




POSITIONING STATEMENT

Introducing ageLOC Youth, a revolutionary supplement that helps revitalize your aging defense mechanisms. Nu Skin's most advanced anti-aging supplement ever, ageLOC Youth is designed to promote your youth span—the years you can enjoy life being more active, energetic, and healthy.*

ageLOC Youth—The power to defy your age.

CONCEPT

The human body is a miracle. It naturally learns, evolves, and repairs itself. In fact, it is designed to live young.

We are all born with internal aging defense mechanisms designed to resist the effects of aging. But over time, external and internal influences can disrupt natural youthful activity of these aging defense mechanisms and accelerate aging effects in the body.

No one wants to look or feel old. Even as we age, we all want our bodies and minds to continue feeling youthful and healthy. The key is to give the body what it needs so it can continue to do what it is designed to do—live young.

At Nu Skin, we have a unique understanding of how gene expression affects our aging defense mechanisms. This enables us to create products that target the sources of aging. ageLOC Youth promotes the optimal expression of key groups of genes and delivers enhanced nutritional benefits. It supports healthy aging defense mechanisms and provides the body with powerful, protective anti-aging support to help us age youthfully.*

The power is in ageLOC Youth's innovative ingredient blend that provides nutrients not readily available even from

a healthy diet. We carefully selected ingredients for their unique health benefits and ability to positively impact gene expression. The result: an innovative formula that strengthens and supports our aging defense mechanisms. ageLOC Youth gives you the power to defy your age.*

AGING INSIGHTS

- The aging population is increasing and younger people want to avoid early signs of aging.¹
- Seniors are not accepting traditional “elderly” stereotypes. They want to retain—or regain—their youth. They may have aged in years, but their attitudes are as young as ever.²
- Today's grandparents don't feel like they look or act like the grandparents of a generation ago.²
- Many seniors are delaying retirement to help them stay active and maintain their current lifestyles.³
- 25–35 year olds take a very hands-on approach to their health care, often turning to the Internet for more information on their health and supplement options.⁴
- Many parents are having children later in life and worry about maintaining their health and energy levels.⁵

¹“Aging Population and Advanced Product Offerings Drive the Global Anti-Aging Products Market,” Prweb, 2014

²“Don't Call Me Grandma,” Mintel, May 2011

³“Age of Adventure,” Mintel, October 2010

⁴“Spotlight On Gen Y—Findings from Healthy World Report,” Televox, 2013

⁵“The Ideal Age to Have a Baby,” Psychology Today, June 2012

WHAT MAKES THIS PRODUCT UNIQUE?

- Our most advanced anti-aging supplement ever, ageLOC Youth targets our innate ability to resist aging at its source.*

- Contains a unique blend of nutrients that is not readily available from even a healthy diet.*
- Built on more than three decades of scientific knowledge.*
- Created with our scientific understanding of the expression of key groups of genes related to the aging process, as well as antioxidant and nutritional science.*
- Positively modulates gene expression to support healthy aging defense mechanisms.*
- Influences multiple aging defense mechanisms to provide broad-spectrum nutritional benefits.*
- It is SCS certified. Measure the antioxidant difference ageLOC Youth is making in your body.*

PRIMARY BENEFITS

1. Our most advanced anti-aging supplement ever, ageLOC Youth targets our innate ability to resist aging at its source.*
2. ageLOC Youth positively modulates gene expression with a unique blend of nutrients that are not readily available from even a healthy diet.*
3. ageLOC Youth influences multiple aging defense mechanisms to provide broad-spectrum nutritional benefits and to promote healthy:*
 - Systemic balance
 - Cellular response
 - DNA integrity
 - Systemic cytokine responses
 - Antioxidant protection
 - Brain
 - Eyes
 - Heart
 - Skin
 - Immune function
 - Bones
 - Joints
 - Lipid metabolism
 - Physical performance

WHO SHOULD USE THIS PRODUCT?

Men and women 18 and over who want to maintain their youth and live a healthier, more youthful life.

