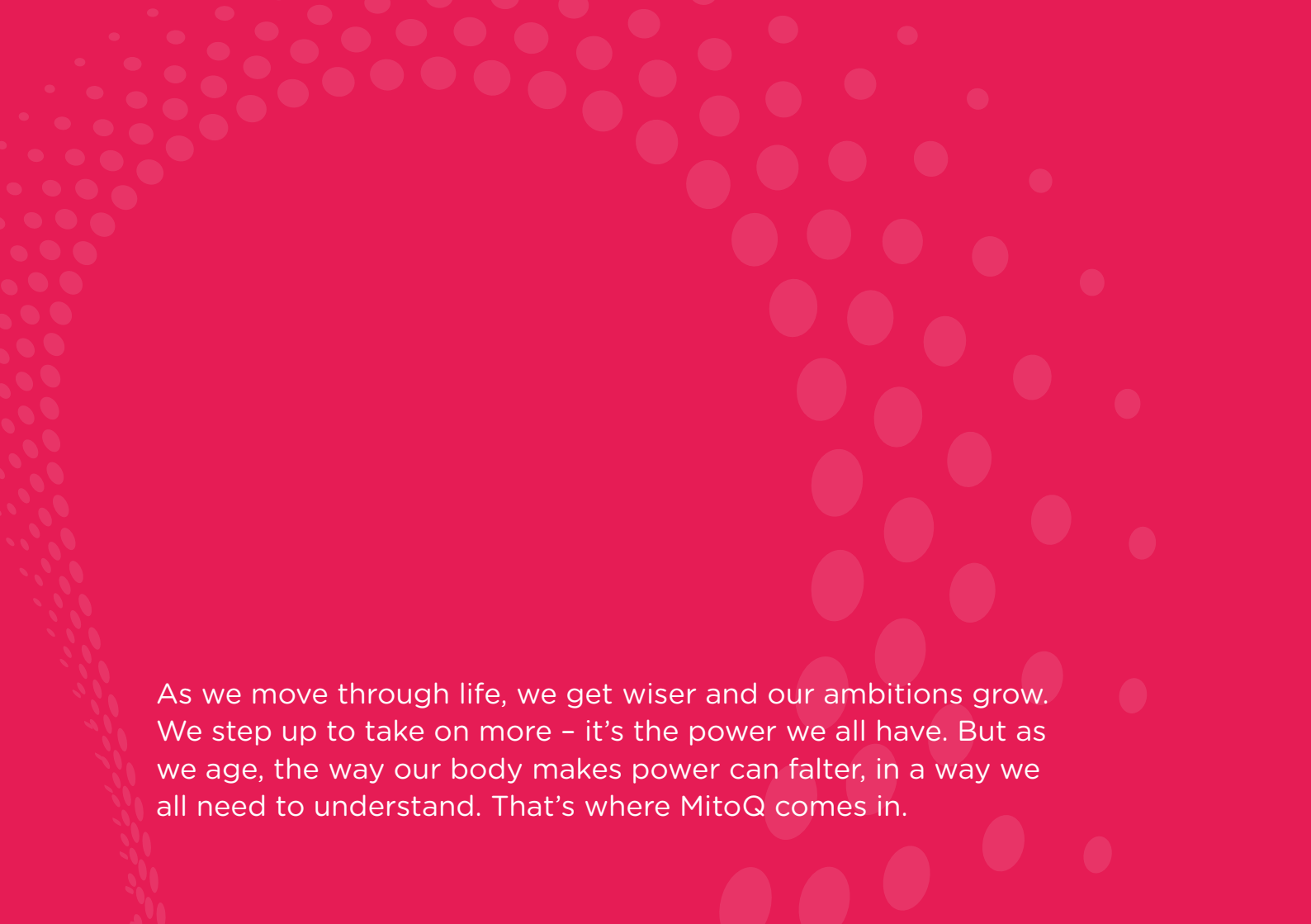


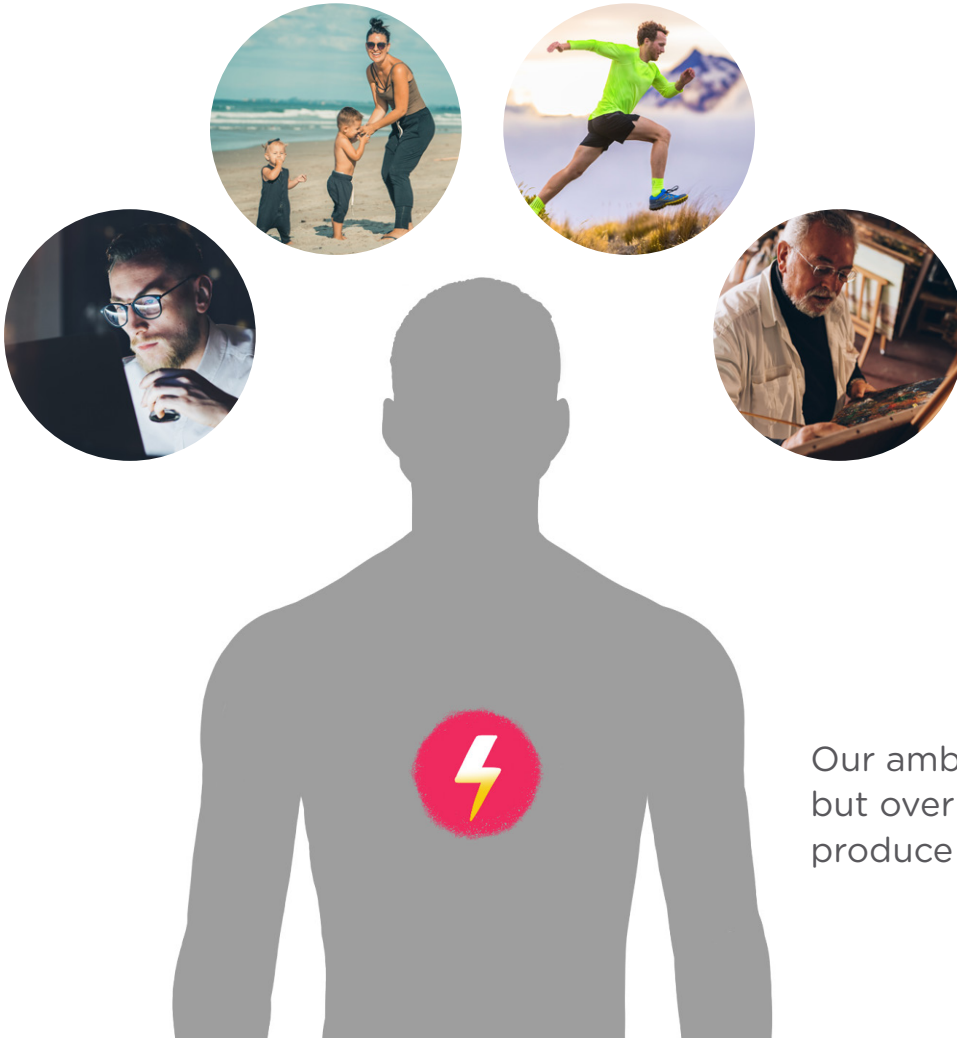
The Science of MitoQ

THE HEALTH OF OUR MITOCHONDRIA AND OUR OVERALL
HEALTH AND WELLBEING ARE ONE AND THE SAME



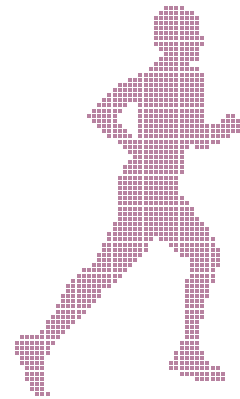


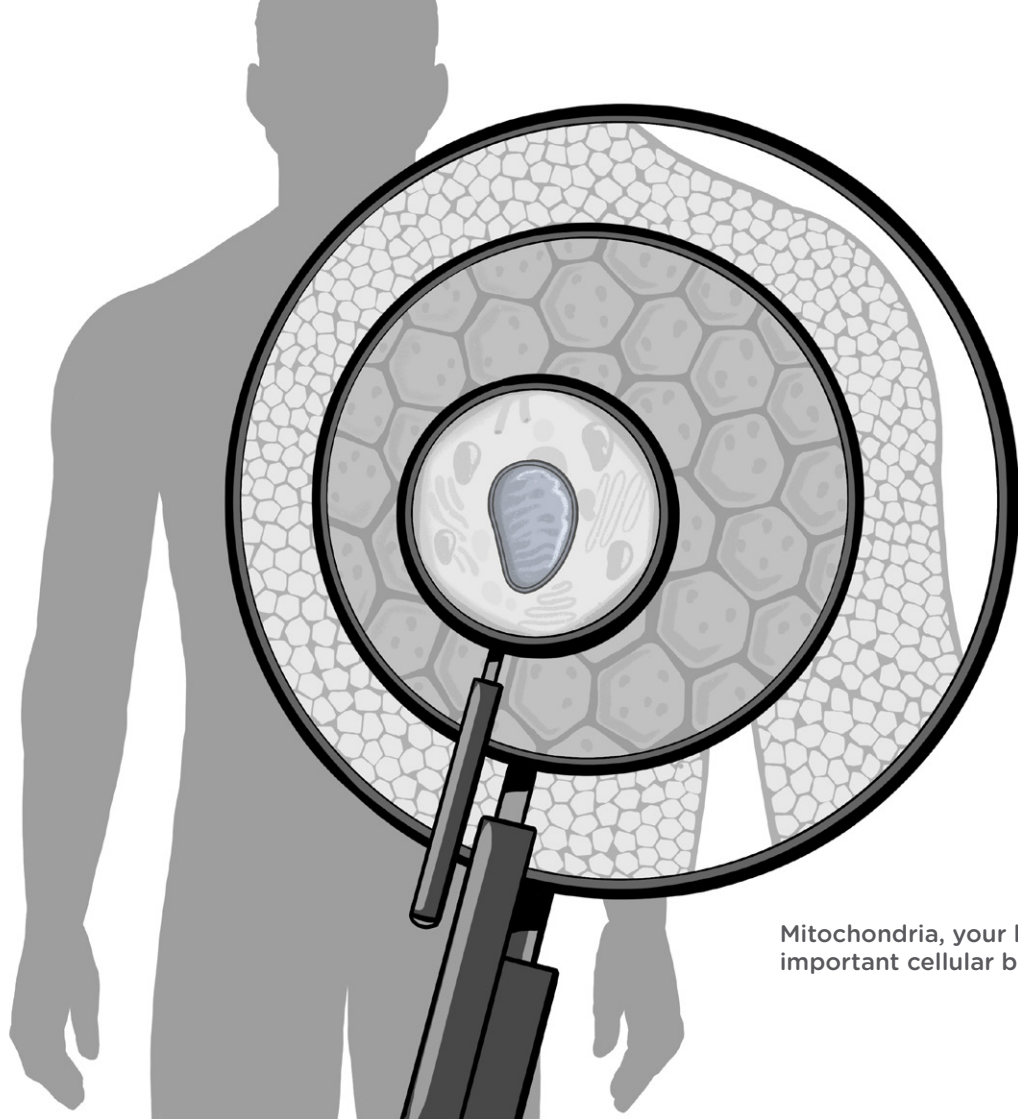
As we move through life, we get wiser and our ambitions grow. We step up to take on more – it’s the power we all have. But as we age, the way our body makes power can falter, in a way we all need to understand. That’s where MitoQ comes in.



Our ambitions grow,
but over time our bodies
produce less power.

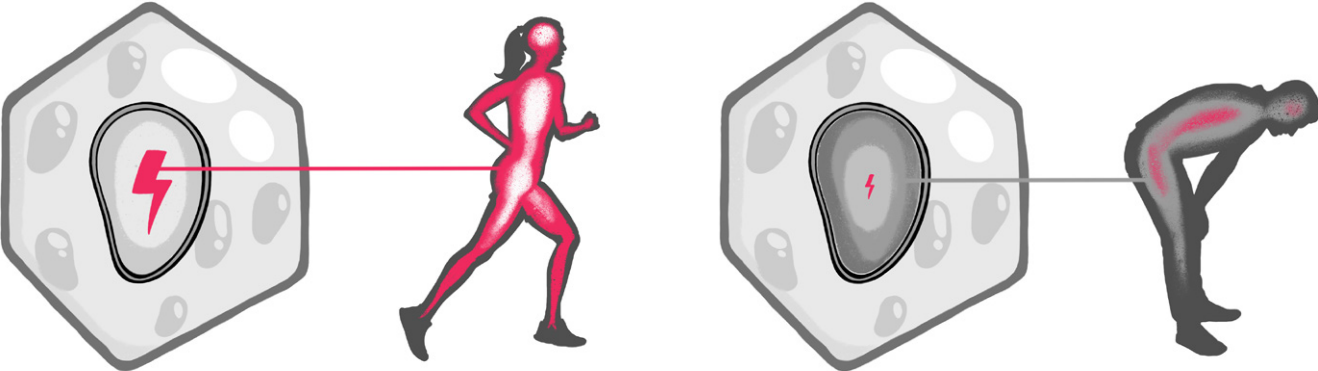
Every human on Earth is made up of trillions and trillions of cells. Inside each one of our cells are mitochondria. They combine the food we eat and the air we breathe to generate the energy our cells need to operate in our heart, brain, liver, lungs and every part of our body. By powering those cells, mitochondria act as our cellular batteries and are at the core of everything our body does to keep us healthy and alive.



