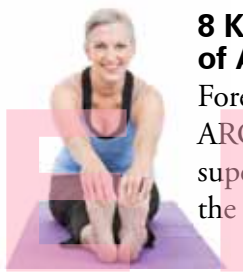
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ONLINE PREVIEW

Wellness Journal

ARGI+ Is the Ultimate Supplement for Cardio Support

Unparalleled Forever Living product provides superior benefits

The numbers don't lie—cardiovascular health is a huge area of concern for both men and women in America today. The good news is that health experts everywhere—as well as numerous studies—say that making changes in diet and lifestyle can be a big help. But in the modern world, which is full of various factors that make it difficult to maintain optimal health, that's easier said than done. But recent research focusing on an amino acid—L-arginine—and a key compound for which it is used to create inside the body shows there is real hope for those who need help with cardio support and other challenges.



L-Arginine Offers Cardio Support

About two decades ago, scientists began to truly uncover the wide variety of roles that L-arginine plays in the body. But perhaps its most valuable asset is that of supporting the heart and blood vessels.

For that reason, many health experts recommend increasing one's dietary intake of L-arginine. And now, consumers everywhere can enjoy the benefits of L-arginine by using the market's premiere L-arginine product—Forever Living's ARGI+.

Recognizing the need for comprehensive support of the heart, brain and blood vessels, Forever Living turned to its product development team to create a superior L-arginine product. In line with the company's long history of premium-quality products, ARGI+ was the result. Now, consumers everywhere can enjoy its benefits. And it's not just the company stating the need for ARGI+ — company leaders also point to the science backing L-arginine.

"Literally dozens of studies demonstrate that L-arginine, especially if used in a carefully formulated product like ARGI+, can produce dramatic benefits for the heart, the blood vessels, and the brain," says Gregg Maughan, President of Forever Living Products. "And the benefits don't stop there. The latest research indicates that the ingredients in ARGI+ offer benefits for virtually every major system in the body."

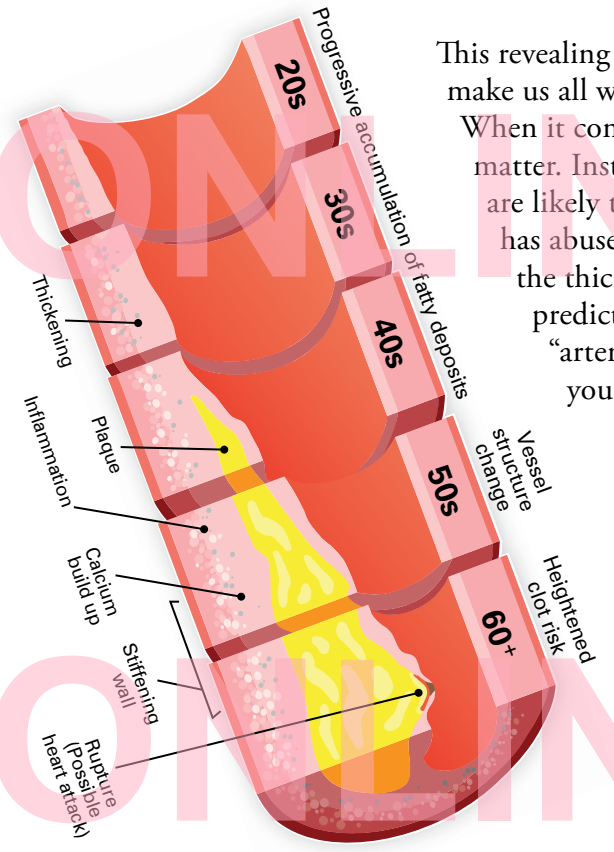
L-Arginine & Nitric Oxide: A Nobel Prize-Winning Team

So how does L-arginine support cardiovascular function? The cardiovascular system—comprised of the heart, blood vessels, and blood—is a multifaceted compilation of components that carry out numerous functions, from transporting nutrients to the body's cells to helping regulate body temperature. L-arginine assists in these functions by contributing to the creation of nitric oxide (NO), a key signaling compound that helps the cardio system to function optimally.

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What's Your Arterial Age?

