



# Innovations

## Introducing nanoVAIABLE

### A New Line of Highly Bioavailable Products from AOR

One of the main problems with natural ingredients has always been bioavailability. Simply put, bioavailability is the amount of what you take that enters the bloodstream and reaches the target tissues. Over the years, many ingredients have shown incredibly promising results in early cell culture tests, but due to poor bioavailability they have little or no beneficial effect when taken by people.

The nanoVAIABLE line from AOR fights this problem head on, offering products with improved bioavailability through advanced processing technology. These superior products increase the bioavailability of natural products by improving the solubility, stability and absorption of the supplements.

The first two products available in the nanoVAIABLE line include Boswellia, a product with enhanced solubility and absorption compared to our traditional Maxi-Boz II, and Inflammation Relief, which combines nanoVAIABLE Curcumin, Boswellia, Ashwagandha and Oleanolic Acid into a superior product for reducing the pain and damage caused by inflammation.



nanoVAIABLE™





# Spotlight On

## Give the Gift of Health this Holiday Season

For many of us the holidays are a time to celebrate and to spend time with friends and family. However, while this festive time of year is full of fun and good cheer, it can also put a strain on our health. Let's face it: many of us overindulge during the holidays, taking advantage of the good food and drink that is readily available at this time of year. Furthermore, the holidays can be hectic and stressful! All of this can wreak havoc on your physical and emotional well-being.

The good news is that there are ways to give your health a boost to help get you through the holidays. For example, AOR's Liver Support can help to protect your liver from the overindulgences of the season and Zen Theanine can help to calm your nerves and reduce anxiety so that you can relax and fully enjoy the festivities.



## 5 Tips to Stay Healthy During the Holidays

1. Moderation is Key. Don't deny yourself your favourite foods, but try to control your portion sizes.
2. Drink plenty of water. This will keep you hydrated and also help to prevent overindulgence.
3. Get some exercise! This will energize you and provides great stress relief.
4. Get plenty of sleep. Try to get eight hours of sleep per night. This will help to reduce stress and help you feel refreshed and ready to take on the day.
5. Spend time with the people you love. This is what the holidays are all about. So relax and enjoy the time with your family and friends.

# Protect and Detoxify your Liver

The liver is the largest gland and the most important detoxification organ in the body. More than 500 functions have been attributed to the liver, including the production of bile and the secretion of glucose, proteins, vitamins and fats. While most of the severe liver disorders are related to alcohol consumption, viral hepatitis and hemochromatosis, most of us should be taking better care of our liver because when we overindulge, our liver suffers.

AOR's Liver Support was formulated to support optimal liver function. The ingredients found in Liver Support have collectively been shown in studies to protect the liver from toxins, stimulate liver regeneration, and enhance levels of glutathione.

Liver Support contains milk thistle extract, NAC, *Phyllanthus amarus* extract and a specific extract from broccoli. Milk thistle has been used as a traditional remedy for over 2000 years. It protects the liver against toxins and has been used successfully to treat chronic liver diseases. More recent trials have also suggested that milk thistle has anticancer, antidiabetic, and cardioprotective effects.

N-Acetyl-Cysteine (NAC) is a precursor to glutathione, one of the most important antioxidants produced by the body. NAC protects the liver against free radicals and toxins and is now used to prevent liver injury associated with acetaminophen poisoning which is the number one cause of calls to poison centers in the US.

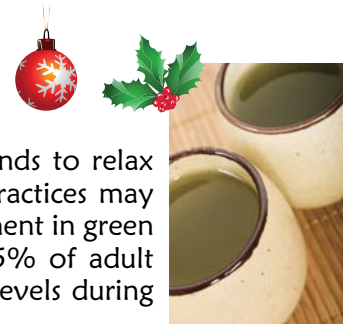
*Phyllanthus amarus* is a herb that has been used to help treat viruses like hepatitis B, which affects the liver, causing inflammation and jaundice, possibly leading to liver cirrhosis, cancer, or even death. *Phyllanthus amarus* has also been documented to protect the liver from damage by a variety of chemical liver toxins and oxidative stress.