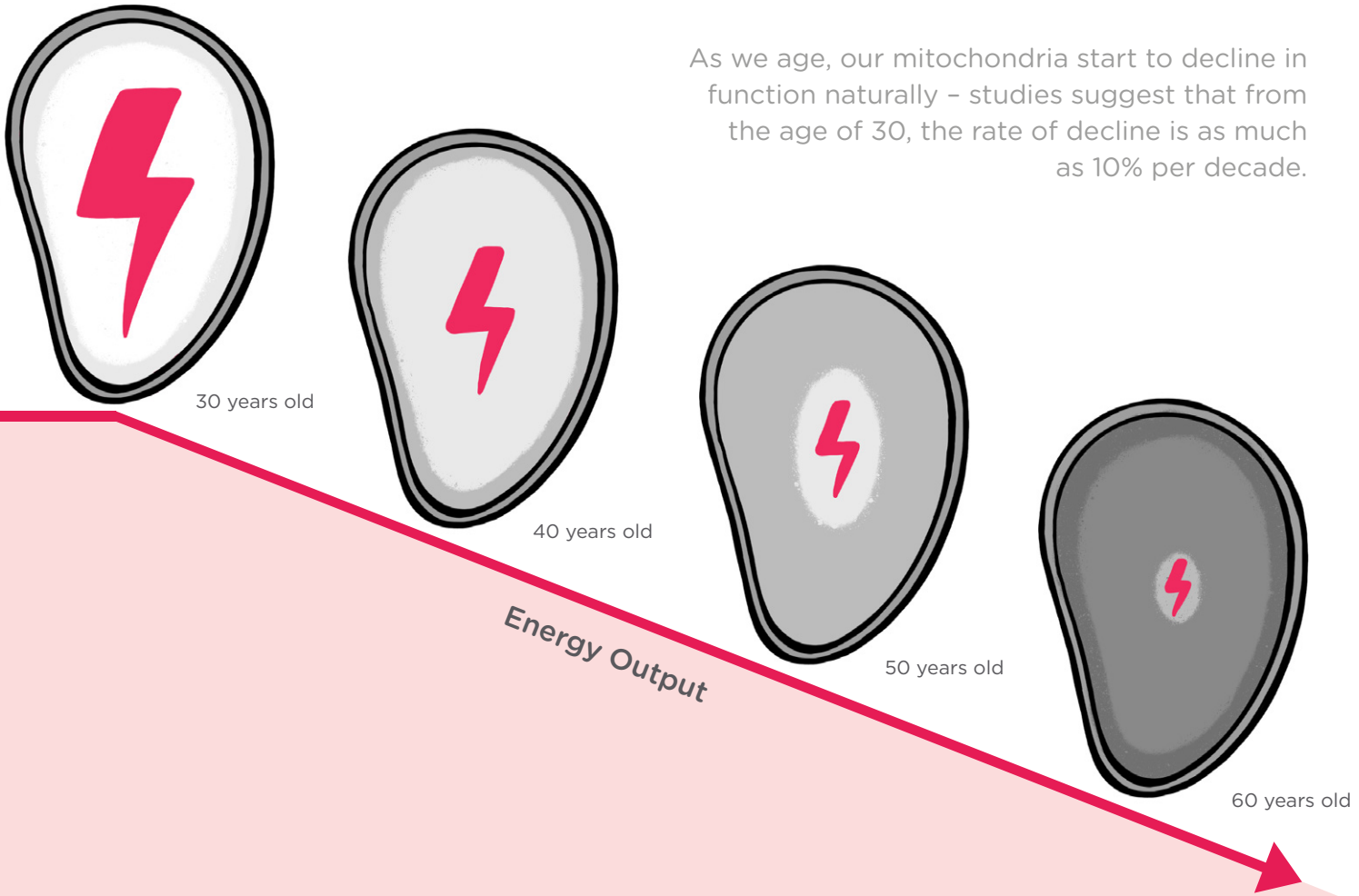


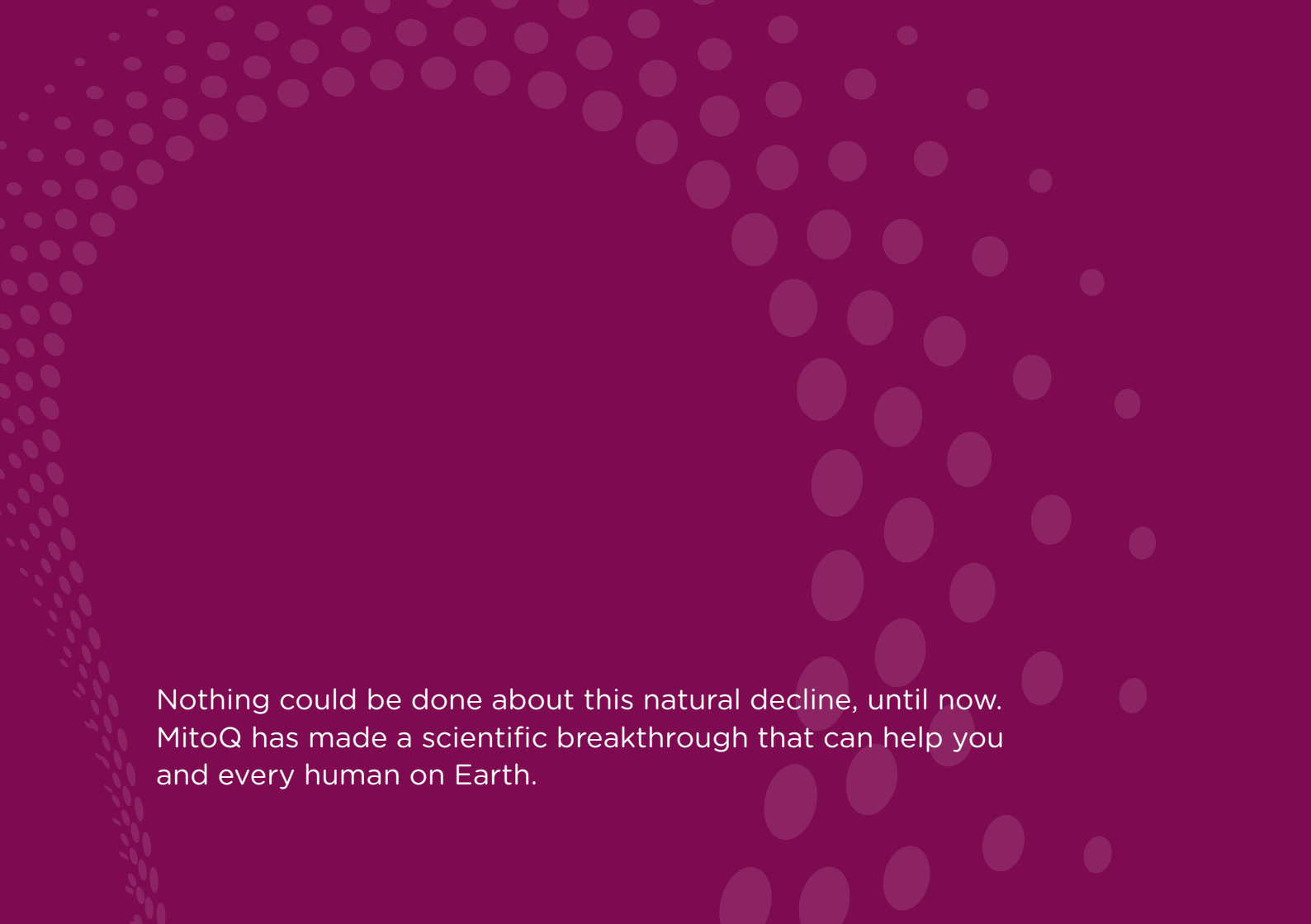
Mitochondria, your hugely important cellular batteries.

If our mitochondria are healthy and functioning optimally, our bodies will be too. However, if our mitochondria are unhealthy, they can't supply our cells the energy they need to do the jobs that keep our whole body running. When our mitochondria slow down, so does our power supply; and when our power supply slows down, so do we. That's why the health of our mitochondria and our overall health and wellbeing are one and the same.

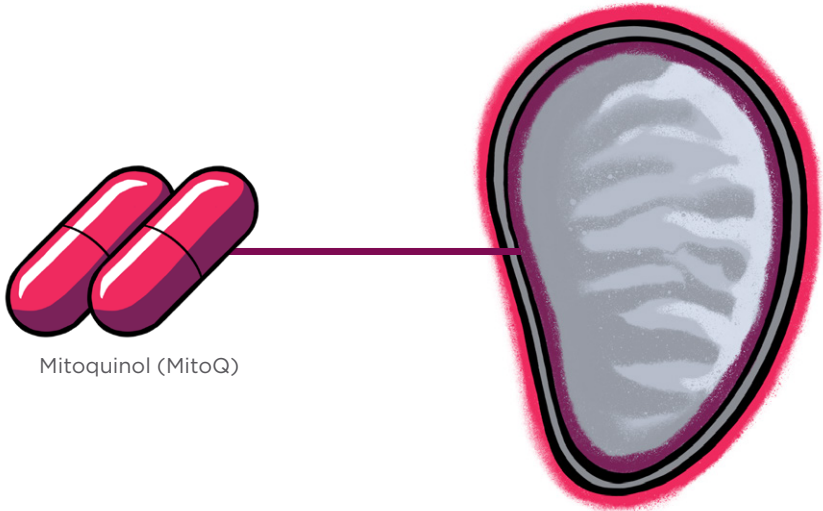


As we age, our mitochondria start to decline in function naturally - studies suggest that from the age of 30, the rate of decline is as much as 10% per decade.





Nothing could be done about this natural decline, until now.
MitoQ has made a scientific breakthrough that can help you
and every human on Earth.



Mitoquinol (MitoQ)

Mitochondria

1. CoQ10

As we get older, our mitochondria produce less of an important enzyme called CoQ10.

