

## OUR MISSION: Enable People to Live Longer, Healthier Lives

We selected our ingredients to provide both short- and long-term benefits.

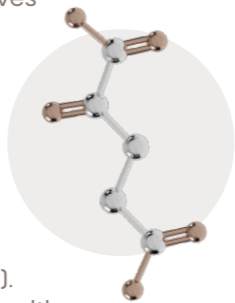
In the short-term, you may begin noticing improved skin and complexion, energy levels, concentration, calmness and sleep (more on this below).

In the long-term, the ingredients work together to interfere with the biological causes of aging, with the ultimate goal of slowing the rate at which you age.

## NOVOS Core's Ingredients

### ALPHA-KETOGLUTARATE

Alpha-ketoglutarate (AKG) is a natural substrate found in our mitochondria, the power plants of our cells. During aging, levels of AKG decline. AKG improves mitochondrial health, and impacts the way mitochondria use their fuel, which results in more energized cells. AKG also has a favorable impact on the epigenome — which of your genes are turned on or off — which has been found to rejuvenate cells (AKG is an important cofactor of the epigenetic TET enzymes for example). AKG can also contribute to stem cell health. Elite athletes have used AKG to improve endurance and energy levels.



**Benefits:** Increased energy, improved endurance, improved collagen production and skin appearance, healthy aging.

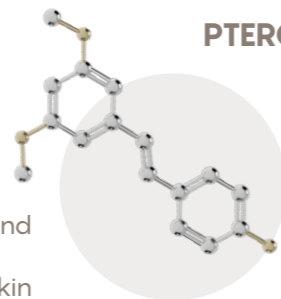
### MAGNESIUM MALATE



Malate (malic acid) is a substance found in fruit, such as apples — it gives them their sour, apple-like taste. Malate plays an important role in the mitochondria: it's a necessary ingredient in the Krebs cycle, the process that breaks down the fats, proteins and carbs from food to generate energy for all living organisms. Malate extends lifespan in organisms. Malate can also provide physical and mental energy in humans, combating fatigue and improving mental focus.

We chose the magnesium form to also provide magnesium. Studies show that up to 70 percent of people are deficient in this important mineral. Hundreds of different proteins and enzymes in the body need magnesium to function properly. Magnesium also stabilizes the DNA, preventing DNA damage. Magnesium contributes to restful sleep, calmness and can improve brain functioning and memory.

**Benefits:** Increased energy, improved stress resilience, improved sleep, calmness, improved brain functioning and memory, healthy aging.



### PTEROSTILBENE

A more effective relative of resveratrol (which got its fame from being found in red wine), pterostilbene can be found in small quantities in blueberries. Pterostilbene is more bioavailable and stable in the body than resveratrol. Contrary to resveratrol, pterostilbene can reach much higher levels in the brain and contribute to improved cognitive function and healthy brain aging. Pterostilbene works synergistically with NMN to positively impact various pathways in the body involved in DNA repair, inflammation and metabolism, including what's known as the SIRT enzymes and the NAD+ pathway.

**Benefits:** More energy, improved cognition, healthy aging.

### GLYCINE

An amino acid that is naturally present in the body, but that declines during aging and in people who have cardiovascular disease or are overweight. Extra glycine extends lifespan in various organisms. Glycine improves mitochondrial health by impacting the mitochondria's epigenome (distinct from your DNA's epigenome), among other mechanisms. Glycine can also function as a chaperone, enveloping and protecting proteins against damage and preventing them from accumulating. Protein accumulation is one of the hallmarks of aging. In the short-term, glycine has been found to contribute to healthy sleep, memory, calmness, and collagen production, which can lead to improved skin appearance.



**Benefits:** Improved skin appearance, improved sleep, increased calmness, healthy aging.

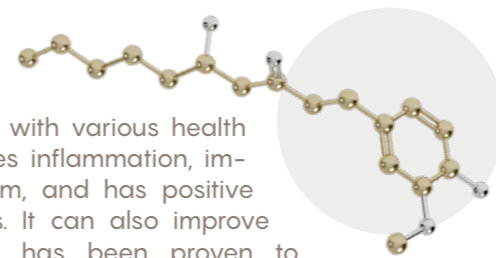


### MICRODOSED LITHIUM

Lithium is naturally found in drinking water in regions where people live longer. Many scientists believe that this increase in lifespan is partially due to lithium. Very small doses (also called "microdoses") of lithium have been shown to extend lifespan in various organisms, and to contribute to healthy aging, including brain aging. Microdosed amounts of lithium have beneficial effects on the epigenome and protein metabolism, among many other effects. In the short-term, microdosed lithium has been found to improve calmness and stabilize mood.

