This product insert is for educational purposes only and does not replace the diagnosis of a health practitioner.





Body Toning Formula

Losing weight, body shaping, and having energy for life, is a losing battle for many people, in spite of eating less fatty foods and exercising regularly.

Often the hidden problem is a **genetic** one; that is a body metabolism deficient in **L-Carnitine** – an amino acid type of substance produced naturally by the body, especially the liver, for transporting fatty acids* into the mitochondria of the cells, where they are burnt-up and transformed into energy. (*Fatty acids are contained in dietary fat.)

Linked to this **genetic weakness** may be another **genetic inadequacy**, which is - the body's inability to take in and utilize sufficient oxygen for effective cellular respiration and the generation of cellular energy – in the form of Adenosine Triphosphate (ATP, the energy fuel of the cell). (2)

These **genetic weaknesses** can make it very difficult for a person to burn excess fat, and so manage weight, body-shape, and have sufficient energy for daily living.

Therefore, assisting the body to optimize all its bodily functions (especially concerning respiration, fat-burning, and energy-production) can be critical for this person.

Cellfood® SHAPE is an amazing product that addresses these problems of **insufficient cellular respiration**, **excess fat storage**, and **lack of energy** by increasing the oxygen saturation of the bloodstream, and supplementing the user with:

- **L-Carnitine** in order to facilitate more burning-up of fats in the body, and converting this into energy; and
- Garcinia cambogia extract (Citrin K) that inhibits fat storage in the body, enhances the burning of calories, and curbs the appetite.
 & 4
- L-Carnitine and Garcinia cambogia extract (Citrin K) assist natural "fat-burning" metabolic

processes, and are blended with **Cellfood®** (the leading oxygen mineral supplement), which makes them more bio-available and effective in the body; and also supplies the body with essential metabolic enzymes for further assisting fat-burning processes, as well as cellular respiration (see **THE POWER OF OXYGEN**).

To further enhance body-shaping processes, Cellfood® SHAPE also contains chromium and tryptophan.

- **Chromium** the effect of chromium on insulin, and thus weight-loss, has been widely published. (pp. S80-S86 **5**)
- Tryptophan is a naturally-occurring amino acid, and when taken before sleep, decreases absorption of food. "This lowered food intake is due to the effect of 5-HTP on ghrelin, one of three hormonal signals to control hunger or satiation." (pp.719-733 6)

When Cellfood® SHAPE is taken before one goes to sleep, it decreases food absorption, and triggers off a futile energy cycle, which is the burning-up of calories while one is inactive and sleeping. In this way, Cellfood® SHAPE assists in toning, firming and shaping the body in a safe and natural way, by assisting the body to optimize the functioning of its natural fat-burning metabolic processes.

The ingredients in Cellfood® SHAPE come from natural sources, therefore Cellfood® SHAPE is a safe and effective product. Its ingredients work remarkably together, assisting the body in:-

- decreasing fat storage, by inhibiting synthesis of fatty acids and cholesterol;
- decreasing food absorption and curbing the appetite; by regulating the signals that control hunger and satiation; and
- transforming fatty acids into energy, by accelerating the transportation of fatty acids into the mitochondria (fat incinerators in the cells); thereby
- increasing the body's metabolic action, by transforming fatty acids into energy; and
- improving the cardiovascular system,
 by: raising HDL cholesterol (protective cholesterol); lowering LDL cholesterol (damaging cholesterol); lowering triglycerides; keeping arteries clear; normalising blood pressure; and improving the heart muscle. The heart gets two-thirds of its energy by burning fat so the

ingredients in Cellfood® SHAPE assist the body by feeding the cardiac engine and strengthening the heart muscle.

THE POWER OF OXYGEN

Oxygen is the most important element for aerobic life, as we know it, and is essential for **energising** and **cleansing** the body.

When there is insufficient oxygen in the body, a glucose molecule is broken down metabolically to produce 2 molecules of ATP (Adenosine Triphosphate - fuel for the cells). However, when the bodily systems are aerobic (that is, have an abundant supply of oxygen), a glucose molecule produces as much as **36 molecules of ATP** (p.78 7)

This explains why people who tend to be overweight and lack oxygen in their systems (usually due to incorrect oxygen-depleting diets and a lack of aerobic activity), are generally lethargic and lack energy and vitality. So, once the bodily systems become adequately saturated with oxygen, they can produce **18 times more energy** from glucose.

