

PRESS KIT

FOR PRESS KIT

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Backgrounder:

For more than 30 years, Life Extension® has been a pioneer in funding and reporting the latest anti-aging research and integrative health therapies while offering superior-quality dietary supplements to consumers. A trailblazer in the \$26 billion U.S. dietary supplements industry, Life Extension is composed of the non-profit Life Extension Foundation®, the Life Extension Foundation Buyers Club®, and Life Extension Pharmacy®.

Life Extension has a long history of offering prescient health guidance to American consumers, in many cases years ahead of the mainstream medical establishment. For example, in 1983, Life Extension recognized the value of daily low-dose aspirin to reduce vascular disease risk, years before the practice enjoyed widespread acceptance. It was the first company to offer melatonin, a popular sleep aid, in 1992, and SAME, a compound that may alleviate depression, arthritis, and certain liver disorders, in 1997.

The Life Extension Foundation is a non-profit 501(c)(3) organization dedicated to finding new scientific methods to enhance and expand the healthy human life span. It funds research programs aimed at developing new anti-aging therapies and combating such age-related killers as heart disease, stroke, cancer, and Alzheimer's. The Life Extension Foundation has donated nearly \$100 million to anti-aging and disease prevention studies.

The Life Extension Foundation Buyers Club is a separate corporation that promotes, sells, and distributes the most scientifically advanced health supplements on the market. It offers a full range of premium-quality vitamins, minerals, and hormones as well as unique, specially-made formulas. Life Extension products are developed based on the latest scientific studies from peer-reviewed medical journals and are continually updated as new information occurs. A portion of every purchase from the Life Extension Foundation Buyers Club goes to fund anti-aging research.

Life Extension Magazine® is a monthly publication of the Life Extension Foundation Buyers Club. With a readership of over 350,000, it provides coverage of new discoveries involving anti-aging supplements. In addition, the Life Extension Foundation Buyers Club supports such innovative services as a toll-free Health Advisor hotline and a unique mail-order blood lab. To round out its offering of health services, Life Extension Pharmacy, Inc., established in 2006, offers its customers access to quality pharmaceuticals at competitive prices, particularly on generic drugs that are priced often below insurance co-pays. For more information, visit www.lef.org.

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STEVEN V. JOYAL, M.D.
Vice President of Scientific and Medical Affairs
Life Extension

Dr. Steven V. Joyal, M.D., is the vice president of scientific and medical affairs for Life Extension[®], the world's leading organization dedicated to extending the healthy human life span.

Before joining Life Extension, Dr. Joyal was employed by Bristol-Myers Squibb Pharmaceutical Research Institute as the group director in global clinical metabolic drug development. His work there influenced the research and development of medications related to obesity, diabetes, and hyperlipidemia. Prior to that, Dr. Joyal worked at Abbott Laboratories/Knoll Pharmaceutical Company.

Preceding his entry into the pharmaceutical industry, Dr. Joyal was in clinical practice in Rhode Island. There he was affiliated with Brown University and Women & Infants Hospital. He also managed the internal medicine service at Butler Hospital, and helped guide member care at the Care New England Wellness Centers in Warwick and East Providence.

Dr. Joyal is a graduate of the Dartmouth/Brown program for medical education and was board-certified in internal medicine in 1997. His undergraduate degree is in physics. As an undergraduate he was inducted into Sigma Pi Sigma (national honor society for physics) and awarded a research grant at Brookhaven National Laboratory on Long Island, New York.

During the past five years, Dr. Joyal has been a featured speaker at medical conferences worldwide. His lecture series at the Asia Anti-Aging Conference in Bali in 2007 featured "Mechanisms of Aging and Top-Line Strategies with a focus on Nutraceuticals for Mitochondrial Dysfunction, Glycation, Free Radical Stress, Hormone Balance, Phase I & II Detoxification". Dr. Joyal has also spoken recently at the Annual World Congress on Anti-Aging Medicine and Biomedical Technologies by the World Academy of Anti-Aging Medicine; at University of Miami Miller School of Medicine medical symposium, and as a guest lecturer at Nova Southeastern University.

