

**DOUBLE X**  
ENERGY ALL DAY

# Nobody Does It Better



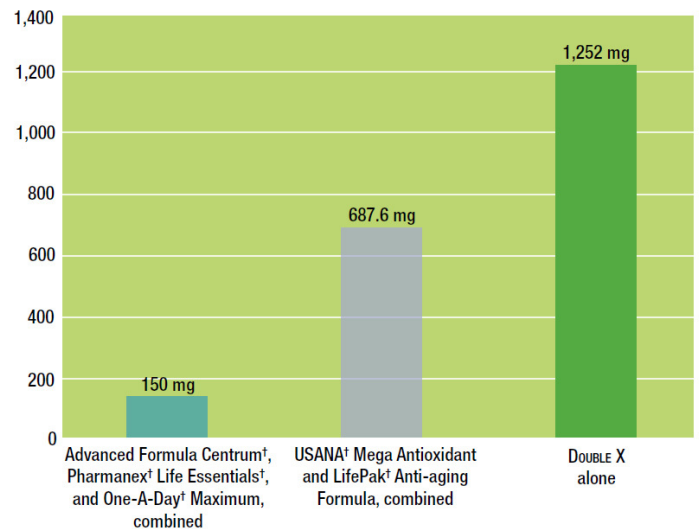
## Overview

Why take NUTRILITE DOUBLE X Vitamin/Mineral/Phytonutrient? Because experts recommend that all adults take a multivitamin, daily. Because the achievement you want requires stamina, energy, and lasting health. Because you want to be with your family, for the long haul. And because you've always relied on Nutrilite to provide the best of nature and the best of science.

## Plant concentrates are at the heart of our value.

Many multis offer the standard array of vitamins and minerals, many 100% of the Recommended Daily Intake (RDI). What makes DOUBLE X different? DOUBLE X adds phytonutrients from plant concentrates, way more than other multis do. DOUBLE X includes 12 vitamins, 10 minerals and 20 plant concentrates. No other multi comes close.

### DOUBLE X has more plant concentrates\*



\* Based on internet and label claims, 3/2005.

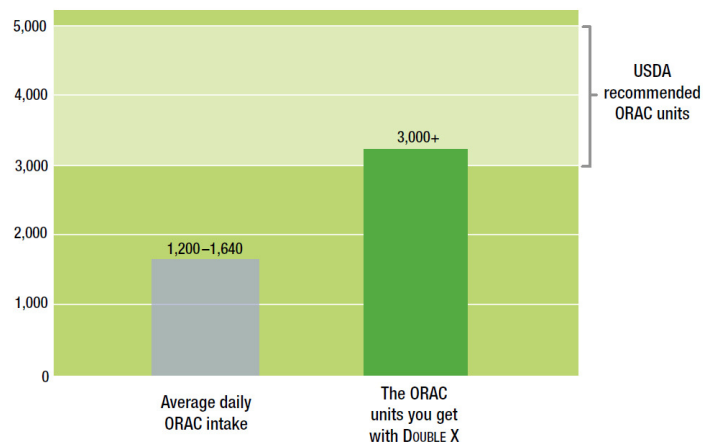
<sup>†</sup> Trademarks: Advanced Formula Centrum (Wyeth Holdings Corp., Madison, N.J.); Life Essentials (NuSkin International, Inc., Provo, Utah); LifePak (Nu Skin International, Inc., Provo, Utah); One-A-Day (Bayer Healthcare LLC, Pittsburgh, Pa.); Pharmanex (Pharmanex, LLC, Provo, Utah); USANA (USANA, Inc., Salt Lake City, Utah).

## Get free radical fighters - with broad power.

You've heard about them in the news: free radicals are rogue oxygen molecules that attack your healthy cells, steal an electron, and begin a chain reaction of instability and damage. Free radicals are everywhere, generated by air pollution, sunshine, x-rays, pesticides, car exhaust, cigarette smoke, even breathing and exercise. Science now knows that by increasing our intake of free radical fighters, called antioxidants, we can defend ourselves — right down to our cells — against this constant attack.