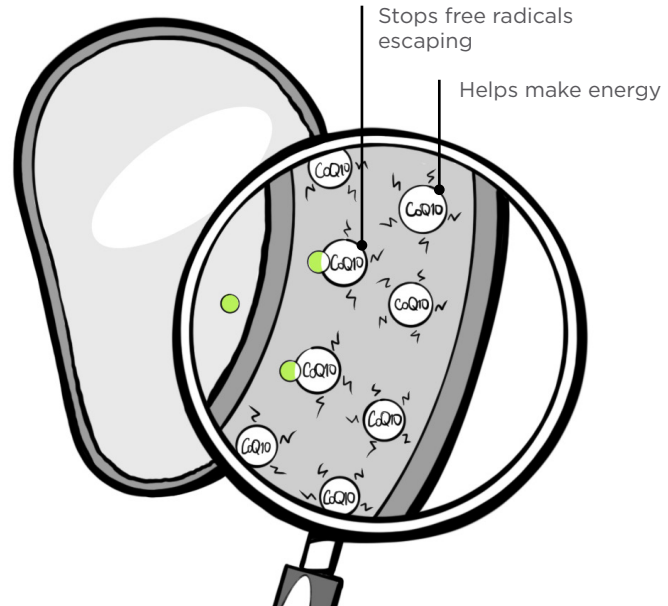
CoQ10 is exclusively produced by the mitochondria, which use it to play two life-essential roles:

1. To help create cellular energy; and

2. To help neutralize harmful free radicals, a by-product of the energy production process taking place inside the mitochondria (kind of like engine emissions), preventing them from leaking out of the mitochondria into the main body of the cell.

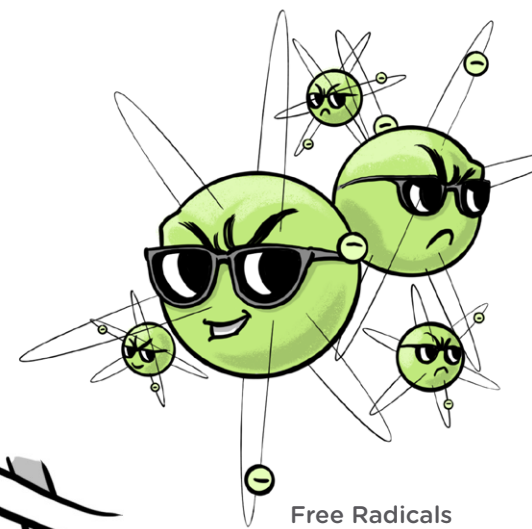


CoQ10
Your mitochondria's
handymen!

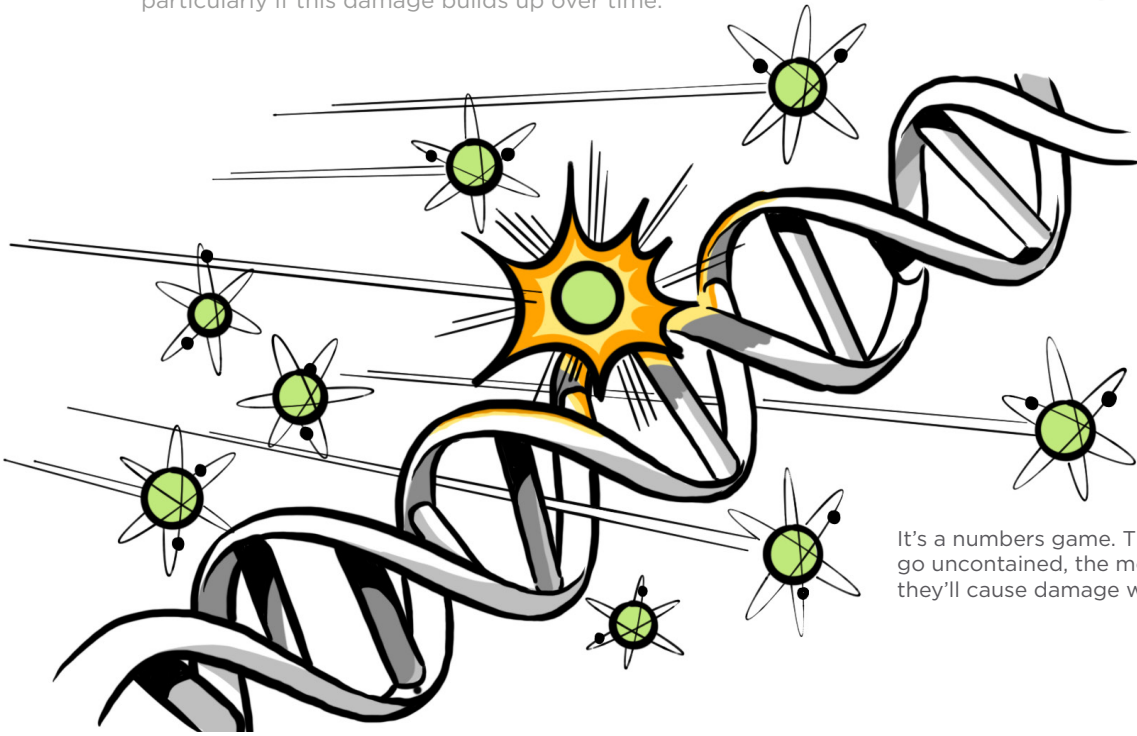


2. Free Radicals

Free radicals are rogue atoms. When they escape the mitochondria, they travel randomly inside the body until they collide with something. Inside the delicate confines of our cells, any random damage to our sensitive cellular equipment poses a serious risk to our health, particularly if this damage builds up over time.



Free Radicals

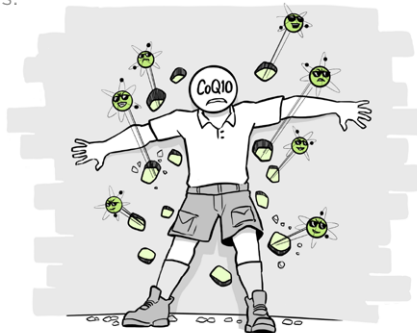


It's a numbers game. The longer free radicals go uncontained, the more chance there is they'll cause damage within your cells.

