

# NAD<sup>+</sup> Premium

Dr. David Sinclair, a renowned anti-aging scientist, discovered that declining NAD<sup>+</sup> levels accelerate aging's negative effects. He identified sirtuins as the "superhero genes" responsible for regulating the aging process. Sirtuins are often called the CEOs of anti-aging cells, safeguard DNA and control cell aging. To activate sirtuins and switch on protective genes, increased NAD<sup>+</sup> levels are required. This can help combat age-related diseases and promote DNA repair, ultimately leading to better health, an improved quality of life, and a longer lifespan.



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## What is NAD<sup>+</sup> ?

NAD<sup>+</sup> is an essential coenzyme required for life and cellular function. Enzymes are catalysts that make biochemical reactions possible. Coenzymes are 'helper' molecules required for an enzyme's ability to speed up chemical reactions in the body.

NAD<sup>+</sup> is one of most abundant and crucial molecule in the body (besides water) for cellular metabolism.



## What does NAD<sup>+</sup> do?

NAD<sup>+</sup> acts as an electron carrier in metabolic reactions, allowing cells to convert food into energy. It also serves as a cofactor for enzymes involved in processes such as DNA repair and regulation of gene expression.

## How does NAD<sup>+</sup> Therapy work?

NAD<sup>+</sup> therapy involves administering NAD<sup>+</sup> directly into the body through intravenous (IV) infusion. This allows the NAD<sup>+</sup> to bypass the digestive system and be absorbed quickly into the bloodstream, where it can be utilized by the body's cells.

## DNA Health Aging Therapy Protocol

Optimal rejuvenation with 4 sessions every two weeks, followed by another two sessions every 4 weeks.



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## Why is NAD+ Therapy important?

Since the discovery of NAD<sup>+</sup> in 1906, the molecule has been on scientists' radar for its abundance in the body and its crucial role in molecular pathways that keep our body alive and running. Boosting NAD<sup>+</sup> levels in the body have shown promising results in age-related illnesses or diseases (i.e., diabetes, cardiovascular diseases, neurodegeneration, and poor immune system):

### Aging

Declining NAD<sup>+</sup> levels with age have significant implications for metabolic function and age-related diseases. DNA damage accumulation activates the enzyme PARP, which relies on NAD<sup>+</sup> for DNA repair. Sirtuins, essential genes for organism protection, sustain genome integrity, promote DNA repair, and exhibit anti-aging properties, contributing to increased lifespan. NAD<sup>+</sup> serves as the fuel driving Sirtuins.

### Muscle Function

Crucial for exercise performance, the mitochondrion is the body's powerhouse. NAD<sup>+</sup> plays a key role in maintaining healthy mitochondria and steady energy output. Elevating NAD<sup>+</sup> levels in muscles enhances mitochondrial health and fitness.

### Metabolic Disorders

Aging and high-fat diet reduces the level of NAD<sup>+</sup> in the body. NAD<sup>+</sup> maintains healthy mitochondrial functions and steady energy output.

### Heart Function

As we age, our arteries stiffen, contributing to high blood pressure. High blood pressure can cause an enlarged heart and blocked arteries that leads to stroke. Boosting NAD<sup>+</sup> levels protect the heart and improves cardiac functions.

### Neurodegeneration

Aging, a key risk factor for neurodegenerative diseases like Parkinson's and Alzheimer's, leads to cognitive impairment. Elevating NAD<sup>+</sup> levels reduces protein buildup, enhancing brain cell communication and cognitive function. It also safeguards against cell death during insufficient blood flow, promoting healthy aging and memory improvement.

### Aged or Poor Immune System

As adults age, the immune system weakens, making individuals more susceptible to illness and slower to recover (even from COVID). NAD<sup>+</sup> consumption by immune system enzymes increases with activity. Aging elevates enzyme levels, depleting NAD<sup>+</sup>. Recent studies emphasize the crucial role of NAD<sup>+</sup> in regulating inflammation and cell survival during immune response and aging, suggesting its therapeutic potential for immune dysfunction.