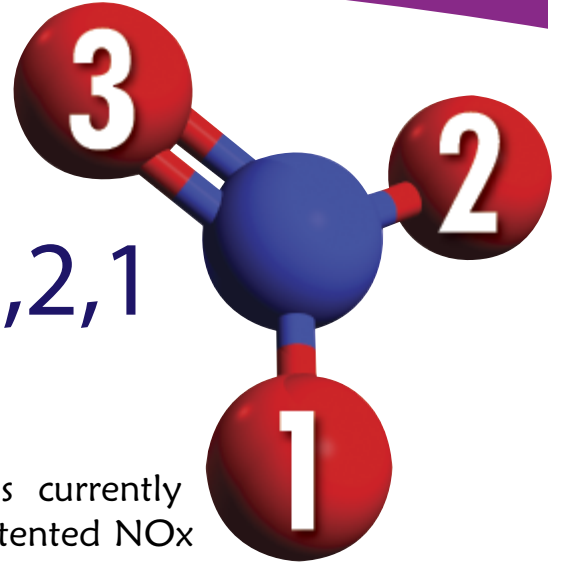




Innovations

What's New

INTRODUCING NOx 3,2,1 TECHNOLOGY®



Axioma Health, a newly formed division of AOR, is currently developing an innovative series of products based on patented NOx 3,2,1 technology.

This line is the first of its kind and takes advantage of the incredible health benefits of nitric oxide. The Axioma Health product line will initially be available to a limited number of retail and professional customers in a test-market scenario. This will allow for proper education and support of our customers to ensure a successful launch of these cutting edge products.

The initial launch will include six innovative and NPN approved products for a wide range of health conditions. These products combine the power of NOx 3,2,1 technology and the benefits of nitric oxide with synergistic ingredients tailored to specific health needs.

AOR customers can contact their AOR sales or customer service representative for more information about the launch and availability of these products.



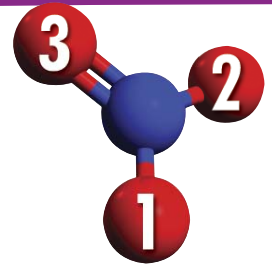
- Cardio NOx
- Immu NOx
- Infla NOx
- Rejuve NOx
- Antioxidant NOx
- Osteo NOx

Look inside to learn more about the amazing effects of nitric oxide!



Spotlight On

Nitric Oxide The Miracle Molecule?



Cutting edge research has shown that the molecule Nitric Oxide (NO) has a wide array of beneficial effects on the body. This research has revealed a new pathway to increase NO levels, which is called the NOx 3,2,1 pathway. The key to stimulating this revolutionary pathway are nitrates, which are nutrients commonly found in healthy foods like spinach and beetroot.

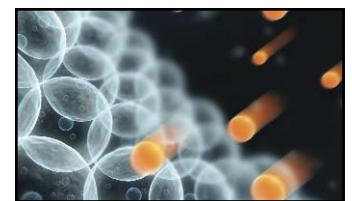
Taking nitrate containing supplements can be a very effective way to harness the health-boosting powers of foods like beetroot; this premise forms the basis of the NOx 3,2,1 family of products. These products combine nitrates with proven, synergistic ingredients tailored to a variety of health problems including heart health, stress, inflammation, immunity and bone health.

What are the Health Benefits of Nitric Oxide?

Dietary nitrates have been shown to reduce systolic blood pressure by as much as 10mmHg and diastolic blood pressure by 8mmHg!

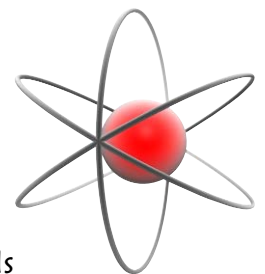
Nitric Oxide, Heart Health and Blood Pressure

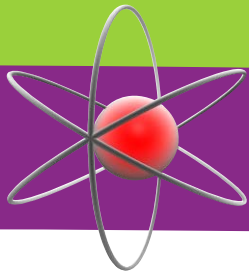
- Widens blood vessels, improves blood flow and lowers blood pressure
- Protects and improves the function of blood vessels
- Helps prevent the formation of arterial plaque
- Reduces the risk of blood clots, heart attacks and stroke



Nitric Oxide, Inflammation and Healing

- Acts directly to modulate and reduce inflammation
- Speeds up and improves wound healing
- Prevents inflammation associated with free radical damage
- Inhibits the production of pro-inflammatory lipids, helping to protect blood vessels

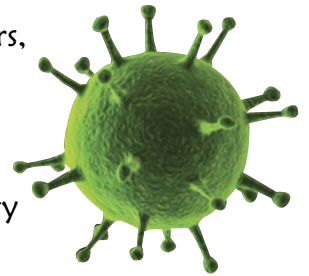




Consumption of nitrates by cyclists performing strenuous exercise resulted in a 20% reduction in oxygen requirements and improved endurance.

