

# multiply your good health by the power of X

## Xtraordinary Discovery

Soy's health benefits are well-established. But only recently have scientists uncovered the nutritional component largely responsible. Studies now show the key is **lunasin**, a naturally occurring soy component.

Researchers at the University of California-Berkeley first discovered lunasin in 1996. Today **50+ peer-reviewed and published studies from 25+ research institutions** demonstrate lunasin's ability to improve your health, making it one of the most scientifically supported nutritional compounds available.

**LunaRich X™ is the most pure, concentrated form of lunasin ever produced.** You'd have to consume 25 grams of high-quality soy protein to get the same amount of bioactive lunasin found in one 125 mg capsule of LunaRich X. And documented benefits prove that it supports:

- **Heart health**
- **Cholesterol management**
- **Inflammation reduction**
- **Antioxidant benefits**
- **Improved immunity**
- **Overall cellular health**
- **And the list keeps growing...**

## Benefits Booster

In addition to its own benefits, the lunasin in LunaRich X increases the benefits of other bioactive nutrients (like those found in Reliv nutritional formulas) in two ways:

**Synergism:** Lunasin works in conjunction with other nutrients, each with its own effect on genes and physiological pathways. Many health problems are caused by multiple pathways and their interactions. If you disrupt these pathways with different bioactive nutrients, you can produce a more effective means of prevention.

**Increased potency:** Lunasin can also increase the potency or efficacy of other bioactive nutrients. For example, some nutrients are activators of important genes involved in maintaining health. Once these genes are activated, lunasin has the ability to further increase their expression by making them more readily recognized by the cell.



## Nutrition at a Higher Level

**Genome:** The blueprint of life — the DNA that makes you who you are. All 200+ cell types in your body contain the same genome.

**Epigenome:** DNA packaging material that works as a series of genetic switches, signaling your genome which genes to turn on and off. Determines cell function (skin cells, liver cells, etc.), as well as how well each cell performs its function.

**Lunasin:** The first dietary ingredient identified to affect gene expression and promote optimal health at the epigenetic level. Now available in concentrated form in LunaRich X.

**Bottom line:** Think of it this way: who you are is written in both pen and pencil. Things written in pen you can't change. That's DNA. But things written in pencil you can. That's epigenetics.

**What's that mean for me?** LunaRich products offer you a cutting-edge nutritional approach to take control of your health like never before. They are quite simply the most advanced nutritional formulations on the market today —**and they're available only from Reliv.**

For more information or to order:

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[reliv.co.nz/p/lunarich-x](http://reliv.co.nz/p/lunarich-x)