Furthermore, oxygen is the body's main purifying agent, oxidizing toxins and waste in the body, so that the body can effectively expel them through its normal channels of elimination (e.g. respiration, perspiration, urination, etc.).

The ingredients in Cellfood® SHAPE assist in increasing the oxygen saturation in the bloodstream (see RESEARCH FINDINGS), which then facilitates the increase of energy and removal of waste in the body of the user, who is taking Cellfood® SHAPE for weight management, body-toning, body-shaping, and energy-generating reasons.

RESEARCH FINDINGS

The ingredient, *Garcinia cambogia* extract (Citrin K) inhibits the production of ATP-Citrate Lyase in the body, resulting in a reduction of the synthesis and storage of fat and cholesterol. 3

Participants in an 8-week, double-blind trial in the U.K. during 1998, who were taking *Garcinia cambogia* extract (Citrin K), reported an average weight loss of 5.0 kg per person, compared to 1.9 kg by those using only a placebo. (p.76 8)

A long-term, double-blind research project during 2000 and 2001, conducted at the University of Pretoria's Sports Institute, compared the efficacy of Cellfood® SHAPE to a placebo, and reported:

thirds of its energy by burning fat, so the • Increased oxygen intake by the body (VO₂ Max

increased up to 6.2%); and

 Increased energy delivery to working muscles (Haemoglobin oxygen saturation increased up to 9.6%).

This research showed clearly that the ingredients in Cellfood® SHAPE increase the oxygen saturation in the body, resulting in significant energizing and cleansing effects, which are essential for body-shaping and energy-generating purposes.

CELLULAR DELIVERY SYSTEM ABSORPTION and ASSIMILATION

The absorption of the nutrients in Cellfood® SHAPE into the bloodstream, and their assimilation into the cells, is maximized due to the following:

Micro-Activation™ - Ionic Colloids: The nutrients in Cellfood® SHAPE are in ionic colloidal form. Colloidal means that the particle sizes of the nutrients are minute, below 10 nanometers in diameter (this is because of the Micro-Activation™ technology used in preparing the nutrients).

This results in them becoming **ionic**, that is, taking on a negative-charge (due to the phenomenon in physics known as the "Brownian Movement"), which results in all the colloidal particles repelling each other, and therefore remaining in **suspension** in the liquid. This is an ideal situation, resulting in all the nutrients being equally distributed and present throughout the liquid.

When the product is taken, these negatively-charged ionic colloids are attracted to the positively-charged mucous membranes of the mouth, throat and oesophagus. Because of continuous bio-chemical metabolic processes in the human body, the body carries a small positive electromagnetic charge.

In this way, the minute and negatively-charged nutrient particles are attracted to and permeate the positively-charged mucous membranes, resulting in about 95% being absorbed into the bloodstream. This is very high when compared to the absorption rates of products in tablet form (up to 25%); and gel cap form (up to 30%) 10, 11 & 12

Preliminary studies using Dark Field Microscopy demonstrate that these ionic colloids enter into the bloodstream within minutes of taking the product.

Electroculture™ - Vortex Energy: This proprietary technology is used in the formulation of the product. The sub-atomic particles (e.g. electrons) that spin around each colloidal atomic particle in the product are electrically induced or manipulated to assume an outward-spiraling

This makes each atomic particle in the product compatible with living cells in the human body, that also have all their sub-atomic particles spinning around their atomic particles with outward-spiraling vortex spins.

In nature, if a cell has been "damaged" in some way (due to chemical, biological or electromagnetic contamination), the electrons around the atomic particles in the cell assume an inward-spiraling vortex spin. Although the particles are energized, this vortex energy is used for processes of decay and degradation of the cell and its particles.

When a particle has its electrons spinning with an outward-spiraling vortex spin, it is said to be **super-energized**, because it can then fulfil functions of building, cleansing, restoring and regenerating a cell within the human body.

This is nature's cycle of life and death: superenergized particles for life-giving functions; and energized particles for decaying functions.

