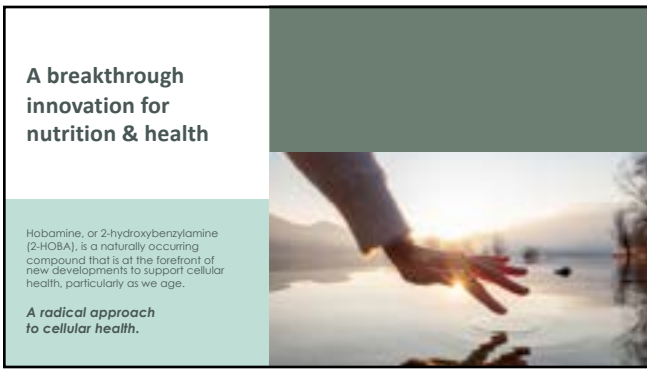
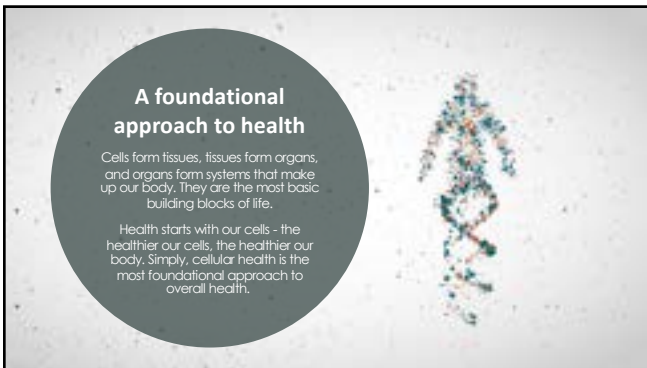




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What causes cellular damage?

Oxidative stress is one of the primary causes of cellular damage.

Oxidative stress is a result of an excess build-up of free radicals in the body caused by environmental factors, poor nutrition, excess alcohol, lack of sleep, stress and even too much exercise.

It is an everyday problem, exacerbated by age.

-  Environmental factors - pollution and radiation
-  Poor nutrition – poor quality, insufficient or excessive amounts
-  Unhealthy lifestyle habits – smoking, inactivity, alcohol
-  Anxiety, stress and lack of quality sleep
-  Over-exercising, over-training, chronic, high activity occupation or lifestyle

4

Understanding ROS (Reactive Oxygen Species)

ROS = Normal, natural by products of oxygen metabolism in mitochondria.

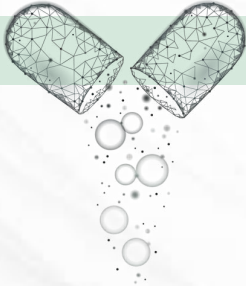
 In healthy cells, there is a balance between ROS formation and clearance.	 Oxidative stress occurs when ROS levels exceed this balance.
 Normal levels of ROS are important for cellular signalling and immune defense.	 Sustained excess ROS levels lead to cell damage.

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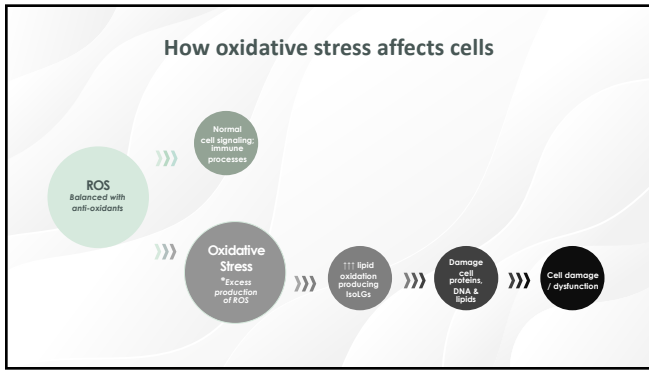
The traditional approach reconsidered

Most people think of free radicals as bad. However, they play crucial roles in normal physiologic functions.

The traditional approach to reduce oxidative stress is to consume high amounts of antioxidants, but this approach actually fails because we can not get enough antioxidants to correct the abnormalities involved with excessive ROS production.



6



7

What are IsoLGs?

Isoleuglandins are one of the common downstream products of oxidative stress and have been specifically linked to dysfunction in many different cell types.

IsoLGs are highly reactive and have a high affinity with their biological targets.

Isoleuglandins
(IsoLGs)

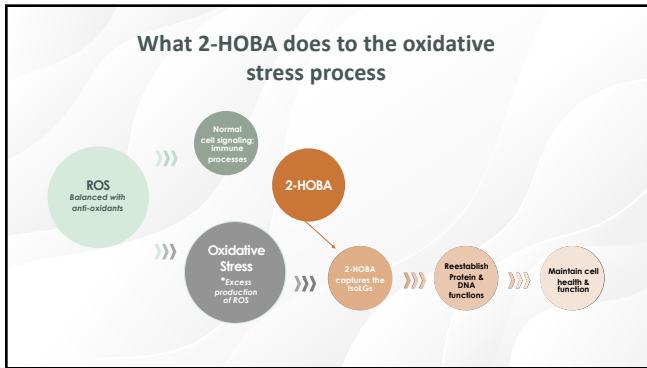
8

The radical approach

A better long-term approach – and what may seem radical – is to prevent oxidative damage without interfering with normal physiological processes.

That is, to let the normal pathways and responses continue, while simultaneously negating the impact of the damaging free radicals.

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A scientific breakthrough

...and patented **2-HOBA** does just that.

Is a small molecule scavenger of IsoLGs (Isolevuglandins). It acts instantaneously with a very high affinity to neutralize them and take them out of the system thus preventing their damaging effects.


It is the only nutritional intervention known to date that specifically targets the negative impact of oxidative stress, but not the body's normal, healthy processes.

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Preliminary data in healthy subjects shows 2-HOBA supports immune function by keeping key biomarkers in check.

12


Key biomarkers that indicate healthy immune function



CCL19
Chemokine (C-C motif) ligand 19 is an anti-inflammatory protein that was found to increase almost 20-fold following ingestion of Z-Hobamine in normal, healthy humans. It plays a very important role in the health and maintenance of T- and B-lymphocytes and supports healthy immune function.



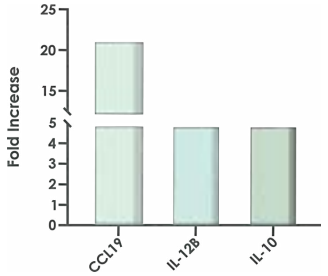
IL-10
Interleukin 10 (IL-10) is a cytokine with potent anti-inflammatory properties that plays a central role in limiting host immune response to pathogens, thereby preventing damage to the host and maintaining normal tissue homeostasis.



IL-12B
Subunit beta of Interleukin 12 (IL-12B) has been identified as an immune cell stimulator that promotes differentiation and proliferation of T cells and enhances the production of interferon gamma supporting healthy immune function.

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Preliminary data in humans supports healthy immune function



Biomarker	Fold Increase
CCL19	20
IL-12B	5
IL-10	5

14


A daily essential

Hobamine is a revolutionary new cellular health supplement. It proactively protects the cells from negative free radicals that affect our everyday life.

Hobamine is the defender of every cell and every body.

Hobamine is relevant to everyone. It is a NEW daily essential. The key to supporting cellular health, providing the most foundational approach to health and wellness.

A radical approach to cellular health.



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