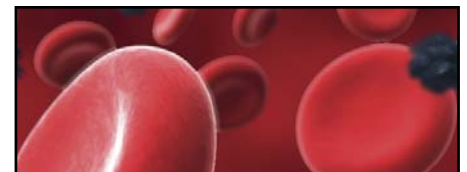
Nitric Oxide and the Immune System

- Helps to eliminate a variety of pathogens including those that cause stomach ulcers, urinary tract infections, skin infections and those associated with cystic fibrosis.
- A first-line defense in the stomach to eliminate swallowed pathogens
- Stimulates the immune system to accelerate wound healing
- Improves blood flow to the damaged areas, improving the immune system's ability to deal with infections



Nitric Oxide as a Superior Antioxidant

- Helps to reduce oxidative stress in the body
- Prevents the peroxidation of lipids
- Protects cells and DNA from the damaging effects of free radicals
- Works synergistically with quercetin for optimal antioxidant protection



Nitric Oxide and Stress

- Creates a relaxed state throughout the body
- Lowers blood pressure, helping to reduce stress
- Improves oxygen delivery to the whole body
- Reduces the damaging effects of excess cortisol and other stress hormones



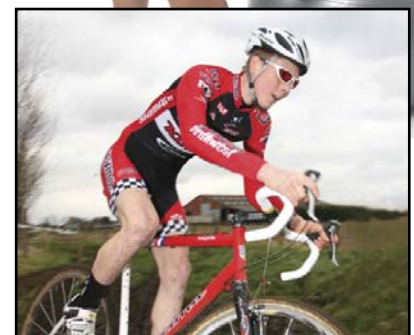
Nitric Oxide and Bone Health

- Stimulates bone formation and reduces bone resorption
- Helps to improve bone density
- Promotes communication between bone cells, helping to modulate bone remodeling
- Naturally found in bone marrow and is essential for blood and bone cell formation



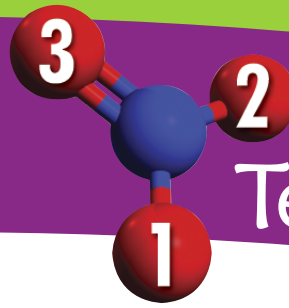
Nitric Oxide, Energy and Endurance

- Improves athletic performance
- Reduces the body's oxygen requirements
- Reduces lactic acid production, helping to prevent muscle fatigue
- Improves muscle efficiency



F.A.Q.

NOx

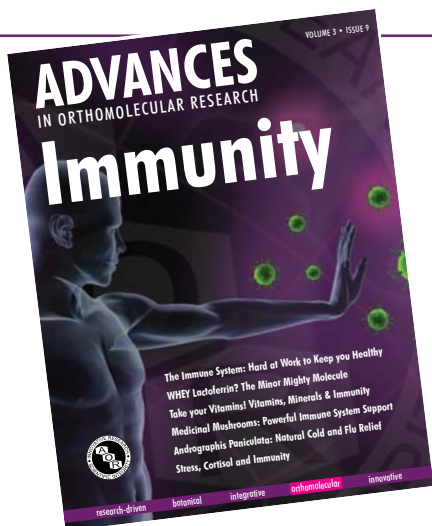


Technology[®]

Why is NOx 3,2,1 Technology better than taking L-Arginine for increasing nitric oxide levels?

Until recently the L-Arginine pathway was the only known route for increasing NO levels in the body. The problem is that high doses of L-Arginine and high levels of oxygen are needed for this pathway to function effectively. For instance, during exercise or in cardiovascular conditions where oxygen supplies are limited the L-Arginine pathway is inefficient. The NOx3,2,1 pathway is superior in that it is much faster and only small quantities of nitrates are required. Most importantly, this process takes place very effectively in both high and low oxygen conditions. This newly discovered pathway offers a new and exciting method to increase NO levels in the body!

Over 22% of Canadian adults have been diagnosed with hypertension, with another 17% estimated to be undiagnosed. Hypertension is responsible for 7-8 million deaths worldwide each year.



Now Available

Advances - Immunity

The latest issue of Advances explains the ins and outs of your immune system and outlines natural solutions to help keep you healthy during cold and flu season.

To order copies please call us at 1-800-387-0177.



www.aor.ca

3900-12 St NE, Calgary, Alberta T2E 8H9 Canada