**Benefits:** Improved calmness and stabilized mood, healthy brain aging, healthy aging.

### GINGER

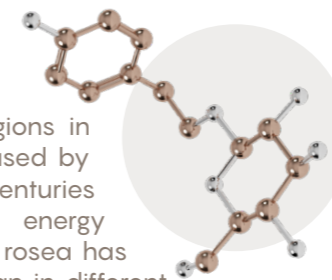


Ginger is a spice with various health benefits. It reduces inflammation, improves metabolism, and has positive epigenetic effects. It can also improve cognition. Ginger has been proven to extend lifespan in multiple organisms, and can protect organisms and increase their survival when exposed to strong cellular stressors, like oxidative damage (the damage that antioxidants prevent) and even radioactivity. Ginger can also provide increased energy and improved concentration. It has been used for centuries to treat gastrointestinal discomfort like dyspepsia (indigestion or a heavy stomach) and nausea.

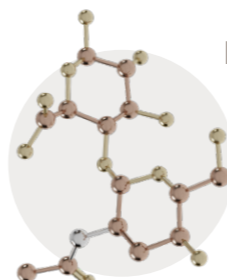
**Benefits:** Increased energy, protection of cells against oxidative and other aging-related damage, improved concentration, reduced nausea, indigestion relief and healthy aging.

### RHODIOLA ROSEA

A plant that grows in cold regions in Europe and Asia. It has been used by indigenous people for many centuries as an adaptogen, providing energy and stress resilience. Rhodiola rosea has been proven to extend lifespan in different species. It can also protect the brain in animals exposed to neurotoxins, and promotes nerve regeneration. Studies in humans indicate that Rhodiola improves memory, learning and increases energy levels.



**Benefits:** Stress resilience, improved memory, improved learning, increased energy levels and healthy aging.



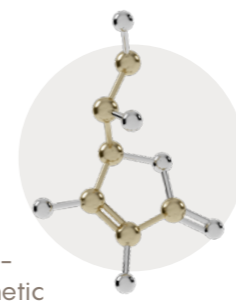
### HYALURONIC ACID

An important component of the skin that begins to decline in your 30's. By the time you reach 75, you will have 75% less hyaluronic acid in your skin compared to a 19-year-old. Oral hyaluronic acid can reduce wrinkles and improve your skin's appearance in a matter of weeks. Hyaluronic acid contains acetyl-glucosamine, a molecule that has been found to extend the lifespan of mammals.

**Benefits:** Improved skin appearance, reduced wrinkles, healthy aging.

### VITAMIN C

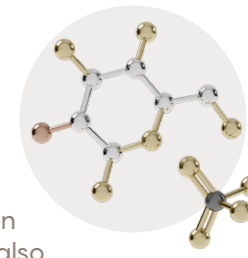
Vitamin C is a natural substance that has favorable effects on gene expression (epigenetics). Combining it with alpha-ketoglutarate enables proper epigenetic (de)activation of your genes (via TET enzymes). Vitamin C also improves the energy production in the mitochondria, the power plants of our cells. Vitamin C can improve skin health because it increases collagen production, among other things.



**Benefits:** Increased energy, improved skin health and healthy aging.

### GLUCOSAMINE SULPHATE

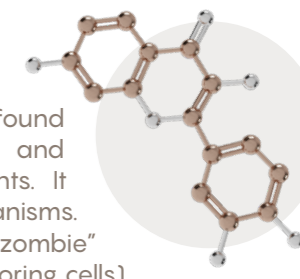
Found in nature, such as in shellfish and cartilage, glucosamine extends lifespan in multiple species. Glucosamine mimics a low carbohydrate diet by its impact on mitochondrial metabolism. Glucosamine also induces autophagy (clearing up waste within cells), and improves proteostasis, which means cells can properly maintain the millions of proteins they contain, preventing them from piling up and contributing to aging. Glucosamine works together with hyaluronic acid to improve your skin's health, because both are important components of the skin.



**Benefits:** Improved skin appearance, improved joint health, and healthy aging.

### FISETIN

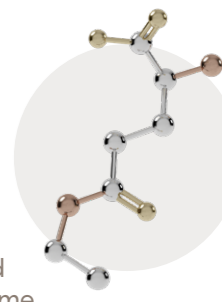
Fisetin is a natural ingredient, found in fruits (especially strawberries) and vegetables, albeit in low amounts. It extends lifespan in various organisms. Fisetin can clear senescent cells ("zombie" cells, that cause damage to neighboring cells), reduce inflammation, increase the creation of glutathione, among many other beneficial effects. It can also contribute to healthy brain aging and improved cognition.



