

## <u>Ubinol™ CoQ10 Product Specifications</u>

Much has been made of the critical support role that Coenzyme Q10 plays in cellular energy production and therefore in cardiology and anti-aging medicine. So fundamental is it to our metabolism that once discovered, it was named *ubiquinone* which literally means "occuring everywhere".

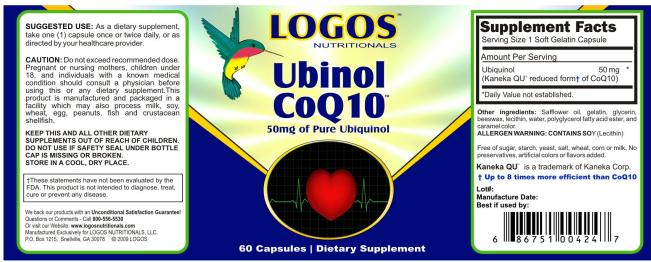
Though it is present in every cell of the body, it is especially concentrated in the very active cells of the heart. CoQ10 neutralizes free radicals and is the rate limiting enzyme for cellular ATP production (the fuel that runs cellular energy processes). As we age, our ability to efficiently process or reduce ubiquinone gradually diminishes, especially when vital enzyme systems are compromised by the use of cholesterol lowering (statin) or other drugs.

Statins are known to decrease average serum CoQ10 levels by 40% (which is why they are so destructive to liver, muscle, gastrointestinal and brain function). Since statins are now the top selling category of pharmaceuticals worldwide, it is no wonder that CoQ10 (the natural antidote to most of their horrible side effects) is one of the top five most popular supplements. However, most people are unaware that not only is CoQ10 very poorly absorbed, in order for the body to put *ubiquinone* to work, it must be converted to its fully reduced form called *ubiquinol*.

## In other words, Not all CoQ10 Supplements are the Same!

A mountain of research has been done in recent years in an effort to improve the absorption potential of CoQ10. Many different approaches have been tried to overcome ubiquinone's poor absorption problem, as researchers found that increasing the dose only further decreased its absorption rate. Then the breakthrough came... Researchers in Japan found that *ubiquinol* is up to **eight times more effective** than *ubiquinone* in achieving equivalent serum CoQ10 levels. That means 50mg of ubiquinol may pack the same therapeutic punch of up to 400 mg of regular CoQ10!

Each gelcap of **Ubinol CoQ10** contains 50 mg of pure high absorption ubiquinol that is ready to energize your cells and revitalize your metabolism.



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