

# The Youthful NAD+ Molecule

What if you learned there was one molecule responsible for energy within your cells, and that poor sleep, lack of exercise, pollution and even aging could deplete this molecule?

What would you be willing to do to preserve that molecule? Aging is inevitable, but aging well is up to you.

## Nicotinamide riboside (NR)

An important NAD+ precursor.

- Plays a role in various aspects of health, including endurance, healthy aging, cognitive function and metabolic health.
- When you consume NR as a dietary supplement or through certain foods, your body can convert it into NAD.
- NR is particularly effective at promoting the increase of NAD levels because it is readily absorbed and efficiently converted into NAD by the body.

## Pterostilbene

A helping hand for the aging mind.

- Autophagy (self-eating/self-cleansing) - influencing antioxidant that helps vital sirtuins (SIRT1 and SIRT2) function together, which may help maintain neurological and cognitive health.
- The bioavailability of pterostilbene is essential for promoting the SIRT1 gene's normal activity.
- Its increased bioavailability and prolonged half-life, compared to resveratrol, allows it to actively work in your system to assist cells for a longer period.

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## What does science say?

**NR and Pterostilbene:** Key ingredients for promoting healthy NAD production.

- Age and the body's exposure to various lifestyle factors slows our natural production of NAD, especially in energy-dependent cells. On the flip side, research indicates that individuals with healthier metabolic markers tend to have higher levels of NAD production.
- Studies suggest that taking them together can support the bioavailability, or ability to be absorbed by the cells, of both ingredients.
- A study in older adults demonstrated that taking NR and pterostilbene for an eight-week period promoted a 40% increase of NAD levels in the blood, while the placebo group showed no change<sup>1</sup>.

**PRIME NAD+ promotes the normal activity of the SIRT1 gene.** SIRT1 is a treasured gene associated with anti-aging pathways, DNA integrity, mitochondrial functioning and cellular metabolism.

- Sirtuins, also referred to as SIRTs, help maintain the equilibrium of the cells when they encounter stress.

**These statements have not been evaluated by the Food and Drug Administration. This product(s) is not intended to diagnose, treat, cure, or prevent any disease.**

1. Dellinger RW, Santos SR, Morris M, et al. Repeat dose NRPT (nicotinamide riboside and pterostilbene) increases NAD+ levels in humans safely and sustainably: a randomized, double-blind, placebo-controlled study. NPJ Aging and Mechanisms of Disease. 2017;17(3): doi: 10.1038/s41514-017-0016-9.