This vortex energy technology enables the super-energized atomic particles in the product to be attracted by vortex polarity energy to "damaged" cells - that have the opposite vortex spin – in order to nourish, build and restore them. (pp. 24 – 31 13)

Surface Tension: Because of the formulation and bio-electrical properties of Cellfood®, **it lowers the surface tension** of cells, enabling the cell receptors to function more effectively, thereby assimilating the ingredient nutrients of the product, as well as other elements that the cell requires, and that are already in the bloodstream.

In this way, Cellfood® makes other useful elements in the bloodstream (e.g. medications, nutrients, etc.) more **bio-available** to the cells. Furthermore, because of the lower surface tension of the cells, they can more effectively expel their metabolic cellular waste, resulting in the cleansed cells functioning more effectively. 12

DIRECTIONS

Adult Dosage: For calorie-burning and bodytoning results, take Cellfood® SHAPE daily, at least three hours after your last evening meal. Shake the bottle gently; add 20 drops to ¼ glass distilled or purified water, or juice (preferably carrot or red grape); drink; and then go to sleep.

Because of inactivity whilst you sleep, Cellfood® SHAPE works with various metabolic systems in decreasing fat storage, burning up calories, decreasing food absorption, and helping you to sleep better.

People who are taking Cellfood® SHAPE often report that their body temperatures are warmer at night than they were before taking the product. This is perfectly normal, and is due to the fact that more calories are being burned-up than previously (called **futile energy**), which can then result in successful weight-management and body-shaping.

If you also **require more energy** for daily activities, mix another 10-20 drops of Cellfood® SHAPE in a litre of purified water or juice, and drink this during the day. This will increase the oxygen saturation of the bloodstream, and further assist fat-burning and energy-generating processes.

Because each person has unique metabolic requirements, it is not possible to be prescriptive about the ideal amount of Cellfood® SHAPE that each person should take to optimize metabolic systems for toning, firming and shaping the body. The suggested numbers of drops per day are merely guidelines. Take more or less product to suit your requirements.

Cellfood® SHAPE can be taken at any time during the day if one requires more energy.

Side-Effects: Because of the metabolic action of the ingredients in Cellfood® SHAPE, you may notice a rise in body temperature after taking the product. This is normal; however, if you feel uncomfortable about this, merely reduce your dosage of Cellfood® SHAPE.

There are no known harmful side-effects in **naturally** stimulating the metabolism to accelerate in this way. The ingredients in Cellfood® SHAPE merely assist the body's metabolic processes to perform effectively.

If you take an excessive amount of product, your metabolic system can only use what it requires, and then eliminates any excess. Studies

have been conducted showing that all the ingredients in Cellfood® SHAPE are non-toxic and safe to use in order to assist the body in performing effectively. 3, 15 & 16

Pregnant and Nursing Mothers & Children under 12: Consult a health practitioner before using Cellfood® SHAPE.

Cellfood® SHAPE and Cellfood®

Although Cellfood® SHAPE contains

Cellfood®, it is not a substitute for Cellfood®, because the Cellfood® in Cellfood® SHAPE is used in the formulation primarily for making the other ingredients more **bio-available**; and for increasing the process of aerobic cellular respiration (which is necessary for accelerating the fat-burning metabolism).

Cellfood® User: If you have been taking Cellfood® daily to assist your body to optimize its functions; and you now want to burn off some excess body fat; then, continue to take your normal daily dosage of Cellfood®, and take Cellfood® SHAPE before you go to sleep.

Gradually, as you achieve a more toned body, you may be able to reduce your intake of both products. Monitor your response to the reduced dosages, and increase or decrease the amount of Cellfood® and Cellfood® SHAPE according to your requirements.

Non-Cellfood® User: If you are not yet using Cellfood® and want to only use Cellfood® SHAPE, simply follow the directions in this product insert. Once you experience the benefits of taking Cellfood® SHAPE, you will probably then be interested in also starting to take Cellfood® in order to obtain many more overall health benefits.

WEIGHT-MANAGEMENT

Although Cellfood® SHAPE has proved to be very effective for weight-management, as well as toning, firming and shaping the body; it is only effective as part of a balanced kilojoule restricted diet and moderate exercise programme. Therefore, apart from taking Cellfood® SHAPE regularly, consider the following healthy lifestyle guidelines:

 Drink at least 8 glasses of filtered water every day to facilitate continuous detoxification of your body. Chew food completely and only swallow the smallest of particles or liquids. Solid pieces of food can rot in your digestive system, causing problems. Proper chewing triggers off maximum enzymatic activity in the saliva in your mouth, which is the first step for optimal digestion.