The USDA even has a way to measure the raw power of antioxidants to help fight the good fight. This measure is called the oxygen radical absorbance capacity (ORAC). It measures how well the antioxidants mop up free radicals. The USDA recommends that we all get between 3,000 and 5,000 ORAC units daily, preferably from whole, fresh fruits and vegetables. But the average American only gets between 1,200 and 1,640 ORAC units a day. Isn't it good to know that Double X is in your corner? It delivers an average of over 3,000 ORAC units in each daily serving.

### Get five to nine for the 9-to-5 with DOUBLE X



Minimum ORAC value is suggested by the USDA (R.L. Prior, J.A. Joseph, G. Cao, B. Shukitt-Hale, "Can Foods Forestall Aging?" February 1999 *Agricultural Research*)

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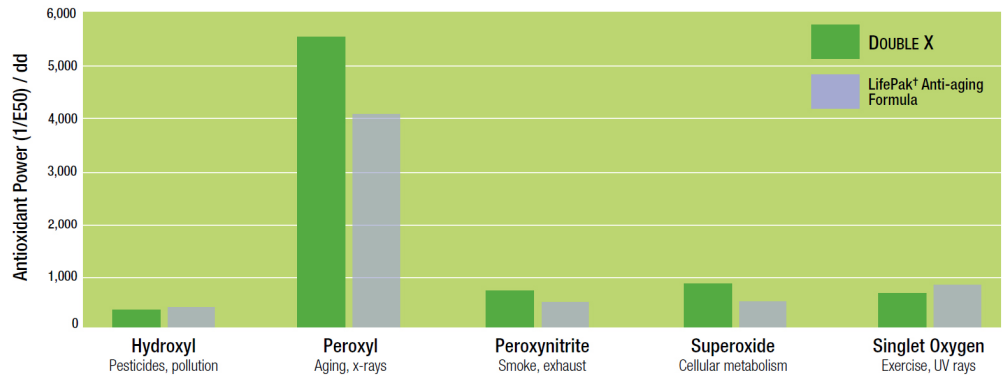


## Get free radical fighters - with targeted power.

In extensive testing of over 100 different plant concentrates, Nutrilite scientists identified 20 plant concentrates that would take center stage in the Double X formula. The starring roles went to plant concentrates that targeted and protected against five specific categories of free radicals. These charts show how well Double X did against these categories of free radicals.

Free radicals are generated by compounds found everywhere, from breathing to sunshine, from x-rays to car exhaust, from air pollution to pesticides and cigarette smoke. We're always under attack, but with Double X in our corner, we have protection in every direction.

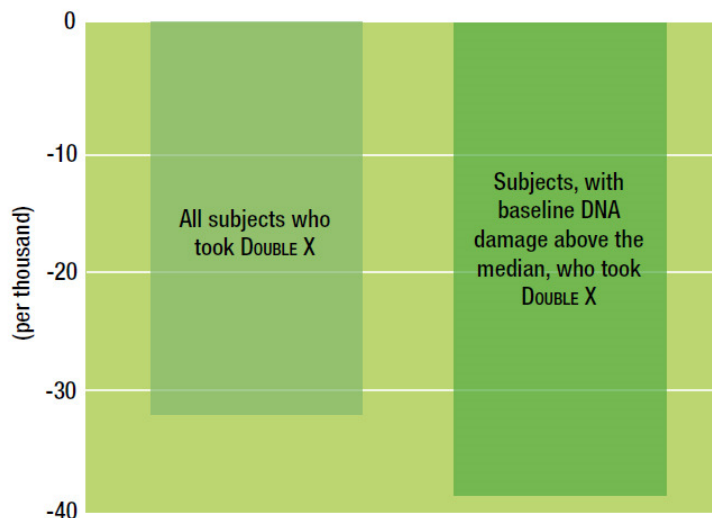
Antioxidant angels\*



\* Hydroxyl, peroxy, peroxynitrite, superoxide, and singlet oxygen are 5 harmful free radical categories implicated in many health disorders. We screened Double X and LifePak against all 5 to determine each product's comprehensive antioxidant protection. Each test includes a chemical that generates the desired free radicals; a marker to determine the degree of oxidation; and a product sample to test how well it inhibits the free radicals.