**Benefits:** Improved cognition, brain aging and healthy aging.

### L-THEANINE

L-theanine is an amino acid found in green tea and is one of the reasons why green tea is healthy. Studies show that theanine can extend lifespan in organisms. It can also improve brain function, such as attention and concentration, and contributes to healthy brain aging over time. L-theanine inhibits AGE production, also known as Advanced Glycation Endproducts. AGEs are sugar cross links that appear during aging and make tissues more stiff (and wrinkly). L-theanine can also upregulate important aging-protective proteins, like FOXO1 and antioxidative enzymes.



**Benefits:** Healthy aging, improved concentration and focus, relaxation.

## NOVOS Boost's Ingredient

### NICOTINAMIDE MONONUCLEOTIDE (NMN)

NMN is a naturally occurring substance that increases NAD+ levels in our body. NAD+ is needed for DNA repair, maintenance of the epigenome, and for myriads of other important functions in each of our cells. Studies have shown that NMN can protect DNA, improve metabolism, and mitigate or even reverse various aspects of aging. Some people who take sufficiently high doses of NMN experience more energy.

**Benefits:** Healthy aging, improved metabolism, increased energy levels.

# The 7 Simple Rules of a Longevity Diet

1

Eat much less bread, potatoes, pasta, and rice.



Replace potatoes, pasta, and rice with (extra) vegetables (mainly), legumes, mushrooms or quinoa. Replace bread in the morning for example with oatmeal / chia seed / cauliflower / chickpea porridge made with plant-based milk (e.g. hazelnut, cashew, almond milk).

2

3

Vegetables are the base of the longevity diet. Fruit, legumes, mushrooms, and quinoa are healthy additions.



Eat little or no red meat (beef, pork, and sheep) and more fatty fish (salmon, mackerel, herring, anchovies, and sardines), poultry (chicken, turkey), tofu or fungi-based meat substitutes.

4

Drink lots of water, several cups of green or white tea per day, and one glass of freshly pressed or blended, fiber-rich fruits or vegetables. Coffee is allowed in moderation. Use alcohol very sparingly.



Replace animal milk or yogurt with plant-based (soy, hazelnut, almond, cashew) milk or yogurt. Cheese and eggs are allowed in moderation.