Stop eating when you feel satisfied.
 Remember that the average person can live for many days without any food. Most people in modern societies over-eat daily.

 Reduce intake of sugar, refined foods, alcohol, and fried foods.

 Increase intake of high fibre foods, such as fresh fruits, vegetables and grains.

• Exercise – for effective fat-burning, do aerobic and toning exercises for at least 15 minutes every day, or 35 minutes three times per week. (p.250 7; & p.117 & p.204 8)

TECHNICAL INFORMATION

All ingredients in **Cellfood® SHAPE** come from natural sources, and there is research regarding their positive affects on the body's metabolic system.

Adenosine Triphosphate – ATP: Each cell has an engine, the mitochondria – consisting of about 2,000 structures in the cytoplasm of the cell. This engine needs fuel. When our cells need fuel, they produce an oxygen and energy-rich compound called Adenosine Triphosphate (ATP). Although ATP serves as the energy current for all cells, only a small amount of ATP is stored in the body at any one time, "sufficient to sustain maximal muscle power for only about 3 seconds. Therefore, except for a few seconds at a time, it is essential that new ATP be formed continuously." (p. 969 17)

Cellfood® SHAPE increases oxygen saturation of the cells, so that up to 18 times more aerobic and energy-rich ATP can be produced at cellular level. (p.78 7)

ATP-Citrate Lyase: This enzyme converts sugar into fat. The carbohydrate in a meal is first used to provide fuel and short-term energy stores **(glycogen).** Any excess is converted into fat by ATP-Citrate Lyase.

Garcinia cambogia extract (Citrin K) inhibits the production of ATP-Citrate Lyase in the body, resulting in a reduction of the synthesis and storage of fat and cholesterol.



Cholesterol (pp.316&317, 414 & 415 7): This fatty material in the blood and most tissues, especially nerve tissue, is synthesised mainly in the liver (about 80%). It travels via the bloodstream (by means of protein molecules called low-density lipoproteins) to various tissues, where it, e.g. builds membranes. Cells use what they need and the excess remains in the bloodstream until high-density lipoproteins return it to the liver.

Low-density lipoproteins (LDLs) are heavily laden with cholesterol coming from the liver, and are referred to as "damaging cholesterol".

High-density lipoproteins (HDLs), "protective cholesterol", circulate in the bloodstream, removing excess cholesterol from the blood and tissues, returning it to the liver, where it may once again be incorporated in LDLs for delivery to the cells. If everything functions properly, this system remains in balance.

If there is excess cholesterol or insufficient HDLs, cholesterol can form plague, which sticks to the artery walls, and can cause heart disease.

Normal ratio of LDLs: HDLs = 3:2.

Normal blood cholesterol concentration is from 3.6 – 7.8 mmol/l. (p.326 18 & p.122 19)

Cellfood® SHAPE has **L-Carnitine** in its formulation for transporting fatty acids into the mitochondria (the fat incinerators of the cells) where they are oxidized into sources of energy, e.g. ATP. Increased levels of L-Carnitine result in an increase in this intracellular oxidative process, supplying the cells with more energy, while raising the HDL level and reducing the LDL level in the arteries.

Furthermore, L-Carnitine protects brain and blood vessels from fat accumulation. (pp.45 &

Enzymes, such as those in the **dehydrogenase** group, prepare the fatty acids for transportation in this oxidative process. Cellfood® SHAPE has three dehydrogenase enzymes in its formulation, which further accelerate the burning of fats. (pp.668 - 672 20)

Garcinia cambogia extract (Citrin K): This fruit extract inhibits ATP-Citrate Lyase production, which results in a reduction of the synthesis of fat and cholesterol in the liver and muscles. Garcinia cambogia extract (Citrin K - also known as Hydroxycitric Acid) also helps increase fat metabolism and the release of energy, and curbs the appetite. 3 & 4

Enzyme: This is a protein that acts as a catalyst and accelerates the rate of a biological reaction. An enzyme is relatively specific in the type of reaction it catalyses. Enzymes come from our diet and/or are produced within cells; and act either within the cell (as in cellular respiration) or outside of it (as in digestion). (p.220 19)

Cellfood® SHAPE contains **34 digestive and** metabolic enzymes that enhance the digestive and metabolic functioning of the body.