Sulforaphane glucosinolate (SGS) is a naturally occurring compound found in the brassica family of vegetables, such as broccoli. SGS has been shown to stimulate the natural defenses of the body to protect the liver and to eliminate toxins from the body. It is a natural antioxidant and a potent inducer of phase II liver detoxification enzymes.

Overall, this superior liver support formula can help to promote improved liver health, and can help to keep you and your liver healthy during the holidays and all year round.

## Relax and Enjoy

Researchers have often wondered why it is that tea, despite its caffeine content, tends to relax individuals without making them drowsy. Similarly, those engaging in meditation practices may drink tea to help focus the mind. The amino acid L-theanine appears to be the component in green tea which is responsible for these particular benefits. This is good news for the 65% of adult Americans who suffer from daily stress, and for those looking to reduce their stress levels during the holidays.



Various tests have demonstrated the anti-stress effects of L-theanine. One of the more revealing of these experiments examined brain wave patterns after the ingestion of L-theanine. The four primary wave patterns in humans are known as the alpha, beta, delta and theta brain waves. Alpha waves are of particular interest, since they occur during states of relaxed wakefulness. Researchers found that when taking L-theanine they showed a marked increase in alpha-waves starting roughly 40 minutes after ingestion. Researchers concluded that L-theanine rapidly enters the system when ingested and promotes a state of relaxed wakefulness. Furthermore, it has been found that as anxiety levels increase, the effects of L-theanine also increase, therefore having the greatest effect in individuals with the most anxiety.

AOR's Zen Theanine contains an optimal dose of this safe and effective compound, to help you relax and enjoy the holidays.

# F.A.Q.

# Bioavailability

## Q: What is bioavailability?

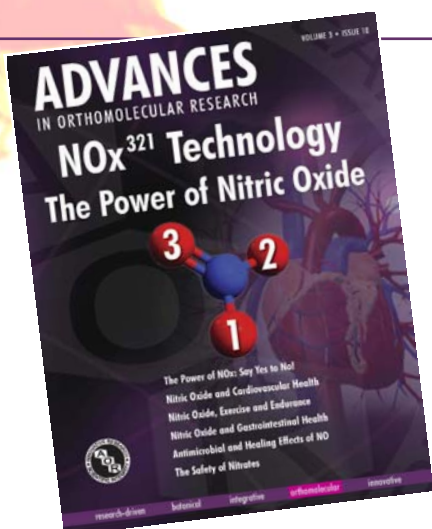
A: Bioavailability is the amount of a molecule that reaches the target site. For example, in the case of curcumin, it is the amount of curcumin that reaches a particular sore or inflamed joint to relieve pain and inflammation versus the amount that is consumed.

## Q: How can the bioavailability of a product be improved?

A: Many factors can impact bioavailability, including the solubility of the molecule, its resistance to degradation by digestive enzymes, how well it is absorbed by the body and how quickly it is metabolized or broken down in the body. Bioavailability can be enhanced using methods that improve one or more of these factors. For example, AOR's nanoAVAILABLE products focus on using oil-based emulsions to improve solubility and reducing particle size to improve the absorption of the product.

## Q: Is it safe to improve the bioavailability of natural products?

A: Studies on the ingredients in AOR supplements have shown that they can safely be taken at higher doses, which indicates that increasing bioavailability is completely safe. However, another common method to increase bioavailability is the inclusion of piperine. This molecule inhibits the body's ability to break down foreign molecules. This works very well to increase bioavailability, but has the unintended effect of increasing the amounts of other potentially dangerous compounds in the body. This is why AOR's nanoAVAILABLE line focuses only on safe and proven methods to improve bioavailability through enhanced solubility and absorption.



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