

# ACTIVZ GNM-X

genōm•x / 'jē•nōm•x

## Noun

powerful compound that regulates gene expression and epigenetic changes to achieve optimal cellular function and offset the negative effects of environment, aging, inflammation, oxidative stress and poorly regulated genes.



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## POSITIONING STATEMENT

Aging, the environment and diet all have a major impact on the way our genes express themselves. When we allow these factors to influence our bodies unchecked, we often experience poor health caused by a weakened immune system and increased inflammation. We may experience a decline in energy, poor sleep, weight gain and start to look and feel older. These and many other symptoms we may simply pass off as aging. GNM-X is designed to combat the effects of these threats by activating cellular functions that decrease as we age. It provides genetic cellular defense by regulating gene expression which allows our genes to direct our cells to operate properly.

## PRODUCT CONCEPT

GNM-X is the most powerful Nrf2 activating supplement on the market and is designed to regulate thousands of genes in ways that directly benefit the body at unprecedented levels. Nrf2 plays a major role in the cellular defense against oxidative stress and inflammation, two conditions linked closely to hundreds of diseases. GNM-X utilizes epigenetic influence to optimize gene expression and protect your body from the effects of the environment and aging. In fact, in a recent study that measured Nrf2 activation, GNM-X activated Nrf2 at impressive levels. Is GNM-X the best thing you can do to optimize your genes? Science suggests that it may be.

## EPIGENETICS

Genetics are responsible for our hair color, dimples and freckles, among many other physical traits. But there are many unseen things that our genes control as well. Our predisposition to specific addictions and conditions, cravings and even diseases are often programmed into our body's operating system. These predispositions can be influenced, both intensified or avoided, by outside factors such as diet, exercise and environment. This is known as epigenetic influence, or the control of genes.

## Nrf2

Nrf2 is a powerful protein that regulates the production of antioxidant enzymes that protect against oxidative damage. Nrf2 requires an activator in order for it to take action. By activating Nrf2, one essentially activates the body's natural defense system.

## PRIMARY BENEFITS

- Influences thousands of genes, many of which are associated with a variety of diseases and inflammation.
- Improves gene expression profile by epigenetic modulation.
- Activates Nrf2 production at ratios of 10:1 compared to other products on the market.
- Inhibits the shutdown pathway within the cell and allows Nrf2 to work for extended periods of time.
- Protects against aging.
- Reduces oxidative stress.
- Protects from the effects of the environment.

## AGING

The effects of aging take a major toll on our bodies and the way our genes work. As we age, our bodies become less efficient and produce fewer of the antioxidant enzymes that keep us looking and feeling young. Our body's ability to perform is compromised and our genetic potential is decreased.

## OXIDATIVE STRESS / FREE RADICALS

Our bodies are machines that need energy to perform well. However, just like many other machines, our bodies can wear down over time and oxidative stress begins to occur (think of rust on metal). Oxidative stress is the difference between the number of free radicals your body produces and your body's ability to detoxify these free radicals. Free radicals are harmful, molecular, byproducts that form in our body as the mitochondria in our cells create energy for our body.

## WHO FORMULATED THIS PRODUCT?

ACTIVZ has partnered with Pathways Bioscience and licensed their Nrf2.0® technology-based formulation to bring GNM-X to market. Doctors Joe McCord, Alan Gao and Brooks Hyberston of Pathways Bioscience have spent the last 14 years studying Nrf2 activation technology which enabled them to create the formula for this new, cutting-edge product. Each of these scientists is considered an expert in his respective discipline and all have participated and contributed to groundbreaking research in areas ranging from antioxidants to genomics.

Specifically, Dr. Joe McCord pioneered the Nrf2 supplement category and, together with his team of highly-qualified scientists, is pioneering the next wave of Nrf2 technology. We at ACTIVZ are very excited about this partnership and are committed to delivering the highest quality and most powerful Nrf2 activator available to the market.

## WHO SHOULD USE THIS PRODUCT?

All humans can benefit from this product, especially as they age. We are all subject to the effects of aging and the impacts of the environment. However, since our bodies typically become less efficient as we age, older generations or individuals with particularly high exposure to the environment will likely experience a more significant impact from using GNM-X.

<b>Supplement Facts</b>	
Serving Size: 1 Capsule Servings Per Container: 30	
Amount per Serving <b>Proprietary Blend</b> Rosemary Antioxidant Extract Ginger CO2 Extract Luteolin	% Daily Value <b>60 mg*</b>
*Daily value not established.	

### DIRECTIONS FOR USE

Take one capsule daily.

### OTHER INGREDIENTS

Cellulose microcrystalline silicified, Colloidal silicon dioxide, Stearic acid, Dibasic calcium phosphate dihydrate.