COMPLEMENTARY PRODUCTS

ageLOC® R²—helps you renew and recharge with two powerful formulas. ageLOC R² Night optimizes each cell's natural purification process, and ageLOC R² Day optimizes cellular energy production.*

Pharmanex Solutions—provide targeted benefits to complement the anti-aging benefits of ageLOC Youth.* Please read all information and warning labels when combining supplements and consult your physician if you have any questions or concerns about your supplementation regimen. **g3**—this gâc superfruit juice is validated by science to support cellular rejuvenation and immune health. Deliciously sweet, yet slightly tart, g3 provides powerful antioxidant protection while supporting healthy immune function.*

FREQUENTLY ASKED QUESTIONS

What are aging defense mechanisms?

Aging defense mechanisms are the body's way of fighting off and maintaining resistance to aging aggressors by promoting the healthy regulation of damage and repair processes. As we age, changes in gene expression cause the body's aging defense mechanisms to decline in function, performance, and ability. ageLOC Youth maintains and supports the activity by positively modulating gene expression, helping us to live youthfully.*

What is contained in the ageLOC Youth ingredient blend that is hard to find in a regular diet?

Our ingredient screening led to the identification of several natural ingredients not common in foods consumed on a regular basis, even among individuals who strive to eat a healthy diet. Ingredients that met our unique criteria are purple corn extract,^{4,7} alpha lipoic acid,^{1,4,6,7} D-limonene,^{*,7} CoQ10,¹ citrus bioflavonoids, resveratrol, and vitamin K2. Other ageLOC Youth ingredients, although found in healthy diets, have been included in amounts consumers have a difficult time obtaining from their diet alone. These include astaxanthin,^{1,2,3} rosemary extract,⁷ EPA, DHA, vitamin D,⁷ and quercetin.

*Some markets use Orange Oil as a source of D-Limonene

¹⁻⁷ This ingredient not found in: ¹ South & Central America; ² Thailand;

³ Pacific Region; ⁴ EMEA; ⁵ Japan; ⁶ Korea; ⁷ Greater China

What is different about the ageLOC Youth capsules?

ageLOC Youth takes advantage of a unique technology, called Licap®, that allows delivery of both liquids and solids together in a hard shell capsule. Delivering ageLOC Youth through this technology improves the bioavailability of fat-soluble ingredients, which helps ensure the delivery of anti-aging benefits.*

Can I take ageLOC Youth with LifePak®?

Normally you would not need to take both products, as ageLOC Youth is our most advanced anti-aging product. However, some individuals may have need for extra nutritional support. In this instance, the individual could take ageLOC Youth and LifePak together.*

How is ageLOC Youth different from LifePak?

ageLOC Youth and LifePak were designed in different ways, with different science. We designed LifePak with the best nutritional and antioxidant science. We formulated ageLOC Youth using all three anti-aging sciences: our proprietary gene expression science combined with key antioxidant and nutritional elements for the most advanced anti-aging product possible.*

If I can only take one product, should I take ageLOC Youth or LifePak?

For advanced anti-aging effects, you should take ageLOC Youth. The ageLOC Youth formula is based on our most advanced scientific knowledge and understanding.*

Can I take ageLOC Youth with ageLOC R²?

Yes, you can take ageLOC Youth and ageLOC R² together. Gene expression science guided the development of both products, however, we assessed their ingredient blends for distinct benefits. We formulated ageLOC R² with benefits targeting cellular energy and cellular purification; whereas we formulated ageLOC Youth to support aging defense mechanisms, which guard against cellular response disruption, strengthen the body's ability to protect and repair DNA, and provide more broad-spectrum health benefits.*

Can I take ageLOC Youth with other Pharmanex products?

Yes, ageLOC Youth's gene expression science and ability to remind our bodies how to be young complement our many other supplements. ageLOC Youth targets the sources of aging by influencing gene expression that impacts your aging defense mechanisms. It does this with a unique ingredient blend not easily found even in a healthy diet. These unique ingredients and their ability to positively modulate gene expression make ageLOC Youth an excellent core product and a powerful companion to your daily supplement regimen. Please consult your physician if you have any questions about your supplementation regimen.*

ageLOC Youth also contains the impressive aging defense properties provided by omega-3 fatty acids from fish oil. If you take a fat-binding product, such as DuoLean or FibreNet, it is important take ageLOC Youth two hours before or after taking the fat-binding product.*

Will ageLOC Youth increase my skin carotenoid score?

Yes, in our ingredient selection process to identify natural substances that target aging defense mechanisms, we also identified a few ingredients that will positively impact your antioxidant status.*

Has Nu Skin conducted studies on ageLOC Youth?

There are several ageLOC Youth studies completed or ongoing.

DIRECTIONS FOR USE

Take two capsules twice daily with morning and evening meals.

KEY SCIENTIFIC STUDIES

Studies to Support Ingredients Present in All Global Formulas

1. Garg, A., S. Garg, L. J. Zaneveld and A. K. Singla (2001). "Chemistry and pharmacology of the Citrus bioflavonoid hesperidin." *Phytother Res* 15(8): 655-669.
2. Schmidt, S., F. Stahl, K. O. Mutz, T. Scheper, A. Hahn and J. P. Schuchardt (2012). "Different gene expression profiles in normo- and dyslipidemic men after fish oil supplementation: results from a randomized controlled trial." *Lipids Health Dis* 11: 105.
3. Bouwens, M., O. van de Rest, N. Dellschaft, M. G. Bromhaar, L. C. de Groot, J. M. Geleijnse, M. Muller and L. A. Afman (2009). "Fish-oil supplementation induces antiinflammatory gene expression profiles in human blood mononuclear cells." *Am J Clin Nutr* 90(2): 415-424.
4. Morrow, D. M., P. E. Fitzsimmons, M. Chopra and H. McGlynn (2001). "Dietary supplementation with the anti-tumour promoter quercetin: its effects on matrix metalloproteinase gene regulation." *Mutat Res* 480-481: 269-276.
5. Devaraj, S., S. Mathur, A. Basu, H. H. Aung, V. T. Vasu, S. Meyers and I. Jialal (2008). "A dose-response study on the effects of purified lycopene supplementation on biomarkers of oxidative stress." *J Am Coll Nutr* 27(2): 267-273.

Studies to Support Ingredients Present in All Global Formulas Except Greater China

1. Yoon, W. J., N. H. Lee and C. G. Hyun (2010). "Limonene suppresses lipopolysaccharide-induced production of nitric oxide, prostaglandin E2, and pro-inflammatory cytokines in RAW 264.7 macrophages." *J Oleo Sci* 59(8): 415-421.
2. Lean, M. Punab, A. J. Silman, D. Vanderschueren, F. C. Wu and E. s. group (2009). "Association between 25-hydroxyvitamin D levels and cognitive performance in middle-aged and older European men." *J Neurol Neurosurg Psychiatry* 80(7): 722-729.
3. Zhu, H., D. Guo, K. Li, J. Pedersen-White, I. S. Stallmann-Jorgensen, Y. Huang, S. Parikh, K. Liu and Y. Dong (2012). "Increased telomerase activity and vitamin

D supplementation in overweight African Americans.” *Int J Obes (Lond)* 36(6): 805-809.

- Pengelly, A., J. Snow, S. Y. Mills, A. Scholey, K. Wesnes and L. R. Butler (2012). “Short-term study on the effects of rosemary on cognitive function in an elderly population.” *J Med Food* 15(1): 10-17.

