

Fact Sheet

The Zoi™ LONGEVITY



- Decreases inflammation
- Assists in prevention and treatment of illness
- Prolongs health and promotes youthfulness
- Supports healthy aging
- Enhances cognitive functions; supports the brain and nervous system

Inspired by ancient master herbalists, The Zoi™ contains herbs renowned for disease prevention, prolonging life, and increasing vitality. Herbs in The Zoi™ are powerful anti-inflammatories known for strengthening and protecting all the body's organs and tissues, and supporting healthy biochemistry. The Zoi™ complements other Zoi Medicinals™ tinctures, as it replenishes every body system.

Zoi Medicinals™ tinctures are alcohol (27%) and vegetable glycerin (10%) extracts of non-toxic herbs. All herbs used in the manufacturing of Zoi Medicinals™ products have been tested for heavy metals, bacteria, fungus, and pesticides.

How to use The Zoi™

- For long-term anti-inflammatory, longevity, and disease prevention effects, take 1-2 doses per day consistently
- For acute conditions (illness, pain, injury) take up to 5 doses per day
- During cold and flu season, travel, or times of stress, take standard dose

Dosage

Liquid formulas are rapidly absorbed by the body and should be taken by mouth. Hold under the tongue a few moments prior to swallowing; or take in a small amount of water or juice. If alcohol content is a concern, a standard dose (1.5 ml) in one cup of water dilutes the alcohol content to less than 0.5%, or formula can be added to hot tea (alcohol will evaporate) and drink once cooled.

The standard, adult dose is three droppers full (1.5 ml) three times a day, or as directed by your health care professional. One full compression of the dropper bulb is a dropper full (the dropper may not appear "full").

- Standard adult dose (100-150 lb) – 3 droppers full (1.5 ml), three times a day.
- Standard adult dose (>150 lb) – 4 droppers full (2.0 ml), three times a day.
- Standard child dose (30-100 lb) – 1 dropper full (0.5 ml), three times a day.

For some, it may take several weeks to notice an effect. Consistency is more important than dose, so take some each day even if you can't keep to a regular schedule. As your body responds to the formula, you may decrease the dose, accordingly.

Cautions

- With minor stomach upset, take with food.
- Do not use if pregnant or breastfeeding, unless directed by your health care practitioner.
- Not to exceed five droppers full at a time.
- Discontinue use if any new symptoms appear, including

symptoms of allergic reaction.

- If experiencing minor headache or other discomfort, reduce the dosage to 1/3 of starting dose. Gradually increase the dosage each day until you reach to the desired dosage.
- Every body is different, as the formula alters internal processes, your best dosage may change (always stay within the recommended dosage range).

Biomedical Details

The Zoi™ is comprised of herbs, which research has shown to have **anti-tumor, anti-inflammatory, immune-modulating, anti-aging, and disease prevention** properties. The herbs included in The Zoi™ are known for broad therapeutic and health-enhancing properties, and have potential to prevent disease. The Zoi™ is appropriate to use in combination with conventional medical therapies, but should be discussed with your doctor.

Most of the herbs in The Zoi™ have anti-inflammatory (1, 3, 5, 7, 8, 9, 11, 14) and immune regulating effects (3, 4, 5, 12). Studies with gotu kola, specifically, have resulted in improvements in age-related conditions like hypertension, peripheral neuritis, insomnia, loss of appetite, constipation and age-related cognitive decline in the elderly (14).

Cordyceps, fleecflower, wolfberry, *Astragalus*, *Bupleurum*, and magnolia bark have **anti-tumor functions** (1, 2, 3, 4, 5, 6). *Cordyceps*, specifically, has been used as an adjunct to conventional anti-cancer therapies in humans, supporting the immune system and body through cancer treatment. In animal studies, *Cordyceps* extract has been shown to directly kill cancer cells (7,8). Bioactive components of wolfberry and magnolia bark have been reported to enhance tumor regression when used in combination with other treatments (3, 4, 9) Magnolia bark extracts have been shown to cross the blood-brain barrier to exert anti-tumor effects (6), and wolfberry and bupleurum have also exhibited potential anti-tumor functions (6, 3). *Astragalus* has been shown to counteract side effects of chemotherapy (5).

Antioxidants are believed to play a role in preventing diseases such as cancer, cardiovascular disease, Alzheimer's and macular degeneration. There is good evidence that wolfberry is rich in the antioxidants, vitamin C and zeaxanthin (3). Components of other herbs in The Zoi™ also have antioxidant functions, including fleecflower, *Cordyceps*, magnolia bark,

Astragalus and gotu kola (1, 2, 9, 10, 14). In one human study, a group of elderly took 50 g/day of wolfberry fruit for 10 days and showed significant increases in the levels of blood antioxidants (48%) and hemoglobin (12%), and a 65% decrease in lipid peroxides.

