

## **Q: What is ORAC Value and what does it mean to me?**

**A:?** ORAC stands for "Oxygen Radical Absorbance Capacity". ORAC describes a laboratory analysis of the antioxidant activity against the peroxy radical, which is one of the most common cause of oxidative stress. The greater the amount of free radicals a nutrient can combat, the higher its ORAC score. This standard, developed in a collaborated effort by the National Institute on Aging and the USDA Human Nutrition Research Center on Aging

## **Q: What are free radicals & how are they formed?**

**A:** When a molecule has an unpaired electron in its outer orbit, it becomes a free radical. Free radicals are unstable and reactive molecules. Free radicals do play a positive role in the body's ability to fight off parasites, fungi and other diseases. Those free radicals are kept in check by the body's anti-oxidant enzymes. However, when those free radicals generate faster than the can be monitored by the antioxidants, they damage the cell membrane, causing illness and disease.

## **Q: What does CFU stand for?**

**A:** CFU is an acronym (type of abbreviation) commonly seen on products containing probiotics. It stands for "colony forming unit" and is a measurement of the good bacteria and yeasts inside. A colony forming unit is a bacteria or yeast that is capable of living and reproducing to form a group of the same bacteria or yeasts. Microbiologists use CFU to describe the number of active, live organisms instead of the number of all the bacteria – dead, inactive and alive – in a laboratory sample. Only the viable organisms are considered to be probiotics. "Viable" means that the microbes are capable of living under the proper circumstances

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## **Q: What are antioxidants & how do they prevent cell damage?**

**A:** The body naturally makes antioxidant enzymes that fight free radicals, but that's not enough, the body extracts additional antioxidants from foods we eat. They work by providing the missing electrons to free radicals without turning into electron-deficient substances themselves.

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## **Q: Why DYNAMAXX MAXXIMIZE is the antioxidant answer?**

**A:** DYNAMAXX MAXXIMIZE provides intensely high antioxidant concentration and aid in eliminating free radicals produced by sun exposure. A reduction in these potentially dangerous free radicals helps to maintain younger-looking, more resilient skin.

## **Q: Why DYNAMAXX MAXXIMIZE has probiotics?**

**A:** In peer reviewed, published clinical studies, probiotics has been shown to support digestive and immune health, which can become compromised by many factors including travel, poor diet and lack of sleep. These conditions can decrease the levels of good bacteria found in the gut where over 70% of your immune cells reside.

**Q:** How much probiotic should I take?

**A:** 500 million CFUs are recommended for immune support, while 1 billion CFUs are recommended for immune and digestive support.

**Q:** What makes DYNAMAXX MAXIMIZE probiotics different than other probiotics?

**A:** Most probiotics are extremely fragile and thus few cells survive digestion to populate the intestines. Our probiotic is a spore-forming probiotic – which means that, similar to a seed, its genetic material is protected by a hard shell. This spore safeguards the probiotic from the heat, cold and pressure of manufacturing processes, allows for stability during the product shelf life and protects the cells from the acid and bile they are exposed to during transit through the digestive system. Once it is safely inside the small intestine, the probiotic germinates and colonizes to provide benefits.

AND is the only *probiotic* that the FDA has reviewed for safety and is the only one that has been the subject of 17 studies published in peer reviewed journals—which means experts have reviewed the results of the studies and has been endorsed by Dr. Mehmet Oz, Dr. Michael Roizen, Dr. Andrew.