

Antioxidants Promote Cellular Longevity*

What is an antioxidant?

Let's start with a little background information first. Just like rust on a car, oxidation can damage our bodies' cells and may contribute to the aging process. Oxidation happens as the result of invading, damaging molecules called *free radicals*. Free radicals are unstable oxygen molecules that get into the body as a result of over-exercise, stress, being exposed to dirty air and other environmental pollutants.

Antioxidants help prevent oxidation by counteracting free radicals.* They do this by binding to them and transforming them into non-damaging compounds. Consequently, antioxidants are integral in supporting the body's natural defense system.*

What do you mean by promote?

To contribute to the progress of something in a positive way.

What do you mean by cellular?

In relation to the human body, cellular means *of, relating to or consisting of* cells. A cell is the smallest structural unit in the body capable of functioning independently.

What do you mean by longevity?

A long duration of individual life or long continuance.

What can we conclude from the claim "Antioxidants Promote Cellular Longevity?"*

The conclusion is powerful. Antioxidants, because of their free radical scavenging capabilities, have the ability to promote the longevity of individual cells and when individual cells in the body are supported in a positive way, the body as a whole becomes supported. This in turn contributes to the potential for overall well-being and vitality in the long term.* Antioxidants are a crucial part of any serious nutrition program and independent laboratory tests confirm Vemma® is *the* most powerful liquid antioxidant available anywhere!

*These statements have not been approved by the Food and Drug Administration. These statements are not intended to diagnose, treat or cure or prevent any disease. This notice is required by the Federal Food, Drug and Cosmetic Act.

About Dr. Yibing Wang

Dr. Wang joined New Vision® as the Director of Research and Development in January of 1998. Prior to his tenure with New Vision, Dr. Wang was the Research Director with Amrion, Inc. and was responsible for the conceptualization and development of all new products. He has been involved with Vemma since its inception in 2004. Dr. Wang also spent six years as a Research and Development Scientist and Research Assistant in both Boulder, CO and Baton Rouge, LA. After finishing medical school and practicing as a Resident Physician in Jinan, China, Dr. Wang received his Ph.D at Louisiana State University, majoring in Genetics with a minor in Biochemistry in 1995.