



# LIFEMAX™

## ACTIVE LIFESTYLE & VITALITY FORMULA

ASEA VIA LifeMax is an active lifestyle dietary support supplement.

Precisely formulated with 16 distinctive natural plant extracts that have been identified to help address the signs of aging, VIA LifeMax helps support the body's natural inflammatory response and helps counter the effects of cellular aging.

The ASEA VIA line of nutritional supplements is expertly formulated with nutrient building blocks that complement ASEA REDOX and other ASEA VIA products.

### ASEA VIA LIFEMAX DETAILS

VIA LifeMax is formulated with BioVIA™ LifeMax Complex, a proprietary formulation that includes a specialized extract of pomegranate, which is naturally high in antioxidants and has been shown to have an active effect in the body for more than 24 hours. A specialized extract of French cantaloupe shown to slow down cellular aging and support the body's natural response mechanism and cell maintenance is a key part of this unique formulation. LifeMax also features a clinically supported combination of the herbs astragalus and gotu kola, which have been shown to help skin appear younger and stimulate cellular health, regardless of age.

The cells in our bodies are the foundation of health. But they're also subjected every day to insults, including injury and toxins. While no one escapes aging, anyone can help counter its effects by optimizing cellular health. VIA LifeMax is formulated with ingredients that support an active lifestyle at any stage of life.

#### Cardiovascular Health

A healthy heart and blood vessels are critical for a long, healthy and active life. ASEA's team hand-selected ingredients for VIA LifeMax that impact cellular wellness and help provide a foundation for a healthy cardiovascular system.

#### Healthy Cell Division

The body has a natural cycle of dividing, repairing, and replacing aging cells to keep the body healthy. LifeMax contains nutritive extracts that support the body in regulating this cycle and support healthy cell division.

#### Natural Inflammatory Response

The inflammatory response is the body's own self-defense system. ASEA VIA LifeMax's ingredients contain potent phytonutrients to help support the body's natural inflammatory response.

#### Immune Support

The immune system protects the body from invaders and foreign substances. Because this response affects every aspect of human health, ASEA included plant extracts in precise amounts in VIA LifeMax to create robust nutritional immune support.



90 Capsules

Pricing can be found in your virtual office library.

### DIRECTIONS

Take three (3) capsules daily.

Women who are lactating or pregnant should consult their health care professional before taking.

Store in a cool, dry place.



## ASEA VIA LIFEMAX DETAILS (CONT.)

### Metabolic Support

The health benefits of physical activity include enhanced mood, healthy muscles and bones, and longevity. VIA LifeMax adds nutritional and metabolic support for an active lifestyle.

### Cognitive Function + Mood Balance

Healthy cognitive function is important in every stage of life. VIA LifeMax's potent plant ingredients combine to provide neuroprotective effects that support overall brain health as well as the body's ability to regulate mood and promote a sense of well-being.

### Antioxidant Activity

The carefully selected plant extracts in VIA LifeMax combine to provide the benefits of superfoods while supporting the body's natural ability to regenerate antioxidants within the body.

### Skin Health

A patented extract of astragalus and gotu kola has been shown to affect the outward signs of aging, including visible wrinkle reduction as well as a reduction in the appearance of age spots.

## WHAT MAKES VIA LIFEMAX UNIQUE?

VIA LifeMax counters the effects of physical stress, natural aging, and cellular damage using 16 extracts that support nine crucial areas of wellness to help you get maximum, meaningful mileage from life.

### Broccoli Seed Extract

Cruciferous vegetables are known by nutritional experts and scientists alike to be superfoods. This specialized extract of broccoli sprouts contains 25% indole-3 carbinol to support the body's natural inflammatory response and its natural response to oxidative stress associated with cellular damage while promoting healthy cell growth and detoxification.

### Turmeric

Standardized to 95% curcuminoids, this turmeric extract is a powerful botanical that helps support the body's natural inflammatory response. Turmeric also aids in the protection of the cells against the stresses of endotoxins and the buildup of damaging proteins that occur after an injury or from buildup due to age. Turmeric also helps maintain normal cholesterol levels.

### Green Tea

This sought-after superfood is a powerhouse, supporting the body in healthy cell cycles and cardiovascular health, maintaining normal cholesterol and glucose levels, as well as helping to nutritionally support the body's natural inflammatory response. Green tea also supports brain health.

### Bilberry

Known as a nutritional support for healthy vision, bilberry also supports a healthy cardiovascular system and healthy cell life cycle.

