



CellularGenesis Max

A PROFESSIONAL DIETARY SUPPLEMENT FOR THE MAXIMUM ENERGY AND HEALTH*

It will come as no surprise that the Center for Disease Control (CDC) recommends a diet rich in plant-based foods such as fruits and vegetables. Nor does it come as a surprise that a recent article in *The American Journal of Preventative Medicine* reported that only 11% of Americans eat the USDA recommended levels of fruits and vegetables. What may come as a surprise is that the CDC recognizes this discrepancy between what we should be eating and what we actually are eating and recommends supplementation for those people who cannot or do not eat enough plant-based foods. What are these important nutrients found in plants that are so good for you? In addition to vitamins minerals and fiber, plant-based foods also contain unique naturally-occurring substances called phytonutrients (plant nutrients) that may help protect you from chronic diseases such associated with aging (cancer, diabetes, heart disease, obesity, etc). They also enhance the immune system, aid in digestion, detoxify the liver, and improve heart health, all of which ultimately leads to optimal energy and well-being. Including a diversity of these phytonutrients in your diet, whether through whole foods or supplements, is the key to overall good health.*

CellularGenesis Max combines important phytonutrients with fiber, protein and vitamins and minerals*

Increased intake of phytonutrients from plant-based foods has been overwhelmingly linked to optimum health. From decreasing the rate of heart disease, stroke and cancer to improving the body's natural mechanisms for detoxification, fighting stress and enhancing immune response, phytonutrients are the most important source of nutrition in your diet. Over 90 ingredients from nature's most valuable foods provide essential phytonutrients to increase energy by enhance immunity, detoxifying the liver, improving blood flow, as well as revitalizing, alkalinizing, and cleansing your body. CellularGenesis Max also adds protein, fiber, vitamins, and minerals and is formulated for everyday use as an *ultra* complete dietary supplement providing excellent protein value, carbohydrates from vegetables and herbs, essential fatty acids, soluble and insoluble fiber, and a small amount of naturally occurring sugars. CellularGenesis Max provides advanced nutrition for maximum energy.*

**These statements have not been evaluated by the FDA.*

Research Supporting the Ingredients in CellularGenesis Max

The information below highlights some of the scientific evidence supporting the use of ingredients found in CellularGenesis Max for optimizing energy and overall health. These natural substances have been synergistically combined to help provide the key phytonutrients from fruit, vegetable, herbs, greens and other health-promoting plants plus protein, fiber, vitamins and minerals. The following material is for educational purposes only and is not to be construed as making any claim for the product or for the amount of any ingredient used. We hope you enjoy the information presented, along with the cited studies, to increase your knowledge of these natural substances.

Antioxidants are chemically-active substances that can inactivate harmful free radicals. Free radicals are molecules containing unpaired electrons which look aggressively to replace their missing parts and do so by attacking tissues, causing unhealthy mutations and irreversible damage. These reactions are commonly referred to as “oxidation” reactions (a similar reaction to rust forming on a nail). Free radical damage has been linked to aging and more than 100 disease states, including cancer and heart disease. Specific groups of phytonutrients have been well documented for their antioxidant activity. These include polyphenols found in *grape seeds, bilberry fruit, and bilberry leaf* and catechins found in *green tea*. Vitamin C also scavenges free radicals and is important for regenerating Vitamin E. *Acerola Cherry and Rose Hips* are two of the most potent sources of naturally-occurring Vitamin C. The more colorful the fruit or vegetable, the more disease-fighting antioxidant compounds it contains. These phytonutrients are the reason that increased consumption of fruits and vegetables has been linked to prevention of cancer, cardiovascular disease, hypertension, chronic diabetes, obesity, longevity, bone health, aging, neurodegenerative diseases, and many other diseases.

