

HOW DO YOU KNOW
YOUR SUPPLEMENTS ARE
MAKING A DIFFERENCE?



biophotonic **SCANNER** www.pharmanex.com

FREE RADICAL DAMAGE

A visual example of free radical damage is an apple cut in two halves—one half exposed to the air, the other half covered with lemon juice. The half with no lemon juice turns brown, indicating free radical damage. However, the apple with lemon juice (lemons are a source of antioxidants) does not turn brown. This shows how antioxidants can protect the exposed surface of the apple from excessive free radical damage.



NATURE'S SOLUTION

Antioxidants are your first defense against free radicals—they freely share their electrons and stop the degenerative chain reaction of free radicals. Our bodies naturally generate some antioxidants, and certain foods also contain antioxidants. However, new research shows additional sources of antioxidants may provide added protection against a growing onslaught of free radical invaders.

THE FREE RADICAL PROBLEM

Each day we are exposed to free radicals—unstable molecules that steal or “scavenge” electrons from other molecules. Many of the physical effects we call aging are a result of free radical damage. And no matter how healthy you try to be, you receive free radical damage every single day.

Exposure to free radical activity is a natural part of life, but in today’s highly stressful and hectic world, it’s possible to become overexposed and experience greater consequences of free radical damage. Environmental pollution, unbalanced diets, preservatives and additives in food, excessive body fat due to inactivity, mental stress, and even breathing create free radicals in your body. When left unchecked, free radical damage to your cells accumulates and can lead to serious health concerns later in life. In fact, free radical damage can cause premature aging and is a large factor in the deterioration of health over time.

“We believe this Scanner will cause a paradigm shift in our understanding of antioxidants and health. The ability to track antioxidant activity will provide distributors with demonstrable proof of the health benefits of Pharmanex products.”

JOSEPH CHANG, PH.D.

CHIEF SCIENTIFIC OFFICER AND EXECUTIVE VICE PRESIDENT, NU SKIN ENTERPRISES

HOW DO I PROTECT MYSELF FROM FREE RADICALS?

To protect yourself from free radicals, you should develop and maintain a healthy lifestyle. You can limit your exposure to free radicals by doing the following:

- Avoid pollution and other toxins.
- Don't smoke, and avoid second-hand smoke.
- Limit your exposure to the sun and use sunblock.
- Eat a balanced diet.
- Consume at least 5 to 10 servings of fruits and vegetables each day.
- Choose a variety of deeply colored fruits and vegetables; deep red, yellow, orange, purple, blue and green typically indicate higher antioxidant content.
- Take a well formulated nutritional supplement with nutrients in amounts and varieties as would be found in a balanced diet.

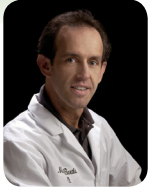
HOW DO I KNOW MY SUPPLEMENTS ARE WORKING?

The answer is the Pharmanex® BioPhotonic Scanner. Pharmanex is the only nutritional supplement company that can provide you with a noninvasive, fast, and convenient way to determine your antioxidant status—and whether your supplements are actually protecting you.



WHAT ARE CAROTENOIDS?

Carotenoids are an important category of antioxidants, they are primarily responsible for the reds, oranges, and yellows we see in fruits and vegetables. In our bodies non-carotenoid antioxidants rely on carotenoids to defend and replenish themselves, so that they can continue their cell-protective work. Therefore, a high level of carotenoids in the antioxidant defense network suggests that there are also high levels of other antioxidants. Research suggests that skin carotenoid levels measured with the Pharmanex BioPhotonic Scanner correlate with, and are a good indication of, the body's overall antioxidant defense system.



MARK BARTLETT

VICE PRESIDENT OF GLOBAL RESEARCH AND DEVELOPMENT,
PHARMANEX

“The Pharmanex BioPhotonic Scanner is a revolutionary tool. Now, for the first time, people can receive an immediate measurement of their carotenoid antioxidant status. Studies have demonstrated carotenoid antioxidant status is a biomarker of antioxidant status and oxidative stress in the body.”



JOSEPH CHANG, PH.D.

CHIEF SCIENTIFIC OFFICER AND EXECUTIVE VICE PRESIDENT,
NU SKIN ENTERPRISES

“With the Pharmanex BioPhotonic Scanner it will be very difficult for any competitor to match the Pharmanex differentiation proposition for distributors and consumers alike.”

HOW DOES THE SCANNER WORK?

The Pharmanex BioPhotonic Scanner is the world’s first measuring tool that gives you a Skin Carotenoid Score (SCS)—immediate evidence of carotenoid antioxidant activity in your body. By simply placing your hand in front of a low-energy blue light, you get your score and become empowered to make improvements to your antioxidant health through nutritious eating and supplementation with LifePak® products.