> "A man is as old as his arteries."
> – Thomas Sydenham, English physician, 1624-1689



This revealing statement, made nearly 400 years ago, should make us all wonder, "Do you know how old your arteries are?" When it comes to our arteries, our chronological age doesn't matter. Instead, if we have led a healthy lifestyle, our arteries are likely to appear "younger" than those of someone who has abused his or her body. Doctors can now measure the thickness of the inner layers of the arteries (a great predictor of future potential concerns) to determine your "arterial age." The factors that most determine whether your arteries are "young" or "old" for their age include:

- If you smoke
- If you drink alcohol
- If you are continually exposed to toxins
- If you eat diet high in fats, chemicals, sugars, processed foods, and so forth
- If you are exposed to high amounts of sun/UV rays

The thickness of the inner lining of the artery tells us our "arterial age."





L-Arginine Research Validated by Nobel Prize

How important is nitric oxide? The 1998 Nobel Prize in Physiology or Medicine was given to three American scientists for their investigation of the potential benefits of nitric oxide (NO), as well as how L-arginine was central to the enhanced production of NO in the body. Since then, their work has greatly enhanced our understanding of how to help maintain cardiovascular health.

The statements and products shown in this newspaper have not been evaluated by the US Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

FLPB100



Forever Living ARGI+

At the forefront of Forever Living's heart-friendly products is ARGI+, an L-arginine-based product that provides powerful cardio benefits. Known as the "Miracle Molecule," L-arginine is a vital amino acid that is converted to nitric oxide, a molecule that helps blood vessels relax. This helps maintain already-normal blood pressure levels and helps support overall cardiovascular function. It's no wonder, then, that L-arginine has emerged as a serious source of cardiovascular support.

What's In ARGI+?

Argi+ provides the impressive benefits of the following key ingredients:

- **L-ARGININE:** This crucial amino acid is necessary for the production of Nitric Oxide, a key messaging molecule that provides a wide array of benefits for the blood vessels, heart and more.
- **POMEGRANATE:** This fruit contains several ultra-powerful antioxidant nutrients, including ellagic acid, that can neutralize free radicals and thus aid function of the heart, blood vessels, brain and virtually the entire body.
- **RED WINE EXTRACT:** High in antioxidants such as anthocyanins and polyphenols, red wine extract has powerful protective properties to support healthy cholesterol levels.
- **GRAPE SKIN AND BERRY EXTRACTS:** Like red wine extract, grape skin contains powerful antioxidants for cardiovascular support, as well as healthy immune function.

POTENTIAL BENEFITS

ARGI+ delivers a powerful source of the "miracle molecule" L-Arginine, which translates into a variety of potential health benefits:

- Promotes healthy blood flow
- Supports healthy blood pressure levels
- Promotes overall cardiovascular function
- Supports healthy cholesterol levels
- Supports brain and cognitive function
- Provides antioxidants
- Enhances immune function
- Supports muscle, bone and tissue growth
- Enhances male sexual function
- Supports proper fat and glucose metabolism
- Promotes healthy hormone function

Feeling younger with ARGI+



by Agnes Alt

"We started using the Forever Living products after my husband Laszlo had a heart attack in 2008. We soon noticed significant improvements in our energy levels. Because we loved the products so much, we started sharing our experience with other people. As soon as ARGI+ was introduced, we started using it. We feel much younger and more energized since we both use ARGI+. We receive many compliments, even at ages 57 and 61! Whenever I have a chance to talk to people, I always tell them to try out the products. In my opinion, everyone... regardless of age...should use ARGI+. It offers energy, keeps us feeling younger, and we feel more healthy overall since using Forever Living products."

Scientific Support for L-Arginine & Nitric Oxide

The last two decades have yielded hundreds of studies focusing on the health benefits of L-arginine and nitric oxide (NO). The following are just some of the peer-reviewed scientific journals that have published these studies, as well as some of the research institutions spearheading this research:

Science & Health Journals

American Journal of Hypertension

Frontiers in Bioscience

Circulation

Indian Journal of Clinical Biochemistry

JAMA

Annals of Medicine

American Journal of Cardiology

Cardiovascular Research

Journal of Hypertension

Journal of the American College of Nutrition

Cardiology Research and Practice

Universities & Research Institutions

Yale University

Harvard University

Johns Hopkins University

University of Paris

King's College, London

Cambridge University

Slovak Academy of Sciences

Newcastle University

Oslo University

Penn State University

University of Pittsburgh



ARGI+ Is the Ultimate Supplement for Cardio Support

Continued from page 1

Recently emerging on the health and science scenes, nitric oxide's cardio benefits were explained in research that won the Nobel Prize for Physiology or Medicine in 1998. Since that time, research into L-arginine, nitric oxide and their health benefits has exploded, yielding hundreds of new findings from researchers around the globe.

