



Dynamic  
Nutrition  
Advantage™

DNA | DYNAMIC NUTRITION ADVANTAGE™ | ENERGY FOR LIFE  
THE NEW CLASS OF FUNCTIONAL FOODS

# SWITCH ON THE BODY'S ANTIOXIDANT MANUFACTURING MACHINERY



DNA | Dynamic Nutrition Advantage™ is a world class breakthrough in the category of functional foods. A unique fusion of some of the most notable premium exotic superfoods available, DNA active ingredients include Acai, Goji, Mangosteen, Amalaki (Indian Gooseberry), Noni, Luo Han Guo, Camu Camu and Pomegranate, giving DNA many benefits beyond other products that promote a high-ORAC value (antioxidant activity).

What's more, only DNA | Dynamic Nutrition Advantage™ includes CellActiv®. A dramatic new approach to cellular health, CellActiv® enhances the cell's own internal defense systems because it directly interacts with the expression of the cell's DNA, the genetic Master Code of the body. The unique combination of CellActiv® and DNA's potent array of bioactive ingredients provide significant sources of phytonutrients with powerful benefits for promoting optimal health.

Best of all, the DNA nutritional powerhouse boosts the body's ability to switch on the cell's own antioxidant manufacturing machinery. This has been further enhanced by using our own proprietary AMized® Fusion Technology - a dramatic new approach to cellular health.

**AMized® Fusion Technology...**  
**..harnessing the power of nutrients for life changing benefits**

# AMFoods™ DNA | Dynamic Nutrition Advantage

## ENHANCING THE INTERNAL DEFENSE SYSTEM - ENERGY FOR LIFE

### THE SULFORAPHANE STORY - A SURPRISING SUPERFOOD

To have a healthy body, you need to have healthy cells! So just imagine if you could eat a food that could exert a direct and positive influence over the DNA in your body's cells? Imagine a natural substance that could activate the cell's internal defenses by switching on the cell's defense genes? In recent years, scientific research has identified a plant substance that can do exactly that - effectively enhancing the defense of trillions of cells which make up our body. Surprisingly, this substance is concentrated in the tiny sprouts of broccoli. Very little of this powerful substance is found in broccoli vegetable and is destroyed during cooking. Although Nutritionists have long known that broccoli contributes a far greater benefit to our health than possibly any other known plant food, it is only now that we know why this is true. The extraordinary compound which is responsible for these cell-protective effects is known as Sulforaphane (*pr. Sul-4-a-Fane*). Quite simply, Sulforaphane switches on over 200 different genes that the cell uses to protect itself. Some of these genes help regulate antioxidant levels of the cells while others switch on the cell's internal detoxification processes. These are the two major ways that human cells defend themselves against disease. It follows that if we can keep our cells healthy, we can keep our entire body healthy!

### QUENCH UNTOLD NUMBERS OF FREE RADICALS WITH CELLACTIV®

Through a novel and patented technology, an ingredient known as CellActiv® has been developed to yield a concentrated source of Sulforaphane. As part of the cellular defense system, Glutathione is an essential antioxidant compound that *cells make themselves*. Its job is to 'clean up' free radicals and other toxic substances found within the cells. Glutathione is continuously 'spring cleaning' our cells. This is just one place where Sulforaphane really shines. Sulforaphane switches on the gene needed for cells to activate the production of Glutathione and because it is broken down in the stomach if taken as a supplement, it makes much better sense for us to make our own - just as Nature intended. Common antioxidants such as Vitamin C, Vitamin E and beta-carotene play essential roles in our health, yet no way can they substitute for the cell's very own Glutathione and other antioxidant enzymes. These cell-manufactured enzymes neutralise millions of free radicals every minute - by contrast diet-derived antioxidants like Vitamin C 'mop up' just one single free radical - No comparison! Enzymes are also necessary for cells to detoxify waste materials. Another powerful effect of Sulforaphane is that it switches on several Detoxification enzymes whose job it is to safely break down toxic chemicals that would otherwise seriously harm the cell. It is clear that the cell's own defense processes are very powerful. A key to maximising these processes is to ensure that compounds like Sulforaphane are consumed regularly.

### SWITCHING ON DNA EXPRESSION

The idea that food molecules can switch on or switch off certain genes is an exciting frontier in health science known as *Nutrigenomics*. Foods that are capable of influencing our genes or our DNA are said to have an *epigenetic* effect. We could say that our foods 'talk to our DNA'. What this means is that although our inherited DNA blueprint doesn't change, food chemicals can influence *how* the information stored in these genes is used. You may inherit the tendency to develop a particular illness from your parents but good lifestyle habits including an abundance of plant foods may prevent that illness from ever developing in you. In this way, active food compounds like Sulforaphane are acting epigenetically to modify *how* the gene operates. If we consume foods capable of *talking* to our DNA, we can keep our own cellular defenses operating at their peak, helping us to stay well. How much better does it feel to have personal control over our wellbeing by choosing the most cell-protective food supplements as a part of our health-promoting lifestyle? - Switch On to DNA | Dynamic Nutrition Advantage® - Energy for Life.

### SUPERFRUITS

Exotic fruits like Acai, Goji, Mangosteen, Noni, Amalaki and many others are quickly becoming a premier and convenient way to add a powerful array of phytochemicals to support optimal health. Enjoy the many benefits of extra nutrition and added cellular protection, whatever your lifestyle.

### OUR TECHNOLOGY

The ingredients in this formula were selected for their synergistic abilities and their potential has been enhanced using AMized® Fusion Technology to allow superior utilization, providing total nutrition for cellular repair.

### SUGGESTED KEY BENEFITS

- Contains a selection of premium exotic Superfruits as rich sources of phytochemicals
- Contains *Glucoraphanin*, the most bioactive compound found in broccoli
- Yields Sulforaphane which increases activity of cellular Detoxification enzymes
- Enhances cellular Antioxidant status by 'switching on' Glutathione production
- Each serve yields the Sulforaphane equivalent of 200 grams of steamed broccoli.
- Supports cellular defenses, known to decline as we age.
- Naturally GMO Free



## Switch on to DNA | Dynamic Nutrition Advantage™

### Empowering people to attain and maintain extraordinary energy for life



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