3. Mitochondrial Dysfunction

So, as their stocks of CoQ10 decrease, two things can happen inside the mitochondria:

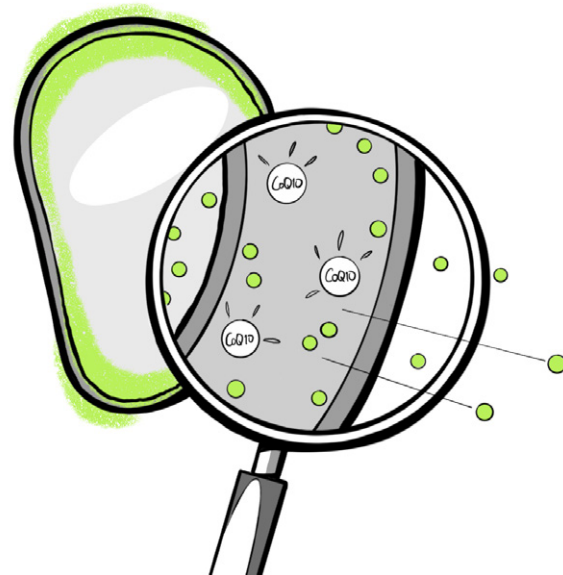
1. Their energy production process is disrupted, so they supply less power to our cells - so we start to feel more tired; and
2. They leak more and more harmful free radicals into our cells, which can cause damage to the point where our cells are overwhelmed and enter a state of *oxidative stress*, something which is known to contribute to some serious health issues.



Oxidative stress is stressful

As we age, it is easy to understand how the problem escalates: we start to slow down and the vulnerability of our overall health increases.

This state of decline is called *mitochondrial dysfunction*. It is known to be one of the key contributing factors to the aging process and it affects every human on the planet.



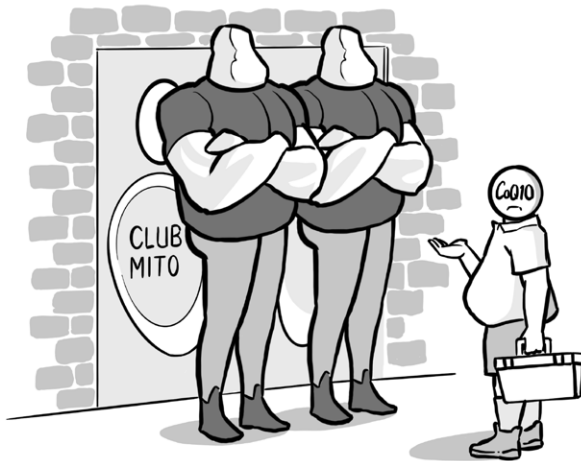
4. CoQ10's Size Problem

No other part of the body creates or uses CoQ10, so it stands to reason that if a CoQ10 supplement is to have a positive impact, it must get inside the mitochondria.

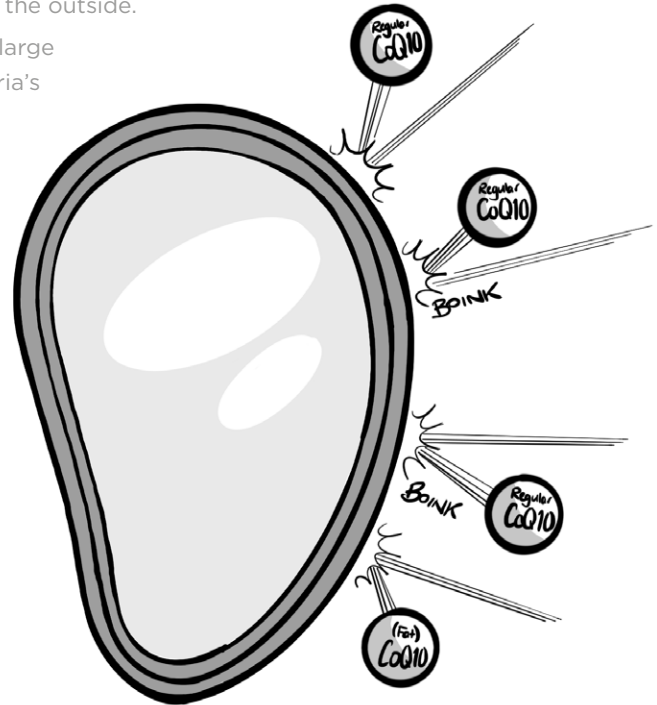
However, CoQ10 cannot get inside the mitochondria from the outside.

In its regular state outside the human body, CoQ10 is too large to enter the mitochondria. This is because the mitochondria's tough double membrane deflects it away.

Luckily, MitoQ has discovered a solution.



Double membrane security is very strict.



5. Just Call Me Phil

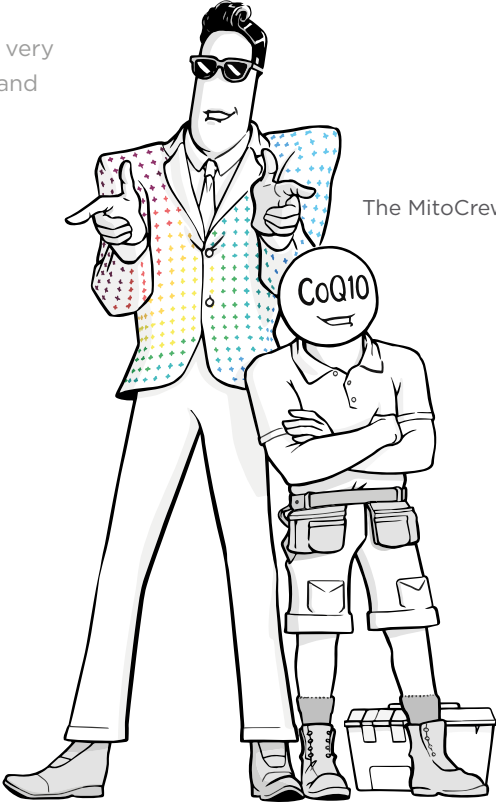
MitoQ's breakthrough formula is made up of CoQ10, shrunk down and bonded with a positively charged ion nicknamed Phil (his real name is very long). When Phil and CoQ10 bond, they form a better, more compact and unique CoQ10, called Mitoquinol (MitoQ for short).