In addition, he has been published in both peer-reviewed scientific journals and consumer health and wellness publications including *The New England Journal of Medicine*, *Current Drug Targets*, *CNS and Neurological Disorders*, and *Arthritis and Rheumatism*. His book, *What Your Doctor May Not Tell You About Diabetes*, was published by Warner Books in February, 2008.

Dr. Joyal has appeared widely in the media, most recently on Lifetime TV's *The Balancing Act*, WSFL-TV (CW Miami), and Apple Health Radio.

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Life Extension[®] has an extensive history of “firsts” in terms of recommending and identifying vitamins and supplements to American consumers while simultaneously alerting them to key industry issues:

Life Extension Recommended:

1980 — that healthy people consume high doses of **antioxidant vitamins** to maintain their health. Since then, thousands of studies have been published in prestigious journals documenting the role of antioxidants in protecting against disease.

1981 — the hormone **DHEA** to slow aging. There are now hundreds of published papers substantiating DHEA’s youth promoting properties.

1981 — **B-complex vitamins** to lower homocysteine blood levels. Homocysteine is now recognized as a risk factor for heart disease and stroke.

1983 — the use of **low-dose aspirin** on a daily basis to reduce the risk of vascular disease. The majority of cardiologists in the United States now advocate low-dose aspirin to protect against a heart attack in cardiac patients.

1983 — Life Extension was the first organization in the world to recommend the Japanese cardiac drug **coenzyme Q10 (CoQ10)** as an anti-aging nutrient. The use of high-dose CoQ10 in the United States is enabling people with congestive heart failure to resume normal lives because this nutrient significantly boosts cardiac energy output. High-dose CoQ10 also has been shown to significantly slow the progression of Parkinson’s disease.

1986 — the broad-spectrum anti-viral drug **ribavirin** to treat lethal viral infections. Twelve years later the FDA approved ribavirin as a treatment for Hepatitis C.

2003 — Life Extension was the first to report that **resveratrol** (a substance found in grapes and other plants) can extend the life span of certain cells by as much as 70%.

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Life Extension Identified:

1985 — **lycopene** to support healthy cell growth and maturation.

1992 — **melatonin**, a powerful natural antioxidant which may be used as a sleep aid and for anti-aging benefits.

1996 — the first **comprehensive mail-order blood screening service** that offered state-of-the-art tests for age-related diseases directly to the public.

1997 — **S-adenosyl-methionine (SAME)**, a natural ingredient largely unknown to the American public and healthcare professionals, yet used successfully in Europe for years in the context of depression, arthritis, and certain liver disorders. A Harvard study published more than a decade later (in 2010) supported the use of SAME as a strategy to increase the response rate for conventional anti-depressant drugs by 105%.

1997 — ***Urtica dioica***, a natural ingredient used in Europe for benign prostate enlargement.

1998 — **methylcobalamin**, a natural form of vitamin B12 used in Japan to treat neurological disorders.

2000 — a unique combination of natural ingredients used in Europe to support cognitive function.

2000 — a unique, natural European therapy to support the liver.

2001 — **high-dose carnosine** to prevent the formation of advanced glycation end-products (AGEs), a key molecular substrate linked to premature aging and metabolic complications.

2002 — **methylselenocysteine**, the form of selenium found naturally in garlic and broccoli that supports healthy cell growth and maturation.

2004 — a novel fiber called **glucomannan** that supports healthy after-meal insulin release and postprandial (after meal) glucose (blood sugar) levels.

2006 — a form of **Coenzyme Q10 (ubiquinol)** that is vastly superior to commercial CoQ10 supplements in absorbing into the human bloodstream, reducing fatigue, and slowing age-related markers.

2008 — an **African mango seed extract** that has show to support in a clinical study an average weight loss of over 20 pounds and a 6-in reduction of waist size on average in 10 weeks.