<sup>†</sup> Trademark: LifePak (Nu Skin International, Inc., Provo, Utah).

## DOUBLE X protects DNA\*



\* In randomized testing, 120 subjects were given Double X, daily, for 6 weeks. Blood samples were taken at baseline and week 6. Everyone taking Double X showed improvement in DNA stability in just 6 weeks. People in the test group who had pre-existing DNA damage showed an even greater improvement.

## Helps protect your DNA.

Every cell in our bodies is born, matures, reproduces, grows old and dies. Every cell does this many, many times, throughout our lives. When a cell is ready to reproduce, it opens up its DNA instruction manual and follows all the steps to remake itself. Free radicals can damage DNA, blurring the instructions, tearing out pages, smudging the steps. Cells using damaged DNA to reproduce themselves reproduce the damage — and pass that damage on.

How do you stop this downward spiral? Take Double X and protect your cells, right down to the DNA!

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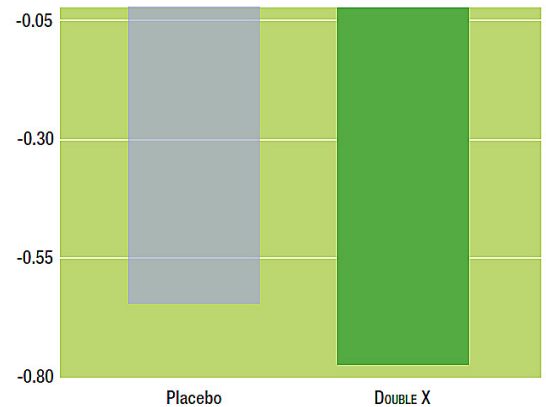


## For better heart health, tested and proven.

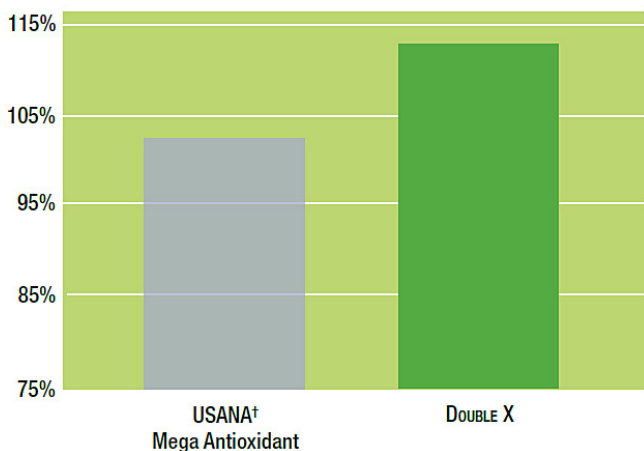
Reduced homocysteine levels are important in maintaining good heart health. So for six weeks, subjects were given DOUBLE X, daily, or a placebo. Everyone's blood was tested at the starting point and again at the six-week mark. Those subjects taking DOUBLE X showed reduced homocysteine levels, in statistically significant amounts. Subjects who took placebo did not show a statistically significant reduction.

DOUBLE X is bursting with B vitamins, vitamin E, folic acid and beta carotene, with plant nutrients from apple, cranberry, grape, pomegranate, and tomato. DOUBLE X pays attention to the details of the heart!

## DOUBLE X reduces homocysteine levels\*



## DOUBLE X unlocks more energy\*



\* In randomized testing, 120 subjects were given either DOUBLE X or placebo every day for 6 weeks. Samples were tested at baseline and at week 6. One sample t-test was taken for each group and compared to baseline. Group means.

<sup>†</sup> Trademark: USANA (USANA, Inc., Salt Lake City, Utah).

## For real energy, all day.

DOUBLE X helps you unlock cellular energy stores and metabolize carbs with ATP-generating B vitamins and concentrates from apples, alfalfa, basil and acerola cherries. If you want sustained energy that lasts all day, not just a fast jolt, choose DOUBLE X and power up to move past the competition.

