

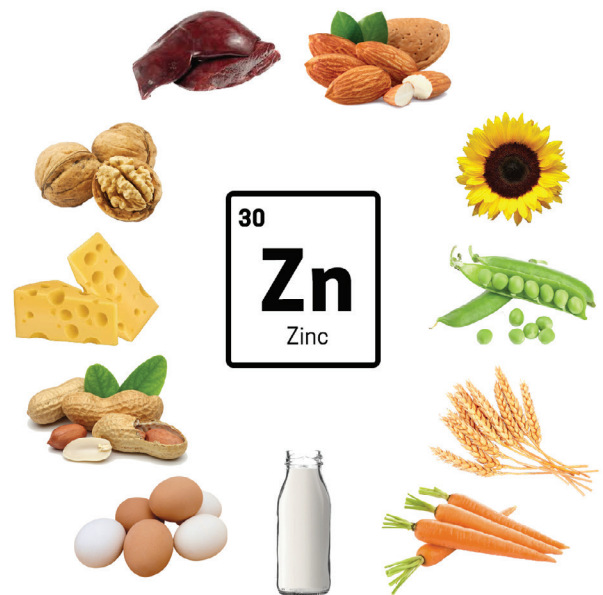
ADVANCED SOLUTIONS TO IMPROVE ZINC ABSORPTION FOR IMMUNE SUPPORT

Zinc, long touted as an immune system supportive supplement, is found in Americans' daily diets, but usually in amounts insufficient to provide adequate results. Further investigation notes that increased amounts of zinc (through supplementation) is not as effective as it could be. In fact, proven ionophores demonstrate the capacity to bridge this gap allowing zinc to enter the cell through the cellular membrane where it can be more effective.

The Overall Problem with Zinc

Zinc, a mineral and a trace essential element (meaning the body doesn't produce or store it, but it's essential for life), has long been admired for its immune supportive role in nutrition and supplementation. In addition to being helpful in bolstering the immune system, it plays a role in improving digestion, encouraging muscle growth and repair, regulating hormones, and reducing inflammation.^[i]

While the average American daily diet provides some zinc through red meat, poultry, nuts, whole grains, and fortified breakfast cereals,^[ii] this amount may need to be supplemented to enhance immune support. Additionally, zinc, by itself, is a positively charged ion^[iii] and is unable to enter respiratory cells at the cellular level.



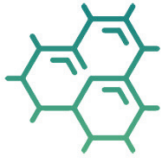
Behavior of Respiratory Viruses



Think of a virus as a parasite—since it has no metabolism of its own, it is completely dependent on a host cell once it penetrates within the cellular wall. Many respiratory viruses are RNA viruses, meaning they duplicate copies of their own genetic material using what's called a replicase enzyme. Once these reproduced viruses gain a foothold in the lungs, the infection grows as more and more host cells are invaded and assaulted.^[iv]

Zinc (Zn⁺²) has been shown to boost immune response by interacting with this replicase activity. However, zinc is a positive ion which means that it is unable to penetrate respiratory cellular walls where it is needed so its effectiveness is considerably diminished without some sort of supportive intervention.

Finding a Potential Solution



So we know that zinc has significant benefits for the immune system, but we need an effective way to transport zinc from the bloodstream directly into the cells. What's needed is a secondary element that allows zinc to transfer from the external environment to the cell's interior through the cellular membrane. Once inside, zinc can unleash its powerful anti-replication action thereby preventing the RNA replicase and the virus from actively reproducing.

By utilizing a proven chemical channel or transporter, called an ionophore, a gateway is created into the affected respiratory cell. From there, zinc can easily travel through the ionophore doorway to the interior of the cell where it can effectively inhibit the synthesizing activity and block further replication.^{[v], [vi], [vii]}

All-Natural Immune Support

The optimum solution for immune support would be to partner two synergistic components. First, a boosting dose of zinc (Zn+2) greater than what's available through normal nutrition and diet and, second, an organic, plant-based supplement that acts as an ionophore to deliver the zinc through the cell membrane. Sophora flavescens may provide the necessary ionophore properties to create the needed cellular entry point.



A traditional medicinal herb that grows in Asia, Oceania and the Pacific Islands has been used for over 2,000 years, all-natural Sophora flavescens, or Ku Shen, has proven to have distinct ionophore properties that have been shown to work in tandem with zinc at the cellular level. Together, these two provide added value in immune support supplements.

PureLyfe's New 2-in-1 Combo Pack Offer

Building effective immunity may greatly benefit from a one-two punch of zinc (Zn+2) supported by an ionophore capable of creating pathways for zinc to enter respiratory.

Pure Lyfe is pleased to offer a 2-in-1 combo pack that features a special formulation of zinc that rushes into the bloodstream, coupled with an all-natural, plant-based ionophore supplement, that opens a gateway so that zinc can enter the cells.



Starting with **Zinc-IN**, part of our unique, complementary combo pack, we offer a special formulation that, when coupled with Vir-Arrest (an all-natural ionophore) can be used to boost the immune system.

By utilizing a swiftly absorbed and specially formulated zinc supplement you can expect to:

- Boost anti-viral immunity
- Maximize available zinc in the bloodstream
- Positively impact health

And following up with **Vir-Arrest**, an ionophore isolated from *Sophora flavescens*, a traditional medicinal herb, that works in conjunction with Zinc-IN by allowing it to penetrate the cellular wall to boost immunity.

Supported by an all-natural organic formulation of *Sophora flavescens* or Ku Shen:

- An ionophore that supports Zinc in impacting immune health
- Allows Zinc to be more effective by penetrating cellular walls

We are confident in our products and therefore are offering a money back guarantee if our customers are not satisfied.

We invite you to try Zinc-IN and Vir-Arrest today— buy online risk-free at <https://www.etsy.com/shop/PureLyfeHemp>

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- [ii] "Zinc – Fact Sheet for Health Professionals". National Institutes of Health, Office of Dietary Supplements – US Department of Health & Human Services. Updated March 6, 2020. Accessed April 7, 2020.
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