The technology of the Pharmanex BioPhotonic Scanner is based on an optical method known as Resonance Raman Spectroscopy, which has been used for many years in research laboratories.

The Scanner measures carotenoid levels in human tissue at the skin surface using optical signals. These signals identify the unique molecular structure of carotenoids, allowing their measurement without interference by other molecular substances and providing the person being measured with an SCS.

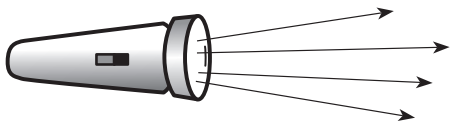
In less than two minutes you can find out if your supplements are giving you the antioxidant protection you need for optimal health.

FACTORS THAT INFLUENCE YOUR SCORE

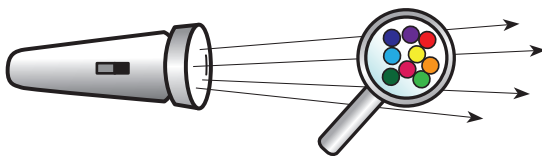
1. **Your diet.** Typically people who eat more than 5 servings of deeply colored fruits and vegetables have higher scores.
2. **Your supplementation.** Typically people who consume well formulated nutritional supplements containing phytonutrient antioxidants have higher scores.
3. **Your body fat.** People who have a high percentage of body fat typically have lower scores. Reducing your body fat to an acceptable Body Mass Index (BMI) may help you increase your SCS.
4. **Your lifestyle.** High levels of oxidative stress and exposure to free radicals can decrease your score. Tobacco smoke, stress, sunlight, pollution, and toxins are common sources of free radicals.
5. **Your genes.** Individual differences in your body's predetermined ability to absorb carotenoids will impact your SCS.



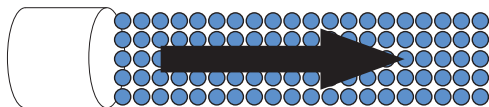
WHAT DOES THE SCANNER MEASURE?



The Scanner technology works on the principle of light and the fundamental particle of light is a photon.

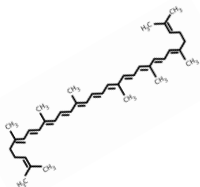


White light has photons of different wavelengths, which are represented by colors.



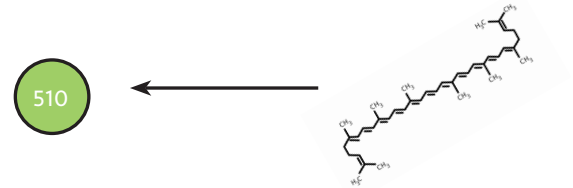
The Scanner produces a narrow beam of light in which all of the photons are the same color—blue.

473

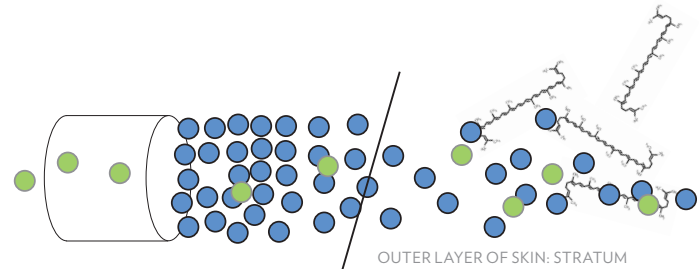


This blue light has a wavelength of 473 nanometers (nm).

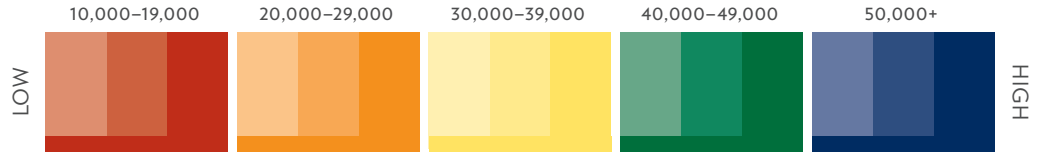
When a 473 nm photon of light comes into contact with a carotenoid, something interesting happens. The 473 nm photon becomes a 510 nm photon and turns green.



The only molecule that can shift a 473 nm photon to a 510 nm photon is a carotenoid. This is how the carotenoid concentration in your skin is measured. Because the number of photons generated is proportional to the concentration of carotenoids in the skin, these green photons are then counted to provide an SCS.



WHAT DO YOUR RESULTS MEAN?