Dehydrogenase enzymes prepare fat for cellular assimilation, and provide enzymatic action for L-Carnitine's function.

Hexokinase increases cellular respiration – see Glycolysis.

Phosphorylase & phosphoglucomutase inhibit storage of glucose and buffer blood sugar levels, assisting cellular respiration and fat-burning processes – see **Metabolic** Processes.

Fat: Fat, protein and carbohydrate are the three main constituents of food. Metabolic energy is efficiently stored in fat, because fats are less oxidized than proteins or carbohydrates, so yield more energy on oxidation. Also, fats are stored in anhydrous form (non-water), whereas glycogen bonds with twice its weight of water. "Fats therefore provide up to six times the metabolic energy of an equal weight of hydrated glycogen." (p.663 20)

Fat contains one or more fatty acids (triglycerides) and is stored in the body, e.g. in adipose tissue in the abdominal cavity, in subcutaneous tissue, and around certain organs,

Fat is essential to provide an adequate supply of fatty acids for energy-generation. However, excessive fat causes obesity. The normal fat content (21% for men & 26% for women) enables us to survive starvation for 2 to 3 months.

In contrast, the body's glycogen supply (shortterm energy store), c an only provide the body's metabolic needs for less than a day. (pp.278

- 280 20)

L-Carnitine in Cellfood® SHAPE significantly accelerates the burning of excess fat by natural metabolic processes. This assists in reducing the amount of LDL cholesterol in the arteries, and reduces fat deposits in the body.

Because the heart gets two-thirds of its energy by burning fat, Cellfood® SHAPE also plays a significant role in the **cardiovascular system,** by helping to feed the cardiac engine and to strengthen the heart muscle. **Glucose:** This simple sugar (from carbohydrates) is an important source of energy. Excess glucose is stored in the body, mainly in the liver and muscles, in the form of glycogen, and is reconverted into alucose, when needed.

Glycolysis: This process converts **glucose** into a continuous supply of energy (ATPs). It takes place in the cytoplasm of the cell, and requires a series of ten enzyme-catalyzed reactions. The first stage in this process of cellular respiration requires the enzyme **hexokinase**. (p.447 20)

Hexokinase in Cellfood® SHAPE catalyses the first stage of cellular respiration and energygeneration in the cell. (p.3058) "Under physiological conditions, this reaction functions with large energy changes in the heart muscle." (p.47220) In this way, Cellfood® SHAPE increases cellular respiration, and improves the functioning of the heart

Metabolic Processes: Amazing biological and chemical reactions occur simultaneously within each cell, and the two major metabolic processes essential to life are: anabolism and catabolism.

Anabolism: (regeneration) is an energyconsuming process in which bio-molecules are synthesized from simpler components. Therefore, for bodily activities, such as muscle contraction, ATP is used and converted into energy and Adenosine Diphosphate (ADP).

<u>Catabolism:</u> (degradation) is an energygenerating process in which nutrients and cell constituents are broken down, e.g. by biological oxidation, so that their components may be used for energy. In this way **ATP** is produced.

In a similar dual process, the liver has an important function in maintaining the blood concentration of glucose at ~5mM. When blood glucose levels decrease, usually during exercise or a few hours after a meal has been digested, the process of glycolysis is triggered, and the liver releases glucose into the bloodstream. When this level increases, the liver converts it to glycogen, and so (via insulin activity) buffers blood glucose

The net breakdown or synthesis of glycogen; and, at what rate, depends on the rates of phosphorylation (for breakdown) and dephosphorylation (for synthesis). In the complex catabolic oxidative phosphorylation process of glycogen being broken down into glucose, the

catalytic reactions of two enzymes are required.