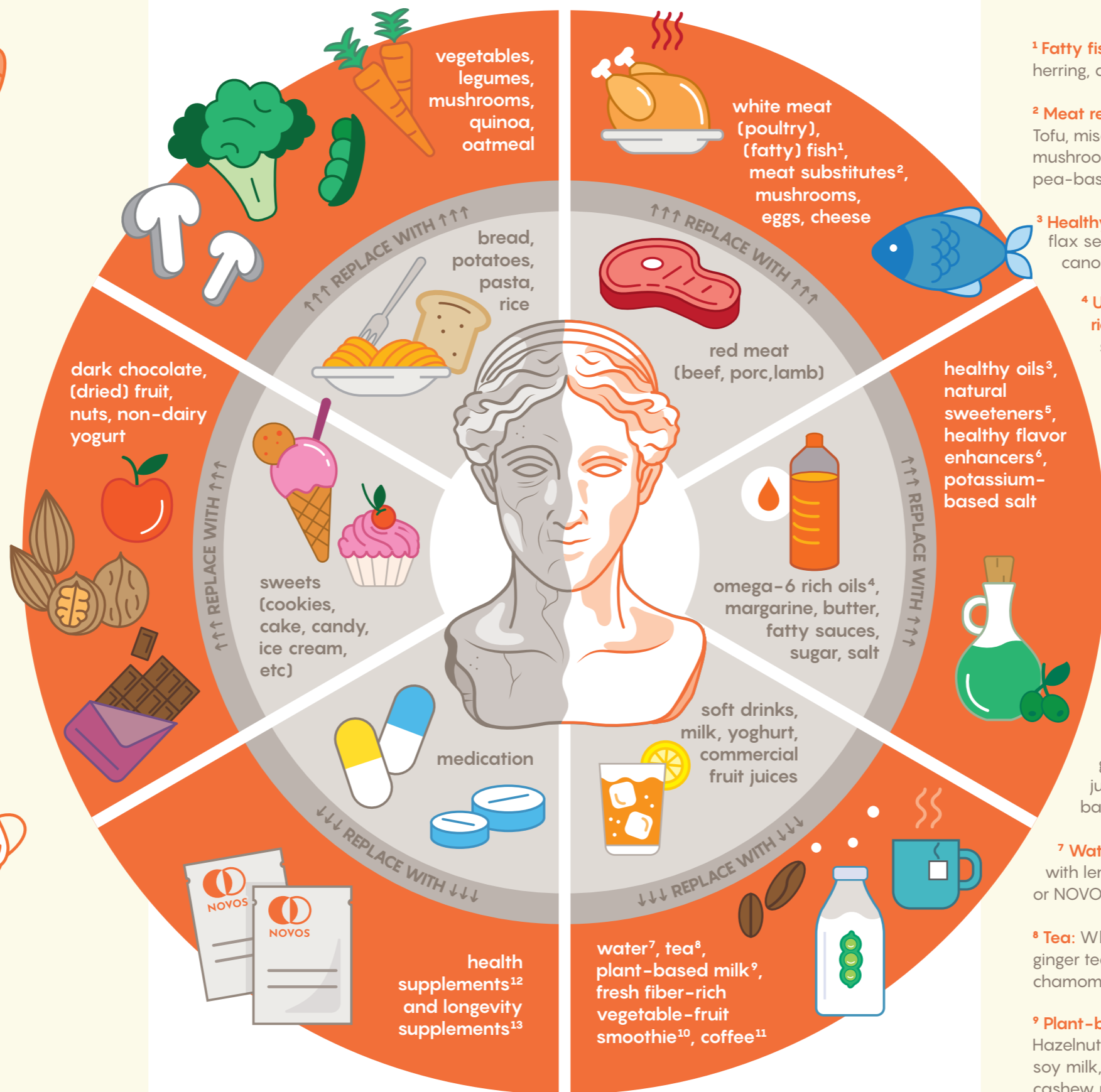
6

Take smart health supplements, such as selenium, vitamin D3, vitamin K2, B vitamins, magnesium malate, and iodine. Take smart longevity supplements (like NOVOS Core and NOVOS Boost).



7

# THE NOVOS LONGEVITY DIET



## Legend

<sup>1</sup> **Fatty fish:** Salmon, mackerel, herring, anchovies, sardines.

<sup>2</sup> **Meat replacements:** Tofu, miso, natto, tempeh, mushroom-based or pea-based meat substitutes.

<sup>3</sup> **Healthy oils:** Olive oil, flax seed oil, walnut oil, canola oil, perilla oil.

<sup>4</sup> **Unhealthy omega-6 rich oils:** Corn oil, sunflower seed oil, palm oil, sesame oil.

<sup>5</sup> **Healthy sweeteners:** Stevia, erythritol, tagatose, xylitol, applesauce, banana mash, monk fruit.

<sup>6</sup> **Healthy flavor enhancers:** Herbs and spices (turmeric, parsley, thyme, rosemary, basil, oregano mint), garlic, onion, lemon juice, vinegar (e.g. balsamic, raspberry).

<sup>7</sup> **Water:** Can be flavored with lemon, sage, thyme or NOVOS Core.

<sup>8</sup> **Tea:** White tea, green tea, ginger tea, black tea, chamomile tea.

<sup>9</sup> **Plant-based milk:** Hazelnut milk, almond milk, soy milk, coconut milk, cashew milk, etc.

<sup>10</sup> **Smoothie:** Preferably made from low-sugar fruit like blueberries, blackberries, strawberries, as well as vegetables.

<sup>11</sup> **Coffee:** Maximum of 3-5 cups per day, no later than 6 hours before bed.

<sup>12</sup> **Health supplements:** B vitamins, iodine, selenium, vitamin D, vitamin K2, magnesium.

<sup>13</sup> **Longevity supplements:** NOVOS Core (containing fisetin, alpha-ketoglutarate, pterostilbene, glycine, etc.) and NOVOS Boost (containing NMN). Never change medication without consulting with your health-care provider.

**Alcohol:** Maximum one drink per day; include alcohol-free days.

**Calorie restriction & meal timing:** Eating 25% less extends lifespan. Try to eat 2 meals per day instead of 3 meals per day. Try to skip dinner. Attempt to go 12 - 16 hours without food each day (this includes time spent asleep).

**Exercise:** Try to exercise at least 4 times per week.

**Relaxation:** Regular meditation, yoga, prayer, self-hypnosis, or deep-breathing exercises.

**Social contact:** Spend time with family, friends, join clubs, do volunteer work.

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