### Alpha-Lipoic Acid

A universal antioxidant, alpha-lipoic acid helps regenerate other antioxidants in the body and is clinically proven to support the natural inflammatory response throughout the body. This ingredient also offers cardiovascular

## WHAT MAKES VIA LIFEMAX UNIQUE? (CONT.)

and metabolic support, promotes healthy muscles, and supports normal vision.

### **Cordyceps**

This unique mushroom supports cardiovascular performance, a healthy cell cycle, antioxidant activity, and normal blood glucose levels. It has also been shown to support the body when it is under stress.

### **Agaricus blazei and Maitake**

These mushrooms promote normal immune system function, support detoxification, and promote a healthy cell life cycle.

### **Reishi Mushroom**

An antioxidant and immune system booster, this ingredient also supports the cardiovascular system, normal cell life cycle, and a balanced mood, and has neuroprotective effects in the brain.

### **Lion's Mane Mushroom**

This brain-friendly ingredient helps protect against the effects of premature aging, supports a positive outlook and brain function, and supports the body's natural processes for regeneration of neurons. Lion's mane mushroom also provides cardiovascular, cellular, and immune support as well as helping to maintain normal glucose levels.

### **Selenomethionine**

This naturally occurring amino acid supports healthy cell cycles and supports longevity by supporting the body's natural protection of DNA from degradation. Selenomethionine also promotes normal brain function and helps protect against age-related damage to the immune system.

### **BioVia<sup>™</sup> LifeMax<sup>™</sup> Complex**

Although every ingredient in LifeMax was carefully chosen for its longevity and performance-enhancing effect on the human body, the BioVia<sup>™</sup> LifeMax Complex is the x-factor that makes this product stand out.

### **French Cantaloupe Extract**

This patented extract supports longevity by improving vascular function, supporting healthy cognitive functions and metabolism, and promoting a sense of well-being.

### **Astragalus And Gotu Kola Extracts**

This patented combination has been shown in clinical studies to have a profound effect on the outward signs of aging, including visible wrinkle reduction, support of the body's natural ability to produce collagen, hyaluronic acid maintenance, reduction in the appearance of age spots, and fighting the effects of UV damage to the skin.

### **Pomegranate Extract**

This patented extract is a powerful antioxidant that supports cardiovascular health, a healthy glucose reaction, and cognitive function. It has been shown to improve communication through the gut-brain barrier. Its effects have been shown to last up to 24 hours.

# **ASEA V|A™ LIFEMAX™ ACTIVE LIFESTYLE FORMULA**

## BENEFITS

- › Supports a healthy, active lifestyle
- › Promotes longevity
- › Supports cardiovascular health
- › Supports healthy cell division
- › Supports the body's natural inflammatory response
- › Supports the immune system
- › Helps maintain healthy cognitive function
- › Helps balance mood
- › Supports antioxidant activity
- › Fights the outward signs of aging
- › Provides a nutritional foundation for vital functions of the body

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.

## KEY FEATURES

- › Provides nutrient building blocks that complement ASEA REDOX.
- › Includes ASEA's proprietary BioVIA™ LifeMax™ Complex, an exclusive blend of specialized French cantaloupe extract, astragalus, and gotu kola for longevity support and heightened performance
- › Non-GMO
- › Gluten-free
- › 100% plant cellulose capsules
- › Does not contain dairy, egg, fish, shellfish, tree nuts, wheat (gluten), peanuts, or soy

## SUPPLEMENT FACTS

Serving Size: 3 Capsules Servings Per Container: 30

Amount per serving	% DV
Calories	5
Total Carbohydrates	1 g <1%**
Selenium	100 mcg 181%
Proprietary Blend	465 mg *
Grape Seed Extract 95% proanthocyanidins	
Turmeric Root Extract (Curcumin longa) 95% curcuminoids	
Alpha Lipoic Acid	
Green Tea Extract (Camellia sinensis) 50% polyphenols	
Bilberry Fruit Extract (Vaccinium myrtillus)	
Maitake (Grifola frondosa)	
Cordyceps (Cordyceps sinensis)	
Agaricus (Agaricus blazei)	
Reishi (Ganoderma lucidum)	
Lion's Mane (Hericium erinaceus)	
Broccoli Seed Extract (Brassica oleracea) 13% glucoraphanin	
Astragalus (Astragalus membranaceus) 5% cycloastrogenol	
BioVIA-LifeMax™ Complex	340 mg *
Pomegranate (Punica granatum)	
Astragalus Root Extract	
Gotu Kola (Centella asiatica)	
SOD from French Cantaloupe	

\*\*% Daily Values are based on a 2000-calorie diet

\*Daily Value (DV) not established

Other Ingredients: Vegetarian Capsule (hydroxypropyl methylcellulose, water), Rice Powder, Bamboo Silica, Maltodextrin



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