Fleeceflower and wolfberry have been shown to **decrease blood sugar and lipids** in animal tests (1, 3); and wolfberry, magnolia bark and *Cordyceps* seem to be **beneficial to the cardiovascular system**. *Cordyceps*, specifically, has been associated with blood cholesterol and triglyceride reduction. In one randomized trial, 95% of the patients treated with 3 g/day saw improvement in their blood sugar profiles, while the control group showed only 54% improvement with treatment by other methods (7). In another study, patients suffering from chronic heart failure were given *Cordyceps* in combination with their conventional treatments (digoxin, hydrochlorothiazide, dopamine, and dobutamine) and reported an increase in the overall quality of life (physical condition, mental health, sexual drive, and cardiac function) compared to the control group (7). A gotu kola component was used in a human study and showed a statistically significant decrease in circulating endothelial cells, indicating positive effects on the integrity of blood vessel walls. (14). In another human study, significant impacts were noted on kidney function as measured by ankle edema, as well as positive effects on microcirculation and capillary permeability in patients (14).

Neuro-protection is an effect that may result in recovery or regeneration of the nervous system, its cells, structure and function. Wolfberry and *Cordyceps* have exhibited some of these activities, and studies indicate wolfberry to be protective of, and regenerative to the **eye** (3, 9). Perhaps neuroprotective functions are at the root of some of these herb's influence on **stress and anxiety**. Some animal studies have shown that wolfberry protects the nervous system. Magnolia bark improves stress tolerance affecting symptoms of anxiety and depression (9, 13). Several gotu kola studies have indicated positive effects on the brain and nervous system. One double-blind, placebo-controlled human study noted anti-anxiety effects of gotu kola, and another study in elderly subjects showed significant **improvements in cognition and mood** with gotu kola (14).*

Ingredients & Traditional Chinese Medicine View

- **Ling Zhi (Reishi Mushroom, *Ganoderma lucidum*)** is slightly warm, enters the HT, LIV, LU, channels; tonifies Heart Qi, nourishes Heart Blood and calms the Spirit, tonifies Lung Qi, transforms phlegm to stop cough and wheezing, tonifies Qi and nourishes Blood.

- **Dong Chong Xia Cao (Cordyceps Mushroom, *Cordyceps sinensis*)** is slightly warm, enters the LU and KI channels; tonifies the Kidney, strengthens Yang, augments Jing, nourishes Lung Yin, transform Phlegm, and stops bleeding.
- **Gou Qi Zi (Ningxia Wolfberry, *Lycium barbarum*)** is warm and enters the KI and LIV channels; tonifies the Liver and Kidney, strengthens the sinews and bones, expels wind-damp, and warms and stabilizes the Kidney.
- **He Shou Wu (Fleeceflower Root, *Polygoni multiflori*)** is warm and enters the LIV and KI channels; tonifies the Liver and Kidneys, nourishes the Blood and Jing, expels Wind from the skin, moistens the intestines and unblocks the bowels, and relieves Fire Toxin.
- **Ji Xue Cao (Gotu Kola, *Centella asiatica*)** is cold and enters the KI, LI, LIV, SI and SP channels; clears heat and dries damp, relieves diarrhea due to Summerheat, cools the blood and stops bleeding, clears Liver heat and benefits the eyes.
- **Huang Qi (Astragalus Root, *Astragalus membranaceus*)** is slightly warm, enters the LU and SP channels; tonifies Qi and Blood, strengthens Spleen and raises Yang Qi of the Spleen and Stomach, tonifies Wei Qi and the lungs, stabilizes the Exterior, promotes urination and reduces edema, promotes discharge of pus, generates flesh and expels toxins, generates body fluids, and relieves numbness and pain.
- **Chai Hu (Thorowax Root, *Bupleurum chinensis*)** is cool and enters the GB, LIV, and PC channels; relieves Shao Yang disorders, reduces fever, spreads Liver Qi, relieves stagnation, raises Yang Qi, disperses Wind-Heat and resolves phlegm.
- **Hou Po (Magnolia Bark, *Magnoliae officinalis*)** is warm and enters the LI, LU, SP, and ST channels; moves Qi in the middle jiao and relieves food stagnation, promotes movement of Qi downward, dries damp, transforms phlegm, descends rebellious Qi, reduces phlegm and calms wheezing.
- **Jie Gu Mu (Elderberry, *Sambucus nigra*)** enters the LU, KI and BL channels; releases the Exterior, clears heat, dries damp, tonifies Lung, expels phlegm, and promotes lactation.
- **Fu Ling (Poria Mushroom Root, *Poriae cocos*)** enters the HT, SP, KI, and LU channels; promotes urination and leeches dampness, strengthens the Spleen, harmonizes the middle, quiets the Heart, calms the Shen and soothes the nerves.

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***This product is not intended to diagnose, treat, cure, or prevent any disease.**

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