

Shaklee Corporation introduces ViViX

By Harold Kurt

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*Shaklee Corporation introduces a revolutionary breakthrough that goes beyond resveratrol in the fight against cellular aging**

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Portland, OR – December 2, 2008 – Most Americans have heard that drinking a glass of red wine can be healthy but are unaware of why exactly this is true. In 2006, researchers at the Harvard Medical School and the National Institute on Aging (NIA) reported that a natural substance found in red wine, known as resveratrol, can potentially offset the negative effects of a high-calorie diet and significantly extend lifespan in mice. After the largest research project in its 52-year history, Shaklee Corporation, the number one natural nutrition company in the U.S., is introducing Vivix™ Cellular Anti-Aging Tonic, the first all-natural dietary supplement that combines resveratrol with a patent-pending plant extract to combat cellular aging.*

“Shaklee is proud of this breakthrough innovation of Vivix,” said Dr. Jamie McManus, Chairman of Medical Affairs, Health Sciences and Education, Shaklee Corporation. “Our team has invested years of research to locate and isolate a unique blend of potent plant phytochemicals which when combined with resveratrol have been shown in laboratory studies to positively impact four key mechanisms of cellular aging by protecting and repairing cellular DNA, positively impacting genetic regulators, promoting cellular energy production and Vivix ingredients are 10 times more powerful than resveratrol alone at slowing AGE protein formation.”*

Vivix™ is made with the purest and most potent natural resveratrol available and contains a unique profile of polyphenols which have been shown to address mechanisms of cellular aging in several laboratory tests. Vivix ingredients combat these key mechanisms by; repairing cellular DNA, positively impacting genetic regulators to help turn down aging, and promoting mitochondrial biogenesis to increase power production within cells.*

Published in Nature, the Harvard Medical School and NIA report suggests that resveratrol could help offset some of the negative impacts of a high-calorie diet in mice. The researchers found that resveratrol extended the lifespan of mice and appeared to blunt some of the effects of aging.

“This product goes far beyond resveratrol in the fight against cellular aging, says Shaklee product distributor, Harold Kurt. A 30-day supply delivers the equivalent amount of resveratrol found in 3,000 glasses of red wine and has actually been shown in laboratory studies to be ten times more powerful than resveratrol alone at slowing one of the key mechanisms of cellular aging.*

The recommended serving of Vivix is one teaspoon a day, taken preferably with breakfast or lunch. Vivix is all natural without artificial flavors, sweeteners, colors or added preservatives and is exclusively available through Shaklee Independent Distributors. For more information please visit, <https://www.shaklee.net/shkurt/vivix>.

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

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About Shaklee Corporation

For 50 years, Shaklee has been a leading provider of premium quality, natural nutrition, and personal care products, environmentally-friendly household products, and state-of-the-art air and water treatment systems. In 2000, Shaklee became the first company in the world to be Climate Neutral™ certified to totally offset its CO2 emissions, resulting in a net zero impact on the environment. With a robust product portfolio, including over 50 patents and patents pending worldwide, Shaklee has more than 750,000 Members and Distributors worldwide and operates in the U.S., Mexico, Canada, Japan, Malaysia, Taiwan, and China.

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