2010 — a novel compound called **PQQ (pyrroloquinoline quinone)** that has been shown to rejuvenate aging cells by promoting the growth of new mitochondria.

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A History of Consumer Advocacy:

1983 — Life Extension[®] warned its members **against the intake of supplemental iron** because of studies showing that excessive iron is associated with cancer. In 1988, *New England Journal of Medicine* published an article showing that men with high levels of iron had a 40% increase in their overall risk of cancer.

1994 — Life Extension **warned that the commonly prescribed estrogen and synthetic progestin drugs could increase breast and ovarian cancer risk**. Findings published years later confirmed these dangers. The natural hormone-balancing approaches long recommended by Life Extension have been shown to decrease common female cancers.

1996 — Life Extension revealed the crucial importance of **monitoring blood levels of fibrinogen**, a risk factor for cardiovascular disease and stroke. Since then, numerous studies have confirmed that high levels of fibrinogen are indeed a heart attack and stroke risk factor, just like high cholesterol levels.

1998 — Life Extension warned how **excess estrogen levels in aging men** may be a causative factor in the development of prostate cancer and provided easy and safe methods to mitigate these effects.

2000 — Life Extension revealed how **COX-2 inhibiting drugs could increase pro-inflammatory factors in the body**, potentially leading to permanent joint damage and vascular disease. In 2004, one of these drugs (like Vioxx[®]) was taken off the market because of increased risks of heart attack in those who took it.

2003 — Life Extension **advised members to stock up on an anti-viral drug called Tamiflu[®]** in case they were exposed to the common flu virus. Two years later, the world became so frightened about a potential SARS virus pandemic that Tamiflu[®] disappeared from pharmacy shelves worldwide.

2004 — Life Extension reported that **optimal glucose levels should be lower than current guidelines** to reduce heart attack risk by 40%. Soon after, national standards for the upper-scale limit of blood glucose were lowered, but still not to the lower levels recommended by Life Extension.

2005 — Life Extension alerted the public to **the disease-causing toxins present in fish** and provided a strategy for safely capturing the health-promoting benefits of fish oil.

2006 — Life Extension identified how **meso-zeaxanthin** was critical for eye health given the epidemic of macular degeneration afflicting aging humans.

2011 — Life Extension reminds those Americans who live near a nuclear energy plant the importance of having **potassium iodide** tablets on hand in case of a nuclear emergency, as it had first recommended nearly nine years prior in December 2002.

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Best Selling Products:

1. **CoQ10** – *Super Ubiquinol CoQ10 with Enhanced Mitochondrial Support™*, 100 mg (60 softgels). Coenzyme Q10 is incorporated into the mitochondria of cells where it facilitates the transformation of fats and sugars into energy. It has also been shown to produce beneficial effects to the heart, brain, kidneys and other tissues.
2. **Fish Oil** – *Super Omega-3 EPA/DHA with Sesame Lignans & Olive Fruit Extract* (120 softgels). The addition of sesame lignans and olive fruit extract is unique for a fish oil supplement. Sesame lignans augment the beneficial effects of the oil, and olive fruit extract is a powerful antioxidant.
3. **Anti-Aging Formulation** – *Mitochondrial Energy Optimizer (MEO) with BioPQQ™* (120 capsules). A unique, multi-ingredient formulation that targets aging at a cellular level. The newest ingredient upgrade to MEO is the PQQ, which helps generate new mitochondria. This is also offered as a top-selling, standalone product: *BioPQQ™ Pyrroloquinoline Quinone*, 10 mg (30 vegetarian capsules).
4. **Super Bio-Curcumin®** – 400 mg (60 vegetarian capsules). Curcumin is present in the spice turmeric which was used by Indians over 3,000 years ago in Ayurvedic medicine. Curcumin has potent antioxidant benefits and has been shown to support key pathways involved in healthy cell growth, cell maturation, and inflammation. Published clinical research supports this form of curcumin as being absorbed into the bloodstream seven times better than conventional formulations.
5. **Prostate Health** – *Ultra Natural Prostate with 5-LOXIN® and Standardized Lignans* (60 softgels). A unique, multi-ingredient formula to help protect the prostate gland and maintain its healthy function.
6. **Resveratrol** – *Optimized Resveratrol with Synergistic Grape-Berry Actives*, 250 mg (60 vegetarian capsules). Resveratrol is a natural compound found in grapes with scientifically-recognized longevity properties that helps support key cell growth and maturation pathways as well as serve as a potent antioxidant.
7. **Brain Support** – *Cognitex® with Pregnenolone & NeuroProtection Complex* (90 softgels) and *Cognitex® with NeuroProtection Complex* (90 softgels). These multi-nutrient cognition formulas address a top concern of baby boomers. *Pregnenolone*, available in one formulation, is a steroid hormone with powerful support for cognitive function. Life Extension also offers an entry-level cognitive formula with fewer ingredients at a lower cost: *Cognitex® Basics* (60 softgels).
8. **Multivitamin** – *Life Extension Mix™ Multi-Nutrient Formula* (490 capsules). A multi-ingredient, high potency vitamin and mineral capsule with the addition of over 20 fruit, vegetable, and herbal extracts.
9. **Eye Support** – *Super Zeaxanthin with Lutein, Meso-Zeaxanthin Plus Astaxanthin and C3G* (60 softgels) and *Super Zeaxanthin with Lutein, Meso-Zeaxanthin and C3G* (60 softgels). These formulas provide therapeutic doses of carotenoids to help support vision health. The addition of *Astaxanthin* in one formulation helps to fight eye fatigue.
10. **Weight Loss** – Various weight management and body weight support products revolve around *Irvingia gabonensis*, an African mango extract. These supplements should be taken in conjunction with a healthy diet and regular exercise program.
 - *Calorie Control Weight Management Formula*, 402 grams (14.18 oz.) – multi-nutrient powder formula
 - *Optimized Irvingia with Phase 3™ Calorie Control Complex* (120 vegetarian capsules)
 - *Integra-Lean® Irvingia* (60 vegetarian capsules)

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General Q&A:

About Life Extension

What is Life Extension?

For more than 30 years, Life Extension[®] has been a pioneer in funding and reporting the latest anti-aging research and integrative health therapies while offering superior quality dietary supplements to consumers. A trailblazer in the \$26 billion U.S. dietary supplements industry, Life Extension is composed of the non-profit Life Extension Foundation[®], the Life Extension Foundation Buyers Club[®], and Life Extension Pharmacy[®].

Life Extension has a long history of offering prescient health guidance to American consumers, in many cases years ahead of the mainstream medical establishment. For example, in 1983 Life Extension identified daily low-dose aspirin to reduce the risk of vascular disease, years before the practice enjoyed widespread acceptance. It was the first company to offer melatonin, a popular sleep aid, in 1992, and SAME, a compound used in Europe in the context of depression, arthritis, and certain liver disorders, in 1997.

The Life Extension Foundation is a non-profit 501(c)(3) organization dedicated to finding new scientific methods to enhance and expand the healthy human life span. The Life Extension Foundation Buyers Club is a separate corporation that promotes, sells, and distributes scientifically advanced health supplements. With a readership of over 350,000, *Life Extension Magazine*[®] is a monthly publication of the Life Extension Foundation Buyers Club. To round out its offering of health services, Life Extension Pharmacy, Inc., established in 2006, offers its customers access to quality pharmaceuticals at competitive prices, particularly on generic drugs that are priced often below insurance co-pays.

What is the difference between what the Buyers Club sells – dietary supplements – and prescription or OTC drugs?

In the United States, a dietary supplement is defined under the Dietary Supplement Health and Education Act of 1994 (DSHEA) as a product that is intended to supplement the diet and contains any of the following dietary ingredients: a vitamin, a mineral, an herb or other botanical (excluding tobacco), an amino acid, a concentrate, metabolite, constituent, extract, or combination of any of the above.