Lipophilic Triphenylphosphonium?
Just call me Phil.



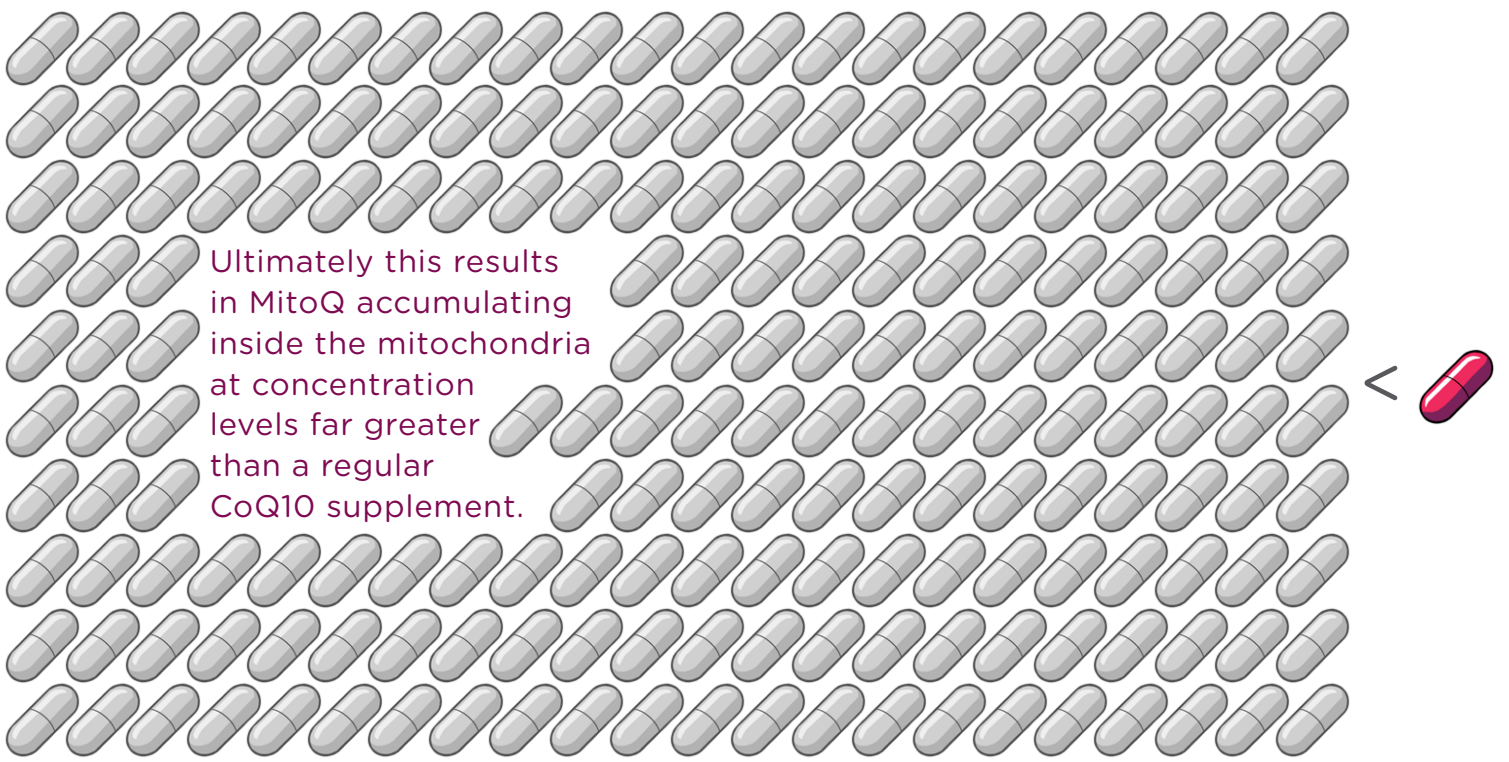
Mitoquinol



The MitoCrew!

6. The Solution is MitoQ

Mitoquinol's smaller size allows CoQ10 to pass through the mitochondria's double membrane, whilst Phil's positive charge makes it very attractive to the mitochondria, which has a natural negative charge.



Ultimately this results in MitoQ accumulating inside the mitochondria at concentration levels far greater than a regular CoQ10 supplement.

