

# CARDIO PRIME+

## Advanced Cardiometabolic Support\*



Cardiovascular and metabolic health are multi-faceted systems that require a holistic approach to provide authentic, effective support. More often than not, two overlooked areas are (1) energy production and (2) glucose metabolism. The connection between heart health and these two additional factors is very well established and the data continues confirming as much. So with these essential elements layered on top of more 'tried and true' ingredients that research has long supported as being vital to cardiovascular health, InfiniWell carefully and meticulously put together this 'all-in-one', evidence-based cardiometabolic formula, called **Cardio Prime+**. Cardio Prime+ represents the latest nutritional innovation to provide a multi-faceted approach to cardiometabolic health.

It's important to realize the demographic that should pay attention to their cardiovascular & cardiometabolic systems. **The level of incidence involving the heart jumps significantly between 40-49** but most people don't paying close attention until 50+. With that in mind, it may be wise to **begin the process of targeted supplementation for cardiovascular and cardiometabolic health during the 40s or sooner**. And while that wasn't the original intention behind the formulation for Cardio Prime+, the ingredient combination lends itself to providing an incredible profile of compounds that will work to enhance the heart health and metabolism of people of all ages.



### DEMOGRAPHIC & CLINICAL APPLICATIONS

MEN & WOMEN	PATIENTS REQUIRING
	<ul style="list-style-type: none"> <li>• Comprehensive Cardiometabolic Support</li> <li>• Blood Pressure Support</li> <li>• Cholesterol Support</li> <li>• Overall Metabolism Protocols</li> </ul>



#### DIRECTIONS:

Take 2 capsules daily with water or as directed by your healthcare practitioner.

### BENEFITS

<p>Supports Vessel Health &amp; Pliability</p>	<p>Aids in Blood Pressure Regulation</p>	<p>Supports Fibrinolytic Activity</p>
<p>Maintains Already Healthy Cholesterol Levels</p>	<p>Promotes Healthy Blood Sugar &amp; Insulin Metabolism</p>	

### SUPPLEMENT FACTS

Serving Size: 2 Capsules   Servings Per Container: 30		
	Amount Per Serving	%DV
Niacin (as Cuprous Niacin)	0.83 mg	5%
Copper (as Cuprous Niacin)	0.2 mg	22%
NAD3 <sup>®</sup> Proprietary Blend Wasabi extract ( <i>Wasabia japonica</i> ) Theacrine Cuprous Niacin	312 mg	*
Lactotripeptides [ <i>Isoleucyl-prolyl-proline</i> (IPP) 508 mg and <i>Valyl-prolyl-proline</i> (VPP)] [ <i>Las VasoDrive-AP</i> ®]		*
Citrus Bergamot Extract (Fruit)	250 mg	*
CurcuPrime <sup>®</sup> Tetrahydrocurcumin	200 mg	*
NSK-SD <sup>®</sup> Nattokinase (2,000 FU)(soy)	100 mg	*

\* Daily Value Not Established

Other Ingredients: Microcrystalline Cellulose, Magnesium Stearate (Vegetable), Silica, Vegetable Capsule (Hyppromellose). **Contains soy and milk.**





## INGREDIENTS

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### NAD<sup>3</sup>

The first, and perhaps most cutting-edge inclusion, is the **NAD<sup>3</sup>**. This is a multi patents-pending nutraceutical containing a unique Wasabi japonica extract, Theacrine, and Copper(I)-Niacin complex. Preliminary pre-clinical and human studies, in collaboration with the DNA methylation and epigenetic experts at TruDiagnostic and the multi-omics Molecular and Applied Sciences Laboratory at Auburn University, suggest the mechanism by which this trio works is by upregulating enzymes that facilitate the conversion of NAD<sup>+</sup> precursors, such as Niacin, Niacinamide, Nicotinamide Riboside (NR) and/or NMN to NAD<sup>+</sup>, while also suppressing the activity of proteins that deplete & consume NAD<sup>+</sup>. Collectively, these data support the use of NAD<sup>3</sup>® in combination with any NAD<sup>+</sup> precursor or “booster” (as an ideal companion) for supporting net cellular NAD<sup>+</sup> status.