Chinese Traditional Herbs used in this formula were particularly chosen for their ability to increase vitality, enhance longevity and boost energy by working on different systems of the body. *Fo Ti (Polygonum multiflorum)* and *Schisandra Berry (Schisandra chinensis)* improve energy by invigorating the kidneys and liver while *Bai Zhu Atracty-*

lodes (Atractylodes Macrocephala) tonifies vital energy through the spleen. By enhancing the immune system, *Astragalus Root (Astragalus membranaceus)* also increases energy. *Eleutherococcus senticosus*, often called Siberian Ginseng, fights fatigue by reducing stress. The Traditional Chinese Medicinal formula *xao-chai-hu-tang* (or minor bupleurum) has been used for centuries by TCM practitioners for protecting the liver, which ultimately provides optimal energy through proper detoxification of pollutants, toxins and other harmful chemicals. The herbs include *jujube fruit, peony root, bupleurum, ginger root* and *licorice root*.

Digestive Enzymes are proteins specially tailored to break down foods into nutrients that the body can use for energy and other functions. Digestive enzymes are found naturally in plants and inadequate consumption of plant-based foods can cause enzyme deficiencies, leading to poor nutrient absorption and fatigue as well as digestive complaints such as bloating, gas, heartburn, and indigestion. Having a variety of enzymes in your diet helps your digestion system maintain peak performance and enhances the release of vital nutrients. Different enzymes act on different types of foods. *Papain* found in *papaya* and *bromelain* from pineapple help break down proteins. Other plant-based enzymes are *Amylase*, which helps digest carbohydrates; *lipase*, which breaks down fats; and *cellulose*, which aids in digesting fiber.

Heart and Circulation Blend contains ingredients specifically geared towards better cardiovascular health since a strong heart can better supply oxygen and energy to the muscles. Flavonoids found in *Hawthorne leaf, flower and berries* act as vasodilators, increasing blood supply to the heart and improving circulation to the extremities by decreasing arterial resistance.¹ Recent clinical trials using *Ginkgo biloba extract* showed that its free radical scavenging properties reduce atherosclerotic plaque formation.²

Liver Blend includes ingredients which aid the body’s natural detoxification system. Maintaining a healthy liver is vital to overall well-being because the liver is essential for proper functioning of the entire body. *Dandelion (Taraxacum offic-*



“For some people, supplements can be helpful in getting the nutrients their bodies need.”
– Center for Disease Control—www.fruitsandveggiesmatter.gov



nale) has long been recognized as a liver tonic, promoting liver detoxification and reducing liver congestion. It has also been shown to stimulate the liver to increase output of bile.³ *Dong Quai* (*Angelica sinensis*) strengthens the liver by improving its oxygen utilization. It increases the activity of glutathione enzymes⁴ which supports production of the powerful intercellular antioxidant glutathione. *Milk Thistle* (*Silybum marianum*) is the most researched botanical for providing beneficial effects on the liver. Silymarin, the flavonoid found in milk thistle, protects the liver from damage by acting as antioxidant, reducing levels of TNF- α (an immunoregulatory protein associated with inflammatory reactions), increasing synthesis of glutathione and increasing the rate of liver tissue regeneration.⁵

Medicinal Mushrooms include immune-enhancing, organically-grown *Cordyceps*, *Maitake*, *Reishi* and *Shitake*. A strong immune system maximizes energy by fighting off potential illnesses. The principal bioactive substances found in these mushrooms are believed to be the beta-D-glucans which are nondigestible polysaccharides. These phytochemicals have been shown to enhance immune function by stimulating cells to release a higher level of cytokine, the proteins produced by the immune system to facilitate communication between cells.⁶

Organic Sprouts are considered the “wonder food” by some healthcare professionals because of their exceptional nutritive value. Sprouts are the earliest stage of a plant’s life and at this stage, the plant is at its nutritional peak. Sprouts such as those from *buckwheat*, *quinoa* and *rye*, are highly concentrated in antioxidants, anti-carcinogens, enzymes, vitamins and other phytonutrients.⁷

Probiotics are often called “friendly” bacteria. These are bacteria that are normally present in a healthy intestine. Probiotic bacteria include *Lactobacillus acidophilus*, *Streptococcus thermophilus*, *Bifidobacterium bifidum* and *Lactobacillus bulgaricus*. By optimizing the intestinal microflora balance, probiotics inhibit the growth of harmful bacteria, promote good digestion, and boost immune function.