DIETARY HABITS	<ul style="list-style-type: none"> • Low consumption of fruits and vegetables 	<ul style="list-style-type: none"> • Moderate consumption of fruits and vegetables 	<ul style="list-style-type: none"> • High consumption of fruits and vegetables
SUPPLEMENTATION	<ul style="list-style-type: none"> • Irregular or no supplementation 	<ul style="list-style-type: none"> • Regular supplementation 	<ul style="list-style-type: none"> • Optimal supplementation
LIFESTYLE CHOICES	<ul style="list-style-type: none"> • High BMI (≥ 28) • High stress • High sun and pollution exposure • Smoker (including 2nd hand smoke) 	<ul style="list-style-type: none"> • Medium BMI (24–27) • Moderate stress • Moderate sun and pollution exposure 	<ul style="list-style-type: none"> • BMI in the ideal range (19–23) • Low stress • Low sun and pollution exposure

- The above are general parameters based on over 1,000,000 scans. Your individual SCS may vary.
- Dietary habits, supplementation, and lifestyle choices represent possible score outcomes and do not reflect guaranteed score outcomes.
- Individual genetic differences can significantly influence the rate of antioxidant absorption and therefore your personal Skin Carotenoid Score.



WHAT YOUR SCS MEANS

The measurement of your Skin Carotenoid Score (SCS) by the Pharmanex® BioPhotonic Scanner is a convenient and useful indication of tissue carotenoid concentrations and provides a good indication of antioxidant status and oxidative stress in the body.*

Your SCS is reflective of long-term lifestyle habits, and is not subject to changes during short periods of hours or days. Scanning every 6-8 weeks ideal to help you determine whether you are consuming an adequate amount of antioxidant containing nutrients. Unlike other biomarkers that you may be familiar with, it does not predict or diagnose disease.

* The BioPhotonic Scanner has not been evaluated or approved by the FDA and is not intended to diagnose, treat, cure or mitigate any disease.



SCIENCE BASED AND CREDIBLE

Pharmanex is the exclusive owner of the patented BioPhotonic Scanner technology. Developed by doctors and physicists at a top U.S. research university, the Pharmanex BioPhotonic Scanner is the world's first and only tool that measures carotenoid antioxidant levels non-invasively in living human tissue. The technology is only available for use by the general public through the Pharmanex network of independent distributors.



LESTER PACKER, PH.D.
THE WORLD'S FOREMOST ANTIOXIDANT RESEARCHER
AND "THE FATHER OF ANTIOXIDANTS"

"Everyone should use the Pharmanex BioPhotonic Scanner to learn their optimal Skin Carotenoid Score. Once you have your score, work to increase it and maintain it with a diet rich in fruits, vegetables, and vitamin supplements."

NOBEL PRIZE-WINNING TECHNOLOGY

BioPhotonic Scanner technology is setting new standards for people who want to improve their antioxidant health. Raman Spectroscopy is Nobel Prize-winning technology that recently has been adapted for biological measurements and is an established scientific discipline backed by years of research. Now, thanks to Pharmanex, this same technology is available to everyone.

KEY STUDIES AND PRESENTATIONS

Research on the Pharmanex BioPhotonic Scanner has been presented at a number of prestigious scientific meetings and conferences, including:

- New York Academy of Sciences Conference, 2003
- Oxygen Club of California Conference, 2003 and 2004
- FASEB/American Society of Nutritional Sciences, 2003, 2004, and 2006
- American College of Nutrition Conference, 2004
- Gordon Research Conference, 2004
- International Symposium on Carotenoids, 2008

AWARDS

Pharmanex was a recipient of a 2005 American Business Award for Most Innovative Company in recognition of the Pharmanex BioPhotonic Scanner. Also in 2005, the Scanner received the Product Merit Award by the prestigious Nutrition Business Journal.



PHARMANEX® 6S QUALITY PROCESS

When it comes to improving your health, Pharmanex offers solutions. Our products and ingredients are clinically proven to help you lead a healthier life. Our 6S Quality Process ensures that each product is guaranteed safe and effective. In addition to our rigorous scientific standards, we collaborate with experts at research institutions around the world.

SCIENTIFIC ADVISORY BOARD

Our Scientific Advisory Board includes more than 20 leading authorities in the scientific community, including:

- **DR. CARL DJERASSI:** Recipient of both the National Medal of Science and National Medal of Technology, professor at Stanford University, and father of the birth control pill.
- **DR. KOJI NAKANISHI:** Centennial Professor of Chemistry at Columbia University who originally became recognized as the first to isolate the active components of ginkgo biloba.
- **DR. LESTER PACKER:** The world's foremost antioxidant research scientist, past President of the International Society of Free Radical Research, and author of "The Antioxidant Miracle."