In vitro AND in vivo human clinical data from the recently completed 'ENHANCE Trial' of NAD<sup>3</sup>® supports the hypothesis that cellular NAD<sup>+</sup> concentration alone is not the linchpin to longevity. Instead, there appears to be a “leaky sink” whereby NAD<sup>+</sup> levels decrease due to chronic inflammation and aberrant immune activation. NAD<sup>+</sup> depletion could be limited by controlling systemic inflammation and keeping NAD<sup>+</sup> salvage pathways active. Thus, one strategy to enhance longevity appears to be providing sufficient NAD precursor for salvage pathways, plus activating the downstream stress resilience and pro-longevity gene networks (e.g., SIRT3/6, SOD3, TERF1/POT1, CCL3, CXCL9, PGC1-A, SOX2/KLF4, etc.). Moreover, human data with oral supplementation of NAD<sup>3</sup>® for 12 weeks demonstrated the ability to support various independent cardiovascular risk factors such as VLDL, TAGs, LDL-C, and Total Cholesterol. In the same study, beneficial changes in intracellular NAD<sup>+</sup> levels were noted, even though NAD<sup>3</sup>® does NOT contain an appreciable dose of NAD/B3 vitamin precursor. Taken together the pre-clinical, mechanistic data on NAD<sup>3</sup>® (and its constituents, theacrine, long-chain allyl, and phenethyl ITC-rich Wasabi extract) and first-in-human ENHANCE Trial data provide a solid basis for NAD<sup>3</sup>® as part of a comprehensive plan to optimize cardiometabolic health and longevity.<sup>1</sup>



**NSK-SD® Nattokinase** - The second ingredient is a proteolytic enzyme, which operates very differently from a digestive enzyme in the body. Proteolytic enzymes work systemically, outside the confines of the digestive system, and protect against excessive fibrin formation and accumulation (fibrin being converted from fibrinogen, which excessive amounts of inflammation can trigger among other things, and at high levels can wreak havoc on the cardiovascular system via excessive clotting of blood). This enzyme, NSK-SD®, is a patented, branded, uniquely produced, and extensively studied enzyme. NSK-SD® is isolated from natto, a food made from fermented soybeans.

This enzyme has demonstrated, quite consistently, its ability to positively impact cardiovascular health. Clinical research showing the physiological and biochemical benefits of NSK-SD® highlighted in over 30+ published studies in the areas of supporting healthy blood pressure, providing critical fibrinolytic activity to mitigate excessive blood clotting while not inhibiting wound healing, supporting healthy levels of platelet and red blood cell aggregation as well as blood viscosity.<sup>2,3</sup>

### Bergamot

**Citrus bergamia**, known as Bergamot, a fragrant fruit the size of an orange with a yellow color similar to a lemon is included in this formulation. It's been clinically shown to support heart health by promoting healthy cholesterol, blood sugar, and triglyceride levels and supporting blood vessel function.<sup>4</sup>

One novel mechanism by which Bergamot works is through its ability to activate AMPK. In terms of blood sugar, and incidentally insulin levels, this is typically seen as the primary mechanism. Its activation of AMPK combined with the structural similarities to other HMG Co-A reductase inhibitors, has led to the theorized mechanism by which Bergamot can support healthy levels of cholesterol production.



## **CURCU PRIME**

**CurcuPrime (Tetrahydrocurcumin)** - And what would a cardiometabolic formula be without some form of curcumin?

Curcumin is an essential piece of the metabolic and cardiovascular puzzle. While there are often variations in the active percentage of curcumin, Cardio Prime+ features Tetrahydrocurcumin (4HC). This is a partially reduced derivative of curcumin so it is NOT found in turmeric. However, it is one of, if not the, most potent metabolite of curcumin. 4HC is also known for being more stable than curcumin because it has superior absorption and bioavailability properties. Tetrahydrocurcumin is well known for its anti-oxidative and cytoprotective activities. Its ability to reach target tissue and be stored for later use has also been a mechanism that has been identified. In fact, it was found that even without the presence of curcumin, tetrahydrocurcumin is stored in adipose tissue for four weeks after ingestion.<sup>5</sup>

Tetrahydrocurcumin has many more desirable biological and pharmacological properties than curcumin. Beyond the fact that 4HC has demonstrated a prolonged plasma half-life when compared to standard curcumin, it has been recognized as a superior antioxidant that supports a series of metabolic and overall health benefits including supporting healthy blood sugar and insulin levels, supporting healthy LDL and triglyceride levels, supporting the structure and function of hepatic cells and supporting healthy blood pressure levels.<sup>6</sup>



**VasoDrive-AP® (AmealPeptide)** - Rounding out this formulation and staying true to our peptide roots, we've included a tripeptide in Cardio Prime+. The role of peptides in cardiometabolic health is well documented and VasoDrive-AP®, derived from casein (milk protein), and consisting of two lactotriptides - Valine-Proline-Proline (VPP) and Isoleucine-Proline-Proline (IPP) (both of which have been shown to help optimize blood vessel constriction, which in turn, aids with blood flow) represents one of the most innovative peptides available.

Relative to the heart, VasoDrive-AP® demonstrates an supporting healthy levels of activity concerning angiotensin-converting enzyme(ACE) thereby supporting healthy blood pressure levels and facilitating the endothelial production of nitric oxide (NO), which has many effects throughout the body.<sup>7</sup>



## REFERENCES

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