Studies to Support Ingredients Present in Many of the Global Formulas

- Villalba, I. Tunez, F. Perez-Jimenez and J. Lopez-Miranda (2013). “Postprandial antioxidant gene expression is modified by Mediterranean diet supplemented with coenzyme Q(10) in elderly men and women.” *Age (Dordr)* 35(1): 159-170.
- Schrauwen, E. C. Mariman and E. E. Blaak (2013). “The effects of 30 days resveratrol supplementation on adipose tissue morphology and gene expression patterns in obese men.” *Int J Obes (Lond)*.
- Li, J., M. K. Kang, J. K. Kim, J. L. Kim, S. W. Kang, S. S. Lim and Y. H. Kang (2012). “Purple corn anthocyanins retard diabetes-associated glomerulosclerosis in mesangial cells and db/db mice.” *Eur J Nutr* 51(8): 961-973.
- Tsuda, T., F. Horio, K. Uchida, H. Aoki and T. Osawa (2003). “Dietary cyanidin 3-O-beta-D-glucoside-rich purple corn color prevents obesity and ameliorates hyperglycemia in mice.” *J Nutr* 133(7): 2125-2130.
- Djordjevic, B., I. Baralic, J. Kotur-Stevuljevic, A. Stefanovic, J. Ivanisevic, N. Radivojevic, M. Andjelkovic and N. Dikic (2012). “Effect of astaxanthin supplementation on muscle damage and oxidative stress markers in elite young soccer players.” *J Sports Med Phys Fitness* 52(4): 382-392.
- K. Lee and Y. M. Kim (2003). “Astaxanthin inhibits nitric oxide production and inflammatory gene expression by suppressing I(kappa)B kinase-dependent NF-kappaB activation.” *Mol Cells* 16(1): 97-105.
- Stoll, S., H. Hartmann, S. A. Cohen and W. E. Muller (1993). “The potent free radical scavenger alpha-lipoic acid improves memory in aged mice: putative relationship to NMDA receptor deficits.” *Pharmacol Biochem Behav* 46(4): 799-805.
- Liu, J. (2008). “The effects and mechanisms of mitochondrial nutrient alpha-lipoic acid on improving age-associated mitochondrial and cognitive dysfunction: an overview.” *Neurochem Res* 33(1): 194-203.
- Errero-Barbudo, C., B. Soldevilla, B. Perez-Sacristan, I. Blanco-Navarro, M. Herrera, F. Granado-Lorencio and G. Dominguez (2013). “Modulation of DNA-Induced

Damage and Repair Capacity in Humans after Dietary Intervention with Lutein-Enriched Fermented Milk.”

PLoS One 8(9): e74135.

SUPPLEMENT FACTS

Serving Size 2 Capsules	Servings Per Container 60	
Amount Per Serving		% DV
Vitamin D ₃ (as cholecalciferol)	500 IU	125%
Vitamin K ₂ (as menaquinone-7)	20 mcg	25%
Ultra-pure fish oil concentrate:	1055 mg	*
EPA (Eicosapentaenoic acid)	300 mg	*
DHA (Docosahexaenoic acid)	200 mg	*
Citrus Bioflavonoids (including hesperidin and naringin)	100 mg	*
Purple corn (<i>Zea mays L.</i>) cob extract including anthocyanins	66.67 mg	*
Alpha Lipoic Acid	50 mg	*
Quercetin (from <i>Dimorphandra mollis</i> fruit extract)	37.5 mg	*
D-Limonene (from <i>Citrus sinensis</i> peel)	25 mg	*
Rosemary (<i>Rosmarinus officinalis L.</i>) leaf extract including carnosic acid	18.75 mg	*
Resveratrol (from <i>Polygonum cuspidatum</i> root)	15 mg	*
Coenzyme Q ₁₀	15 mg	*
Lycopene	2.5 mg	*
Lutein (from marigold flower (<i>Tagetes erecta</i>))	2 mg	*
Astaxanthin (from <i>Haematococcus pluvialis</i> algae)	0.5 mg	*

* Daily Value (DV) not established.

Other Ingredients: Capsule (Gelatin, Water), Silicon Dioxide, Sunflower Oil.

WARNINGS

Keep out of reach of children. If you are pregnant, lactating, or taking a prescription medication, consult a physician prior to using this product. Do not use if safety seal is broken or missing. Contains fish (anchovies, sardines, mackerel) and soy.