These enzymes are: phosphorylase, and phosphoglucomutase. In the liver, the presence of phosphorylase inhibits the activation of dephosphorylation. The ensuing oxidative phosphorylation process causes glucose to be released into the bloodstream. Phosphoglucomutase plays a dual role by being part of glycogen synthesis, as well as assisting in reconverting glycogen to glucose (glycogen breakdown). In bio-chemical terms, this amounts to a "futile" (energy wasting) metabolic cycle; which is the "price" the body pays for effective glucose "buffering" of the blood.

In this way, the ingredients in Cellfood® SHAPE assist the body to burn up calories while you sleep, which results in weight-management, body-toning and body-shaping.

INGREDIENTS

Cellfood® SHAPE contains ingredients from natural organic sources, combining the two "fat burners", **L-Carnitine** and **Garcinia cambogia** extract (Citrin K) with Cellfood®, the leading oxygen mineral supplement.

It contains no alcohol, glucose, yeast, gluten, or animal products; is non-addictive, non-toxic, and non-invasive.

Cellfood® SHAPE.

Each 100 ml bottle contains about 900 drops of product; and each dosage of 20 drops

250 mg Cellfood® 110 mg Garcinia cambogia extract (Citrin K)

90 mg L-Carnitine

CELLFOOD

17 Amino Acids

Alanine	Glycine	Phenylalanine	Tyro
Arginine	Histidine	Proline	Vali
parthic Acid	Isoleucine	Serine	
Cystine	Lysine	Threonine	
ıtamic Acid	Methionine	Tryptophan	

Although research and clinical testing has been done concerning the ingredients of Cellfood® SHAPE, and references quoted are from medical and scientific sources, Cellfood® SHAPE is a nutritional supplement and not a medicine. If you have a medical condition, we recommend that you consult a health practitioner.

PRECAUTIONS

When pressing the flip top open or closed, do this over a glass of water to prevent any possibility of **Halaal Certification** has been obtained for the product staining or damaging clothing, etc. Contains organic enzymes, so avoid contact of undiluted product on natural fibres and surfaces (e.g. cotton, wool, leather, etc.). Air travellers should seal the bottle of Cellfood® SHAPE in a "zipper" plastic bag to avoid any leakage (due to pressure changes) from making contact with clothing, etc.

> STORE OUT OF DIRECT SUNLIGHT, below 25°C, and away from constant contact with refrigerator, microwave oven, computer, cellular phone, or appliances that emit radiation/electromagnetic currents. Airport X-rays and electronic/magnetic scanning devices/equipment have no effect on the product.

Keep away from children. In case of contact with eyes, rinse with water and consult a health practitioner.

Persons under medical care are advised to consult their health practitioner; as are pregnant or nursing mothers, since safety during pregnancy and lactation has not been established.

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OTHER Cellfood® PRODUCTS

Cellfood® is blended with other ingredients to produce other leading products:

Cellfood® - The Leading Oxygen Mineral Supplement that assists the body in:

- Oxygenating the bloodstream and the cells in the body;
- · Cleansing, restoring, regenerating and building cells:
- Providing essential nutrients directly at cellular
- Scavenging free radicals, so reducing the

primary cause of ageing and degenerative

- Boosting the immune system; and
- Balancing and re-energising bodily systems.

Cellfood® LONGEVITY - A DNA Regenerating Formula that assists the body in:

- · Slowing down the ageing process, by reducing homocysteine in the bloodstream;
- · Extending longevity, by supplying the cells with nucleic acids for regenerating the DNA of the cells; and
- · Supplying the cells with additional cellular energy (ATP).

Cellfood® REPAIR – A Silica Strengthening Formula that provides support for:

- Firmer and youthful-looking skin;
- Luxuriant and shiny hair;
- Strong and healthy nails; Healthy nervous system and sexual system;
- Healthy heart and brain functioning; and
- · Healthy bones, joints, cartilage, teeth, gums,
- muscles and connective tissue.

Cellfood® SPORT – A Performance Formula for assisting metabolic processes:

- Increasing energy and endurance;
- Reducing muscular cramps; and
- Reducing recovery time.

Cellfood® SKINCARE - An Oxygen Mineral Gel, to be applied to the skin for:

- Restoring and nurturing;
- Repairing and rejuvenating; and
- · Nourishing and protecting.

Manufacturer: Nu Science Corporation, U.S.A. **Distributor:** Oxygen For Life S.A. (Pty) Ltd.



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All Cellfood® Products are available from