## Could you eat all this?

Even if you already eat a diet rich in fresh, whole natural foods, you aren't getting everything you need. Why not? Because in order to get the vitamins and minerals your body needs, at the recommended levels, you'd have to eat a mountain of food every day. In fact, here's just *some* of what you'd have to eat, daily, to get *some* of the nutrients found in DOUBLE X.



**Vitamin E**  
of 33 T. of peanut butter



**Vitamin C**  
of 7 cups of cantaloupe



**Folic Acid**  
of 6 cups of baked beans



**Thiamine**  
of 3.3 lbs. of pork loin



**Riboflavin**  
of 7.75 quarts of low-fat milk



**Niacin**  
of 1.5 chicken breasts



**Vitamin B6**  
of 22 bananas



**Magnesium**  
of 4.2 cups of peas



**Vitamin B12**  
of 4.2 lbs. of ground beef

The logo for DOUBLE X features the brand name in a bold, sans-serif font. 'DOUBLE' is in green and 'X' is in white with a green outline. Below it, the tagline 'ENERGY ALL DAY' is written in a smaller, green, sans-serif font. The logo is set against a background of green leaves.

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## Clinical abstract.

Most people do not eat enough fruits and vegetables and thus have less than optimal levels of the vitamins, minerals, and phytochemicals that have been associated with healthy longevity.<sup>1-2</sup> Because of this, medical, authorities recommend that all healthy adults consume a daily serving of a multivitamin in order to reduce the risk of chronic disease.<sup>3-6</sup> However, more research is needed to verify whether findings from test tube or population studies also apply to people actually consuming a given multisupplement as intended - information that can only be gathered by means of clinical trials.<sup>7</sup>

The challenge of clinical research on dietary supplements is there's no disease to treat, cure, or prevent: How can one hope to find an improvement if everybody's already healthy to begin with? But health now, of course, doesn't necessarily reflect health in the future. Between any two people of apparently equivalent good health, there may be unsuspected differences in risk factors for disease. Risk factors are conditions or levels of substances that affect the odds that now-healthy people have of developing a given disease, later on.

With this background, the DOUBLE X 2005 reformulation study was designed to test the benefits of consuming the recommended daily serving of DOUBLE X on two levels: first, by analyzing the levels in the bloodstream of the health-promoting nutrients contained in DOUBLE X; second, by analyzing the levels of selected risk factors.

For this Independent Review Board-approved study, 120 healthy men and women were recruited, gave their written informed consent to participate in the clinical trial, and had a medical exam by the physician Principal Investigator. All subjects then gave blood samples before and after consuming either DOUBLE X or placebo (three tablets, twice a day) for six weeks. At week six, these samples were analyzed for nutrients and risk factors.

In the realm of nutrient levels, as expected, plasma levels of vitamins B6, B12, and folate increased significantly in the DOUBLE X group but showed no change in the placebo group. These three nutrients are important factors in the recycling of homocysteine, a harmful by-product of protein metabolism.<sup>8-10</sup>

Beta-carotene, which can be converted to vitamin A in the body,<sup>11</sup> and vitamin E, another important antioxidant,<sup>12</sup> were both also significantly increased in the DOUBLE X® group but not in the placebo group.

In the realm of risk factors, homocysteine was significantly reduced in the DOUBLE X group but not in the placebo group. Homocysteine is the by-product of protein metabolism via methionine; it is known to induce DNA strand breakage, oxidative stress, and apoptosis (cell death). Insufficient recycling of homocysteine into cysteine by B6 or back into methionine by folic acid and B6 leads to elevated plasma homocysteine levels and increased risk for age-related health issues.

Last in this list of positive outcomes from this study, but perhaps first in importance, the Micronucleus Assay, a measure of DNA damage in dividing cells, showed significantly reduced DNA damage in subjects who had consumed DOUBLE X for six weeks, but no significant change in subjects who had consumed placebo. DNA damage, as indicated by the Micronucleus Assay is believed to be a sensitive early marker of risk of chronic health conditions.

This controlled clinical study thus demonstrates beneficial nutrients in DOUBLE X are absorbed by the body, and that functional benefits - in lowered homocysteine levels, and protected DNA - are detectable in healthy adults, which suggests that DOUBLE X helps maintain healthy aging.

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