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Dietary supplement labels may bear structure/function claims. Structure/function claims describe the role of a nutrient or dietary ingredient intended to affect normal structure or function in humans, for example, "calcium builds strong bones." In addition, they may characterize the means by which a nutrient or dietary ingredient acts to maintain such structure or function, for example, "antioxidants maintain cell integrity," or they may describe general well-being from consumption of a nutrient or dietary ingredient. If a dietary supplement label includes such a claim, it must state in a "disclaimer" that the FDA has not evaluated the claim and must also state that product is not intended to "diagnose, treat, cure or prevent any disease" because only a drug can legally make such a claim.

(Source: <http://www.fda.gov/Food/LabelingNutrition/LabelClaims/StructureFunctionClaims/default.htm>)

If the Buyers Club focus is on supplements, then why offer a pharmacy?

We established the Life Extension Pharmacy[®] in 2006 to round out our offering of integrative health services and help Americans combat the high cost of prescription drugs. With its acquired industry knowledge and network of U.S. licensed wholesalers, Life Extension Pharmacy is able to obtain pharmaceuticals at greatly reduced prices and then pass much of this savings on to customers. Life Extension offers a handy walkup service for local South Florida residents, a dependable mail-order service, and online 24-hour refill service at www.LifeExtensionRx.com. A portion of prescription proceeds is donated to the Life Extension Foundation[®] to further scientific research and develop integrative health care therapies.

What research is the Life Extension Foundation funding?

Through grants, the Life Extension Foundation is a major contributor to advanced research aimed at discovering new therapies for slowing and reversing the aging process. The Foundation has supported medical research focused on cancer, stem cells, caloric restriction, and nanotechnology, among other topics. Funding has supported:

- A study at the University of Arkansas Medical Center to study the effects of a generic compound called *dichloroacetate* (DCA) against lymphoma and triple-negative breast cancer cells when used in conjunction with conventional chemotherapy drug combinations.
- The research of Michael West, Ph.D., at BioTime, an emerging biotechnology company, for the applications of embryonic stem cell technology to the slowing and reversing of aging and age-related diseases.
- Research into caloric restriction as a way to reverse aging or postpone aging's degenerative effects through BioMarker Pharmaceuticals of California.
- Research by Nanofactory Corporation to invent medical nanotechnology tools.

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- Donation of Life Extension omega-3 and selenium supplements for a clinical study on alcohol-induced pancreatitis conducted by researchers at the ReGenera Research Group, Milan, Italy, the University of Santo Tomas, Manila, The Phillipines, and the Seyukai Medical Institute & Clinic, Nagoya, Japan.

About Life Extension Products:

What are Life Extension's quality control standards?

Life Extension uses only premium-quality vitamins and other ingredients. We focus on three specific areas to insure products of the highest quality:

- **Raw Materials:** We use active ingredients selected through the highest standards of material validation using sophisticated analytical methods chemistry (e.g. high-performance liquid chromatography, mass spectrometry) and rigorous quality control procedures.
- **Scientifically Validated Ingredient Efficacy:** We use ingredients and dosing that reflect successful results obtained in scientific studies.
- **Manufacturing:** We are in strict compliance with current Good Manufacturing Practice (cGMP) for manufacturing, packaging, and storage.

How many products do you sell and what are your best sellers?

We offer 325 products varying from vitamins, supplements, and hormones to proprietary formulations to combat age-related conditions. Our best-selling items include CoQ10, fish oil, the anti-aging formulation *Mitochondrial Energy Optimizer (MEO) with BioPQQ™, Super Bio-Curcumin®*, prostate health supplements, resveratrol, the brain support supplement *Cognitex®*, the *Life Extension Mix™ Multi-Nutrient Formula* multivitamin, eye support with *zeaxanthin* as its key ingredient, and weight-management products including the only certified form of African-sourced *Irvingia gabonensis* seed extract.

What's a basic vitamin or supplement regime people should take?

