTINAMIDE ADENINE DINUCLEOTIDE (NAD)
- NAD⁺ IS FOUND IN ALL LIVING CELLS
- NAD⁺ IS A COFACTOR THAT IS CENTRAL TO CELLULAR METABOLISM
- NAD⁺ IS INVOLVED IN THE TRANSFER OF ENERGY TO KEEP CELLS VIABLE
- NAD⁺ LEVELS DECLINES WITH AGE

WHAT IS NAD+?

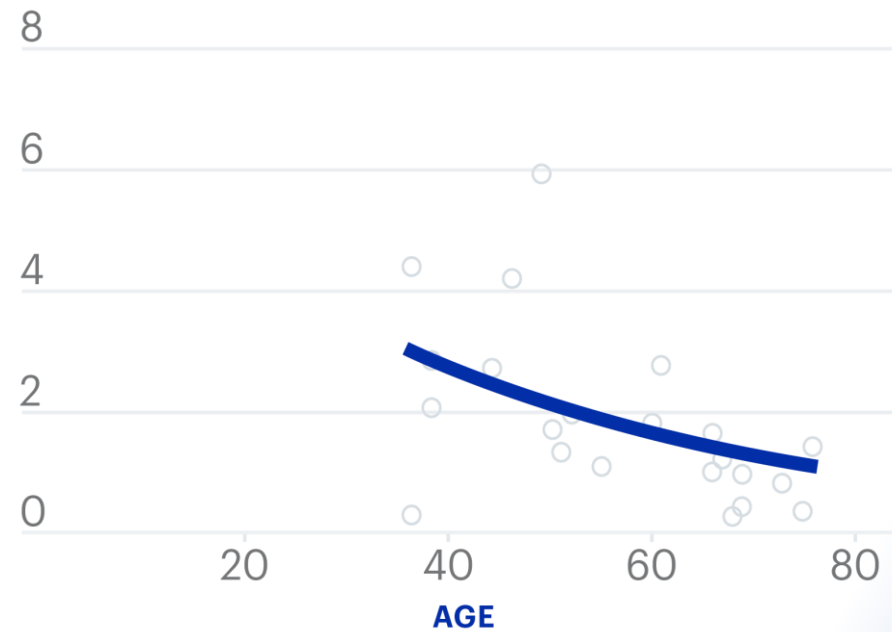
NAD+ Levels Decline With Age

NAD+ ($\mu\text{mol/g}$), measured in human brain tissue



Source: Zhu, Xiao-Hong, et al. "In Vivo NAD Assay Reveals the Intracellular NAD Contents and Redox State in Healthy Human Brain and Their Age Dependences." *Proceedings of the National Academy of Sciences*, vol. 112, no. 9, 2015, pp. 2876–2881., doi:10.1073/pnas.1417921112.

NAD+ (ng/mg protein), measured in human skin



Source: Massudi, Hassina, et al. "Age-Associated Changes In Oxidative Stress and NAD+ Metabolism In Human Tissue." *PLoS ONE*, vol. 7, no. 7, 2012, doi:10.1371/journal.pone.0042357.

WHAT DEFINES AGING AT THE CELLULAR LEVEL?

- NORMAL HUMAN CELLS HAVE A FINITE CAPACITY TO REPLICATE AND FUNCTION PROPERLY
- AGING DIMINISHES THE ABILITY OF CELLS TO FUNCTION PROPERLY
- AGING IS DUE TO UNREPAIRED CELLULAR AND MOLECULAR DAMAGE
- AGING LEADS TO LESS HEALTHY CELLS DUE TO ACCUMULATED DAMAGE TO PROTEINS AND OTHER ESSENTIAL COMPONENTS

WHAT IS “IMMUNOSENESCENCE”?

- IMMUNOSENESCENCE REFERS TO THE GRADUAL DETERIORATION OF THE IMMUNE SYSTEM BROUGHT ON BY NATURAL AGE ADVANCEMENT.
- THIS AGE-ASSOCIATED IMMUNE DEFICIENCY IS UBIQUITOUS AND FOUND IN BOTH LONG-AND SHORT-LIVING SPECIES AS A FUNCTION OF THEIR AGE RELATIVE TO LIFE EXPECTANCY.
- IT IS CONSIDERED A MAJOR CONTRIBUTORY FACTOR TO THE INCREASED FREQUENCY OF MORBIDITY AND MORTALITY AMONG THE ELDERLY.

WHAT ARE THE SCIENTIFICALLY PROVEN BENEFITS OF NAD+?

- NAD+, IS ESTIMATED TO BE INVOLVED IN OVER 500 DIFFERENT CELLULAR REACTIONS IN HUMANS.
- NAD+ ACTIVATES SIRTUINS, THE "GUARDIANS OF THE GENOME." SIRTUINS ARE A FAMILY OF PROTEINS THAT REGULATE CELLULAR HEALTH, DIRECTING CELLS TO PROPER FUNCTIONS.
- NAD+ HELPS MITIGATE THE EFFECT OF IMMUNOSENESCENCE

WHY SHOULD YOU CONSIDER NAD+ THERAPY

- SLOWS AGING PROCESS; REVERSES AGING
- IMPROVES BRAIN HEALTH AND NEUROLOGICAL FUNCTION
- IMPROVES MENTAL CLARITY
- BOOSTS ENERGY AND REDUCES FATIGUE
- HELPS WITH WEIGHT LOSS PROGRAMS
- RESTORES MUSCULAR FUNCTION AND INCREASES ATHLETIC PERFORMANCE
- DECREASES ANXIETY AND DEPRESSION
- ASSISTS WITH ADDICTION RECOVERY (ALCOHOL, OPIOIDS, NICOTINE)
- HELPS PATIENTS WITH CANCER ON CHEMOTHERAPY
-AND MANY MORE.....

FOR MORE INFORMATION :CONTACT

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