



# LIFEMAX™

## ACTIVE LIFESTYLE & VITALITY FORMULA

ASEA VIA LifeMax is an active lifestyle dietary support supplement. Precisely formulated with 16 distinctive natural plant extracts shown to help address the signs of aging, VIA LifeMax helps support a healthy inflammatory response and helps counter the effects of cellular aging from the inside out.

### 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 make skin appear younger and stimulate optimal cellular health regardless of age.

### WHAT MAKES VIA LIFEMAX UNIQUE?

The cells in our bodies are the foundation of health. But they're also subjected every day to insults, including injury and toxins that cause oxidative stress. While no one escapes aging, anyone can help counter its effects by optimizing cellular health. VIA LifeMax is formulated for optimum efficacy 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, including green tea, bilberry, turmeric, reishi mushroom, pomegranate, French cantaloupe extract, selenomethionine, lion's mane mushroom, and alpha-lipoic acid.

#### 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: green tea, reishi mushroom, bilberry, maitake, *Agaricus blazei*, muscadine grape skin, selenomethionine, and lion's mane mushroom.

#### HEALTHY INFLAMMATORY RESPONSE

The body's inflammatory response is its own self-defense system. LifeMax was formulated to help the body have a healthy inflammatory response. ASEA VIA LifeMax contains broccoli extract, turmeric, muscadine grape skin, green tea, alpha-lipoic acid, and cordyceps to help support a healthy 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 maitake, reishi, and lion's mane mushrooms, as well as selenomethionine in precise amounts in VIA LifeMax to create robust 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.

**WHAT MAKES VIA LIFEMAX UNIQUE? (CONTINUED)**

**METABOLIC SUPPORT**

The health benefits of physical activity include enhanced mood, healthy muscles and bones, and longevity. VIA LifeMax adds the nutritional and metabolic support for an active lifestyle with alpha-lipoic acid, cordyceps, French cantaloupe extract, and green tea.

**COGNITIVE FUNCTION**

Healthy cognitive function is important in every stage of life. Green tea, reishi mushroom, lion’s mane mushroom, selenomethionine, French cantaloupe extract, and pomegranate extract combine to provide neuroprotective effects that support overall brain health.

**MOOD BALANCE**

Reishi and lion’s mane mushrooms, and French cantaloupe extract support the body’s ability to regulate mood and promote a sense of well-being.

**ANTIOXIDANT ACTIVITY**

Broccoli seed extract, muscadine grape skin, alpha-lipoic acid, lion’s mane mushroom, and pomegranate extract combine to provide the oxidative stress reducing benefits of superfoods while supporting the body’s ability to regenerate antioxidants within the body.

**VISION SUPPORT**

Alpha-lipoic acid and bilberry help support healthy vision during every stage of life.

**SKIN HEALTH**

A patented extract of astragalus and gotu kola has a profound effect on the outward signs of aging, including visible wrinkle reduction, collagen production, age-spot control, and protection of the skin against age-related degradation.

**Benefits**

- > Supports a healthy, active lifestyle\*
- > Promotes longevity\*
- > Supports cardiovascular health\*
- > Regulates healthy cell division\*
- > Promotes a healthy inflammatory response\*
- > Supports the immune system\*
- > Helps maintain healthy cognitive function\*
- > Helps balance mood\*
- > Supports antioxidant activity\*
- > Supports eye health\*
- > 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**

- > Works synergistically with 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
- > 100% vegan
- > Non-GMO
- > Gluten-free
- > 100% plant cellulose capsules
- > Does not contain dairy, egg, fish, shellfish, tree nuts, wheat (gluten), peanuts, or soy

<b>SUPPLEMENT FACTS</b>		
Serving Size: 3 Capsules Servings Per Container: 30		
	Amount	% Daily Value
Calories	5	
Total Carbohydrates	1 g	<1%
Selenium	100 mcg	180%
Ingredients	471 mg	*
<b>Grape Seed Extract (Resveratrol)</b>		
Turmeric Root Extract (Curcumin longum)		
95% Curcuminoids		
<b>Alpha Lipoic Acid</b>		
Green Tea Extract (Camellia sinensis)		
50% polyphenols		
<b>Bilberry Fruit Extract (Vaccinium myrtillus)</b>		
<b>Maitake (Grifola frondosa)</b>		
<b>Cordyceps (Ophiocordyceps sinensis)</b>		
<b>Agaricus (Agaricus blazei)</b>		
<b>Reishi (Ganoderma lucidum)</b>		
<b>Lion's Mane (Hericium erinaceus)</b>		
<b>Broccoli Seed Extract (Brassica oleracea)</b>		
13% Glucoraphanin		
<b>Astragalus (Astragalus membranaceus)</b>		
5% cycloastragenol		
<b>BioVIA-LifeMax™ Complex</b> 340 mg *		
Pomegranate (Punica granatum)		
Astragalus Root Extract		
Gotu Kola (Centella asiatica)		
SOD from French Cantaloupe		
Other Ingredients: Plant Cellulose (capsule), Rice Powder (natural flow agent), Bamboo Silica (natural flow agent), Maltodextrin		
% Daily Values are based on a 2000-calorie diet		
*Daily Value (DV) not established		

## KEY INGREDIENTS IN VIA LIFEMAX

### *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 carbinols to support a healthy inflammatory response, healthy cell growth, and detoxification while reducing oxidative stress associated with cellular damage.

### *Turmeric*

Standardized to 95% curcuminoids, this turmeric extract is a powerful botanical that helps support a healthy 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 supports healthy cholesterol levels.

### *Muscadine Grape Skin*

Naturally high in resveratrol, muscadine grape skin offers 40 times the antioxidant activity of other grape species. It has been shown to support healthy cell growth, promotes a healthy inflammatory response, and has neuro-protective properties.

### *Green Tea*

This sought-after superfood is a powerhouse, supporting the body in healthy cell cycles, cardiovascular health, and supports normal cholesterol and glucose levels, as well as helping to support a healthy 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 a healthy inflammatory response throughout the body. This ingredient also offers cardiovascular 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 blezei and Maitake*

These mushrooms stimulate 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, 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 as well as brain function, and supports the normal 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 protecting DNA from degradation. Selenomethionine also promotes normal brain function and helps protect against age-related damage to the immune system.

### *BioVIA<sup>™</sup> LifeMax 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, collagen stimulation, hyaluronic acid maintenance, reduction in the appearance of age spots, and fighting the effects of UV damage to the skin. This blend also increases glucosamine and increases telomerase activity, which protects the body at the cellular level.
- > 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.

FOR MORE INFORMATION, CONTACT:

