

# SOUL RED

## THIRD PARTY TESTING

### WHAT IS A CELL-BASED ASSAY?

Cell-based assays are analytical tests that have been the bedrock of pre-clinical, biomedical research for decades. These tests measure a product's biological reaction within the cell, its overall effectiveness, and its overall performance. These tests also serve as markers of a product's efficaciousness and impact on the human body.

Rain International has tested SOUL Red with three, cell-based tests, in order to properly measure its effectiveness. These tests focus on anti-inflammatory, anti-aging, and antioxidant properties.

#### HERE ARE THE RESULTS:

#### CELLULAR ANTI-INFLAMMATORY ASSAY

This Assay determines the anti-inflammatory potential of a given material or product (SOUL Red) in human cells. NFkB (Nuclear Factor kappa B), a protein complex, is used as an inflammation biomarker.

The results of SOUL Red's anti-inflammatory properties in this assay are astounding:



#### BIOAVAILABILITY OF ANTI-INFLAMMATORY COMPOUNDS



AS MUCH AS **80%** INHIBITION OF CELLULAR INFLAMMATION

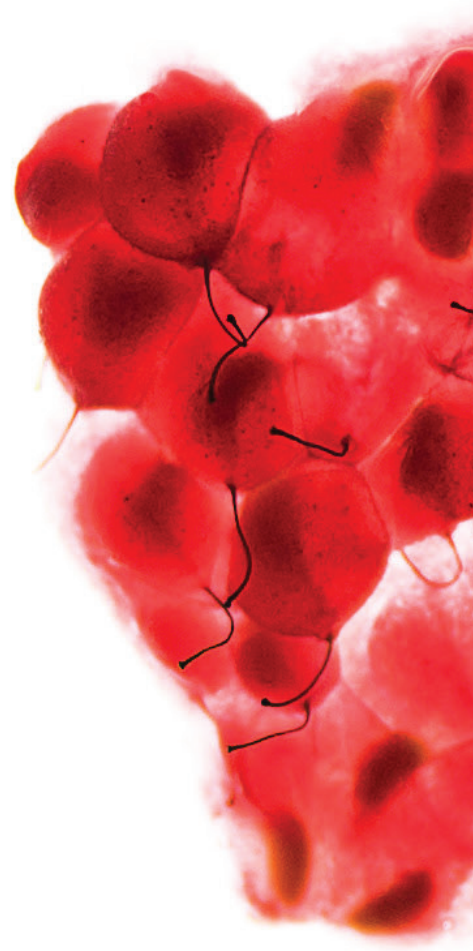


**NO CELLULAR TOXICITY** AT CONCENTRATIONS TESTED

#### CELLULAR ANTI-AGING ASSAY

This Assay measures the anti-aging ability of a given material or product (SOUL Red) in human cells. SIRT1, a protein that plays an important role in longevity and reduction of age-related diseases, is used as a biomarker in this assay.

The results of SOUL Red's anti-aging properties are shown





**BIOAVAILABILITY OF ANTI-INFLAMMATORY COMPOUNDS**



AS MUCH AS **79%** INHIBITION OF CELLULAR AGING PROPERTIES

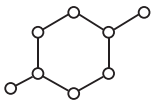


**NO CELLULAR TOXICITY AT CONCENTRATIONS TESTED**

### CELLULAR ANTIOXIDANT ASSAY

In this assay, a fluorescent probe is placed inside a representative human cell, whose loss of fluorescence is an indication of free-radical damage. Antioxidants are then introduced into the cellular environment. The effect of the test material is then measured by assessing the preservation effect of the marker probe in the presence of the test material absorbed inside the cells.

SOUL Red's antioxidant profile was prolific and powerful:



**BIOAVAILABILITY OF ANTI-INFLAMMATORY COMPOUNDS**



**SIGNIFICANT REDUCTION OF FREE RADICALS, COMPARED TO AVERAGE**



**NO CELLULAR TOXICITY AT CONCENTRATIONS TESTED**

## SOUL RED'S OVERALL EFFECTIVENESS

SOUL Red's assay results are impressive to say the least. Its cellular effectiveness are some of the most powerful that Brunswick Labs, the conductors of the assays, have ever seen. Its ability to naturally inhibit inflammation, decrease aging properties, and ability to fight off environmental toxins are both impressive and powerful.