Multivitamin supplements are the foundation of a nutritional supplementation program. Taking a high potency multi vitamin supplement is an efficient way to get the nutrients you need in one product. We have identified the optimal intake at higher potencies of over 90 different critical nutrients for optimal health in the convenience of one product, and we continually evolve the product every year based upon the most recent scientific research. We also recognize the great importance of calcium supplements such as Life Extension's *Bone Restore*. Men, and women under 35 years of age, need 1,000 mg calcium;

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women over 35 need at least 1,200 mg of calcium per day. Consider the comprehensive *Life Extension Mix™* multi-nutrient or the high potency Life Extension Two-Per-Day Tablets, plus calcium supplements as a very basic nutritional regime. In addition, we also recommend a wide variety of additional products based upon scientific studies to maintain optimal health as we age: antioxidants such as coenzyme Q10, vitamin E, lipoic acid; omega-3 fish oil and low-dose aspirin (if appropriate) for cardiovascular health. The Life Extension Health Advisor line is offered free to members and customers to assist with personalizing an optimal supplement regimen based on a person's particular health status.

Life Extension Customer Support:

Why do you offer consumers such an extensive amount of health and medical information, much of which is free?

The key to staying health today is knowledge. Our business is all about educating people to better empower them about their health care choices. We do this in a variety of ways:

- **Our website: www.lef.org** — The Life Extension Foundation[®] constantly maintains and updates this valuable resource of free health-related information. Access to articles, research, products, and a community forum exist on the multi-faceted site.
- ***Life Extension Annual Directory*** — This quick and easy reference provides a complete listing of the most important supplements that may be used to maintain or regain health along with a clear explanation of their benefits.
- ***Disease Prevention and Treatment reference book*** — Available to Life Extension Foundation members or for sale on lef.org, this 1,666-page health reference book, now in its fourth edition, contains integrative methods that blend the best of conventional medicine with nutritional and natural support for over 130 different medical disorders. Note: the latest health protocols are free online at www.lef.org.
- ***Life Extension Magazine***[®] — With a readership of over 350,000, the monthly *Life Extension Magazine* is the premier anti-aging publication in the world. Every month this 100-plus page periodical provides up-to-date coverage of the latest scientific and medical breakthroughs from around the globe. A yearly subscription is free to Life Extension Foundation members; single copies are available in select retail outlets.
- **Health Advisor Service** — One of the greatest benefits of Life Extension Foundation membership is access to its highly knowledgeable staff of wellness specialists known as health advisors. Comprised of medical doctors, nutritionists, personal trainers, and other health care professionals, Life Extension's health advisors are available 365 days per year to answer health-related questions. Information provided by Life Extension may help you and your doctor make more-informed choices about treatment options. Health advisors are available at 1-800-226-2370.

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- **Life Extension's Social Media Channels** — Our social media channels, Twitter, Facebook and YouTube, provide interactive and informative content to the public. Visit www.Twitter.com/LifeExtension, www.Facebook.com/LifeExtension and www.YouTube.com/LifeExtension to follow, “like” or subscribe.

How does your customer support differ from competitors?

Most supplement companies only sell products, providing minimal information even on their own offerings. But that's not the case at Life Extension, which fully supports members with trained professionals who know their research and are committed to helping aging humans achieve an optimal health maintenance program. Life Extension employs sales representatives, health advisors, and member service representatives. For questions concerning product ingredients and features, which products to order and how to take them, and the optimal program for health concerns, call 1-800-226-2370 to speak with a health advisor. In addition, we embrace a simple, liberal return policy: If you are dissatisfied in any way, return your purchase within 12 months of the purchase date and we will replace the product or credit your account.

Why should I join the Life Extension Foundation?

There are many benefits to membership, including:

- Discount of 25% to 50% on all supplement purchases.
- A yearly subscription to our *Life Extension* Magazine.
- Hardcover *Disease Prevention and Treatment* reference book.
- Access to qualified health advisors via a toll-free phone line.
- Membership fees as well as a portion of product sales go to fund anti-aging medical research.

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