Protein sources include *calcium caseinate* and *whey protein isolate*. Protein intake is critical to the diet for supplying energy, repairing cells, and building muscle. Increased muscle mass itself provides your body with added energy be-

cause it naturally increases your metabolic system. *Whey Protein Isolate* is a highly pure form of protein from milk with virtually no fat or lactose. It is digested very quickly, providing necessary amino acids for building and retaining muscle, especially after exercising. *Calcium caseinate* is a more slow absorbing protein, providing a steady release of amino acids for muscle repair and growth. This combination of proteins provides better muscle recovery following illness or exercise.

Super Greens is a category of nutritious whole foods which includes microalgae such as *spirulina*, *chlorella*, and other *blue-green algae*, as well as cereal grasses, such as *barley* and *alfalfa grass*. The primary component of green foods is the green pigment chlorophyll. Chlorophyll is a known antioxidant and consumption of foods rich in chlorophyll and chlorophyll derivatives such as chlorophyllin, is associated with reduced risks of certain types of cancers.⁸ Chlorophyll also has anti-inflammatory, wound-healing and detoxification properties.

Vegetable Essence Blend contains a wide variety of vegetables, particularly those with high levels of antioxidants and other health-promoting phytochemicals. Since the pigments which provide color to vegetables actually provide the greatest health benefits, the blend includes highly-colored vegeta-

References

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4. Xia XY, et al. Effects of Angelica sinensis polysaccharides on hepatic drug metabolism enzymes activities in mice. *Zhongguo Zhong Yao Za Shi.* 2003. 28(2):149-52.
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7. Cousens, G. A Healthy Perspective of Sprouts, *New Frontier Magazine.* www.newfrontier.com
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Supplement Facts			
Serving Size: 2 rounded scoops (43.85 grams)		Serv's per Bottle: 30	
Total Calories	213	Calories from Fat	27
	Per Serv'g		%DV
Total Fat	3 grams		5
Saturated Fat	0 grams		0
Total Carbohydrate	25 grams		9
Dietary Fiber	5 grams		12
Sugars	3 grams		
Protein (Calcium Caseinate, Whey protein isolate (milk))	9 grams		38
Vitamin A (as beta carotene 65%, vitamin A palmitate)	5750 iu		115
Vitamin C (ascorbic acid)	260 mg		435
Vitamin D (as cholecalciferol)	1000 iu		250
Vitamin E (as d-alpha tocopheryl succinate)	46 iu		154
Vitamin K (naturally occurring)	90 mcg		115
Thiamin (Vitamin B ₁ (as Thiamin HCL))	3 mg		200
Riboflavin (Vitamin B ₂)	3.4 mg		200
Niacin (as Niacinamide)	20 mg		100
Vitamin B ₆ (as pyridoxine HCL)	4 mg		200
Folate (as folic acid)	400 mcg		100
Vitamin B ₁₂ (as cyanocobalamin)	100 mcg		1667
Biotin	300 mcg		100
Pantothenic acid (as calcium pantothenate)	10 mg		100
Calcium (as calcium carbonate, calcium citrate)	275 mg		28
Iron (naturally occurring)	2.5 mg		14
Phosphorus (as phosphorus amino acid chelate)	100 mg		10
Iodine (naturally occurring)	150 mcg		100
Magnesium (as magnesium oxide, magnesium amino acid chelate)	278 mg		70
Zinc (as zinc amino acid chelate)	10.7 mg		73
Selenium (as selenium amino acid chelate)	35 mcg		50
Manganese (as manganese amino acid chelate)	1 mg		50
Chromium (as chromium polyniacinate)	100 mcg		83
Molybdenum (as molybdenum amino acid chelate)	25 mcg		33