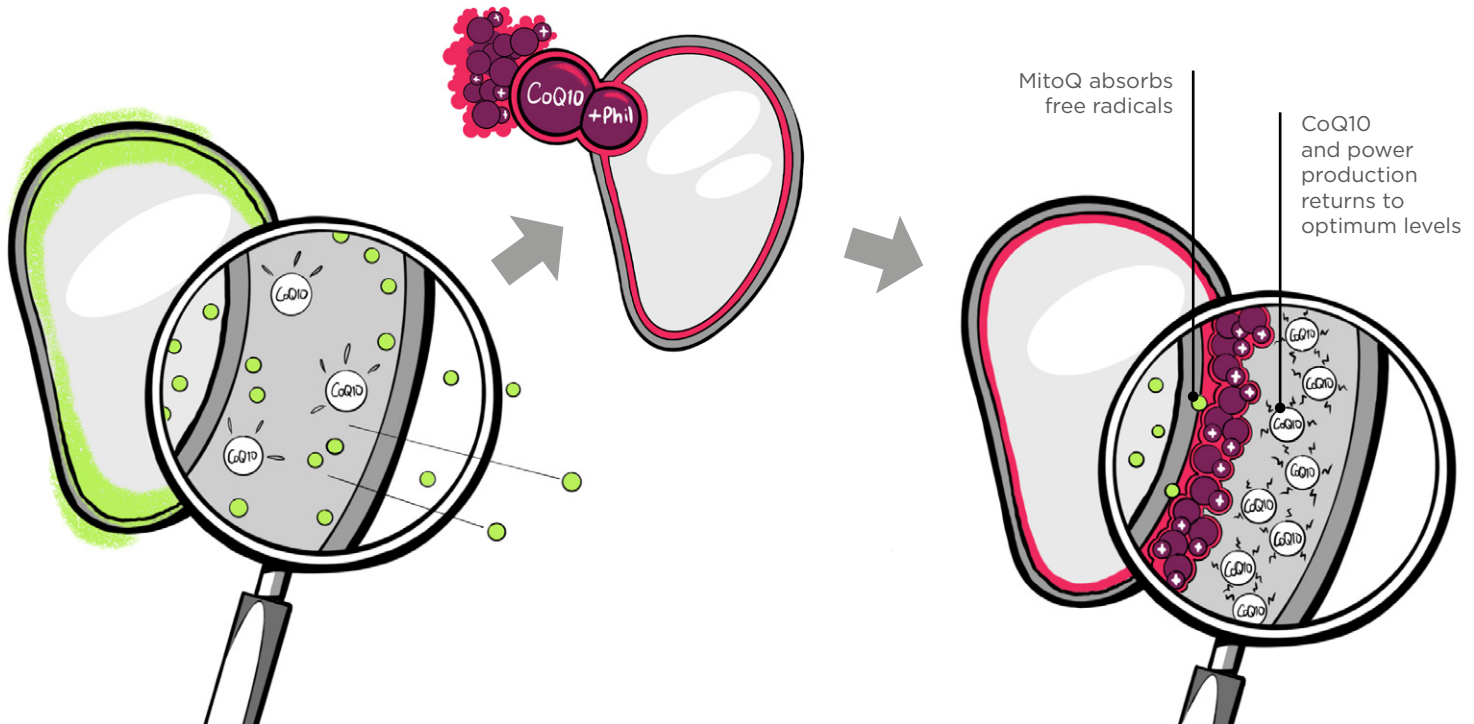


7. Slowing Mitochondrial Decline

MitoQ lays the foundation for mitochondria to put the brakes on their rate of decline.

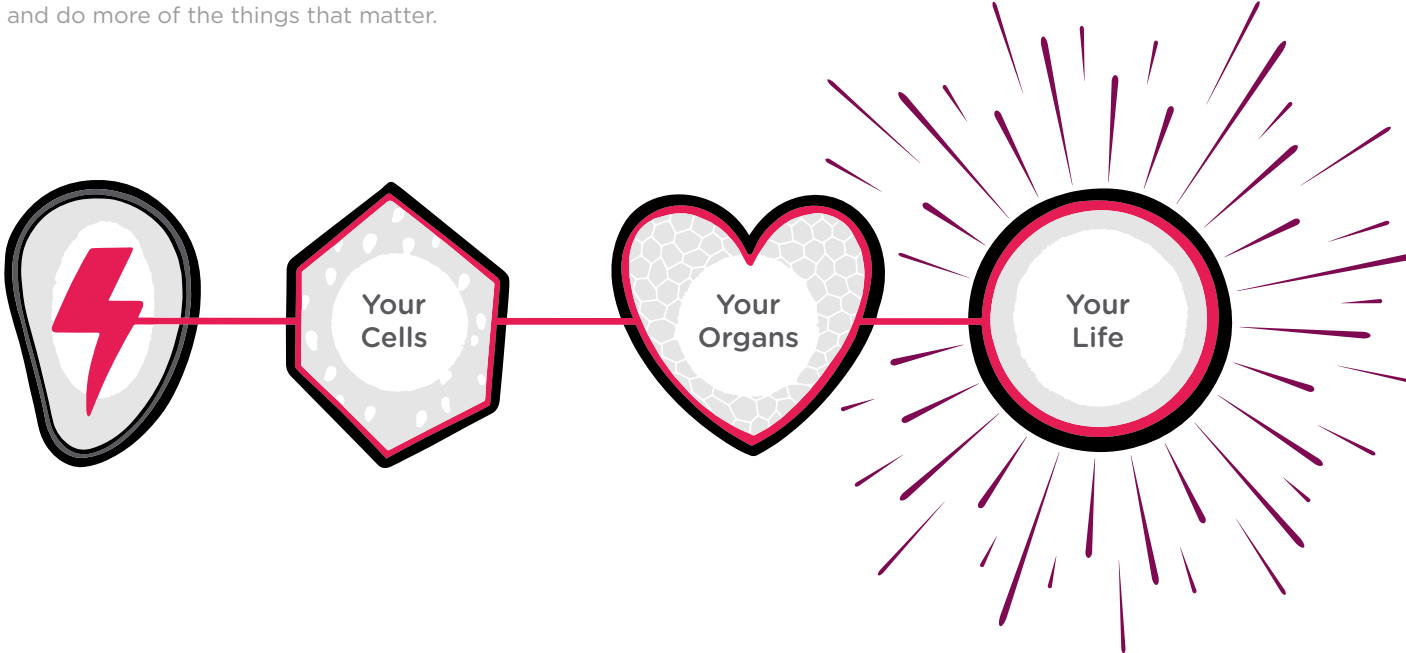
Mitochondria use MitoQ to replenish their levels of CoQ10, which helps them to:

1. maintain their expert ability to neutralize harmful free radicals; and
2. return power production to optimum levels.



8. More Power to You

Once back to their best, mitochondria power our cells, which power our organs, which power our bodies, so we can power through life and do more of the things that matter.





Only MitoQ can return power to your
cells, so you can have the power in life...

To keep climbing mountains

To keep going the distance

To stay sharp, focussed and balanced

And to keep finding time for all the things that matter

MitoQ. More power to you.

mitoq.com

MitoQ Ltd, PO Box 1691, Shortland St,
Auckland, New Zealand

E: customerservice@mitoq.com