2005 American Business Award

HOW DO YOU IMPROVE YOUR RESULTS? SUPPLEMENTING WITH PHARMANEX® PRODUCTS

Increase your antioxidant protection by making a commitment to healthy lifestyle changes and supplementing your diet with Pharmanex products. Begin with the LifePak® product that fits your needs, and then choose from an extensive line of the finest nutritional products available. A person who consumes six or more servings of fruits and vegetables and takes LifePak and other Pharmanex products every day can have a dramatically higher SCS than those who do not.

LIFEPAK®

Our LifePak products provide your body with a variety of micronutrients, phytonutrients, and antioxidants—compounds essential to optimal health. Scientifically formulated to support longevity and wellness, LifePak supplies a comprehensive array of vitamins and minerals to fill the nutrient gaps your daily diet may leave.*

LifePak® Nano is the most comprehensive multivitamin/mineral supplement available from Pharmanex. It offers the highest bioavailability with a first-ever nanotechnology formula.

- Advanced levels of key anti-aging nutrients in a comprehensive formula.
- More than 200,000 published studies on the antioxidants in LifePak Nano.
- Nearly 800,000 published studies on LifePak Nano's comprehensive list of 60 plus ingredients.
- Pharmanex nanotechnology (CR-6 LipoNutrients®)—a patent-pending process that formulates nutrients for optimal absorption.

* The BioPhotonic Scanner and LifePak Nano have not been evaluated or approved by the FDA and are not intended to diagnose, treat, cure or mitigate any disease.



Taking LifePak Nano daily can help increase your SCS.

PRODUCT EFFECTIVENESS THAT CAN BE MEASURED

g₃

g₃ is a nutrient-rich juice from the prized g₃ fruit of Southern Asia that offers nutritional benefits scientifically demonstrated to protect cells. Among g₃'s potent phytonutrients is a unique form of carotenoids called lipocarotenes™ that provide powerful antioxidant protection and support healthy immune function.*

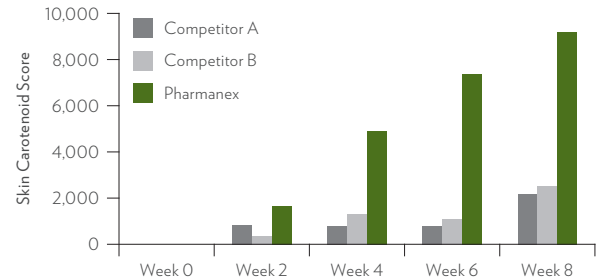
The g₃ formula was developed with three additional superfruits—Chinese lycium, also known as wolfberry, Siberian pineapple, also known as sea buckthorn, and cili fruit—that synergistically provide exponential benefits. g₃ has a refreshing flavor that can be enjoyed daily by everyone in the family.

Primary Benefits

- Helps support cellular rejuvenation*
- Slows the effects of aging through DNA protection*
- Fortifies antioxidant defenses against cellular free radical damage*
- Supports healthy immune function*
- SCS Certified™—improves Skin Carotenoid Score with the Pharmanex® Biophotonic Scanner

* These statements have not been evaluated by the FDA. g₃ is not intended to treat, cure or mitigate any disease.

G₃ INCREASES SCANNER SCORES FOUR TIMES MORE THAN COMPETITOR JUICES.



† Results of an eight-week in-house clinical study.



IF YOU CAN'T MEASURE IT, IT'S NOT SCIENCE

Guesswork is never part of the equation at Pharmanex. Every aspect of Pharmanex is deeply rooted in the science of better health and supporting your efforts to lead a life full of vitality. Pharmanex is the difference, demonstrated—in our research, in our technology, and in our products, because improving your life is our number one concern.

TRACK YOUR PROGRESS

Visit www.pharmanexscanner.com, a password protected website that allows you to enter your SCS and create your personal SCS tracking page.



“Everyone should use the Pharmanex BioPhotonic Scanner to make better, more informed choices about lifestyle, diet, and supplements for optimal nutrition.”

LESTER PACKER, PH.D.

THE WORLD'S FOREMOST ANTIOXIDANT RESEARCHER
AND “THE FATHER OF ANTIOXIDANTS”

OUR RISK-FREE LIFEPAK® GUARANTEE

Get on the LifePak monthly Automatic Delivery Rewards (ADR) program and watch your SCS improve! Use the Pharmanex® BioPhotonic Scanner to provide immediate evidence of your carotenoid antioxidant level. If your SCS does not improve after taking LifePak twice a day for 60 days, we will refund your money.



PLACE SCAN CARD HERE.





PHARMANEX



NU SKIN.
THE DIFFERENCE. DEMONSTRATED.™

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