Supplement Facts continued	Per Serv'g	%DV
Potassium (as potassium citrate, potassium amino acid chelate)	381 mg	11
Choline (as choline bitartrate)	9.7 mg	*
Inositol	20 mg	*
L-Glutamine	500 mg	*
Vegetable Essence (Zucchini, Carrot root, Kale leaf, Fennel root, Spinach leaf, Collard greens, Beet root, Parsley leaf, Swiss Chard leaf, Cabbage leaf, Broccoli tops)	1900 mg	*
Super Greens (organic Barley grass juice, Spirulina, organic Alfalfa juice, Chlorella, Klamath blue green algae)	1789 mg	*
Organic Sprouts (organic sprouts: Buckwheat, Quinoa, Rye)	380 mg	*
Heart / Circulation (Soy Lecithin, Hawthorne berry extract leaf and flower, Ginkgo biloba extract (24/6), Ginkgo biloba leaf)	1623 mg	*
Enzymes (Protease (58,000 hut/gm), Amylase (23,500 skb/gm), Lipase I & II (1,100 lu/gm), Hemicellulase (1,560 hcu/gm) Lactase (1,155 fcc/gm), green Papaya fruit, Papain (40,000 fcc/mg, Bromelain 2000 gdu/gram))	565 mg	*
Liver (Nettle leaf, Celandine herb, Angelica root, Chinese Peony root, Jujube fruit extract, Milk Thistle seed extract (80%) and seed, Dandelion root extract and root, Dong Quai root extract and root, Yucca plant)	769 mg	*
Antioxidants (Green Tea extract (50% polyphenols), Rose Hips extract, Grape seed extract, Quercetin, Acerola berry extract, Bilberry fruit extract and leaf, Royal jelly)	516 mg	*
Chinese Traditionals (Eleuthero root and extract, Schizandra berry extract, Astragalus root extract and root, Atractylus root extract and root, Licorice root extract, FoTi rhizome extract and rhizome, Ginger root extract and root, Bupleurum root extract and root)	360 mg	*
Mushroom polysaccharides (Poria, organic mycellia of: Cordyceps, Maitake, Reishi, Shitake)	270 mg	*
Probiotics (L. Acidophilus, S. Thermophilus, B. Bifidus, L. 1.2 billion cfu Bulgaricus, Lactospore)		*
SeaTrace Minerals (Kelp, Irish moss, Dulse)	146 mg	*
% Daily Value (DV) Based on a 2000 Calorie diet		* DV Not Established

Other Ingredients: Chocolate (cocoa, sugar, vanillin, lecithin), Sunflower seed oil (Sunflower seed oil, maltodextrin), Guar gum, Enzymatically hydrolyzed rice flour, natural plant flavors, Organic Flax seed, Acacia gum, Stabilized Rice Bran, Apple fiber, Apple pectin, Stevia leaf Extract.

Suggested use: Take two rounded scoops in 16 oz water once or twice a day. If weight loss is desired, may substitute for a meal once or twice per day.



Located in beautiful southern Oregon, Technethics, Inc. is a leading supplier of professional dietary supplements. We draw on clinical feedback to continually evaluate and improve our formulas—formulas that are recognized as powerful, gentle and safe for every day use.

We design these formulas using a multi-disciplined approach. We merge the diverse expertise of Traditional Chinese Medicine, Ayurvedic principals, Global Herbalism and Western medicine into each formula. Our unified system includes traditional herbs, extracts, superfoods, vitamins, minerals, enzymes, amino acids and metabolites. Our ingredient lists are eclectic yet discerning—each ingredient is carefully orchestrated. This structure results in an exceptionally balanced array of nutrients for your body's ever-changing needs while reducing the possibility of sensitivity due to overuse of one ingredient.

We sincerely desire that the attention and enthusiasm we pour into every formula will provide you with an enjoyable, health-building experience to improve and enrich your day.