"It's no surprise that research on NO won the Nobel Prize. In addition to helping the cardiovascular system, it can boost sexual function, support the muscles and bones, enhance nervous system and immune activity, and boost energy," explains Maughan.

You Can't Go Wrong with ARGI+

Now, Forever Living has taken advantage of this research, as well as its own development work, to create ARGI+. Steve Hatchett, General Manager of Forever Nutraceutical, explains that by regularly using ARGI+, consumers can expect tremendous benefits for the cardiovascular system and for the rest of the body.

"Consumers now can enjoy the full benefits of increased nitric oxide due to a superior-quality L-arginine product," says Hatchett. "If you're seeking to maintain your heart health—or even your overall health—you can't go wrong with ARGI+."

ONLINE PREVIEW

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Q&A with Dr. Ferid Murad

Nobel Prize-winning doctor discusses the benefits of L-arginine, Nitric Oxide and Argi+

Q: Why is cardiovascular health such a concern in today's society?

A: In today's society, many of us have a compromised circulatory system. This is caused by many factors, including aging, smoking, stress, lack of exercise, processed and fast foods, not eating the right amounts of fresh fruits and vegetables, and not drinking enough clean water. In addition, factors such as being overweight can play a role in compromising our circulatory function.

Q: A lot a people are talking about L-Arginine—why is it important?

A: L-arginine is a vitally important amino acid that has many research articles published on it. The body actually produces L-arginine from certain foods. Due to the aging process, unhealthy lifestyle, diet, etc., the synthesis of L-arginine can be restricted.

L-arginine with synergistic nutrients and vitamins increases Nitric Oxide (NO) production. We know that Nitric Oxide helps keep arteries flexible, which leads to maintaining and supporting blood flow and cardiovascular health.

Q: Can you explain why the link between L-Arginine and Nitric Oxide (NO) is so important?

A: NO is a molecule that is naturally produced by the body. It is produced in the inner layer of the blood vessel or arterial wall, called the endothelium. The endothelium plays a crucial role in the maintenance of vascular tone and structure. One of the major endothelium-derived "mediators" is Nitric Oxide (NO), which is an endogenous (produced inside the body) messenger or signaling molecule. It is formed in the healthy vascular endothelium from its precursor molecule, which is the amino acid L-Arginine.

Q: Your research on Nitric Oxide (NO) won the Nobel Prize for Physiology or Medicine—can you tell us about that?

A: My key research demonstrated that Nitric Oxide acts as a signaling molecule in the cardiovascular system to make blood vessels dilate. Thus, I won the Nobel Prize on the discovery of some of the biological effects of NO and its role in cell signaling. This topic has now become one of the most rapidly growing areas in biology. In technical or biochemical terms, in many instances, NO mediates its biological effects by activating guanyl cylase and increasing cyclic GMP synthesis from GTP.

Q: Can you tell us what else the science is saying about L-Arginine, NO and increasing L-Arginine in the body?

A: When the endothelium is deprived of Nitric Oxide, restriction of blood flow may occur. When blood does not flow freely through the arteries, poor cardiovascular function may result. Thus, Nitric oxide is necessary to support and maintain a healthy cardio system. One way to increase NO is via exogenous oral supplementation with L-arginine, provided that the dose of L-arginine is controlled and that concomitant nutrition is provided.

Q: Why does L-arginine represent a powerful tool for cardio support?

A: Unlike some conventional approaches to cardiovascular health, L-arginine provides a safe and effective support of one's supplementation armamentarium, without adverse effects. Millions of servings that include 5g per serving of L-arginine, together with other nutritional ingredients, have now been consumed without many of the side effects associated with other approaches. Thus, there is now a natural method of creating nitric oxide in the human body.

Q: What characteristics/benefits of Argi+ do you find most compelling?

A: I think the addition of certain fruit extracts is a very interesting approach—a cocktail of antioxidants and/or phytonutrients that may help trigger the pathway from L-arginine to NO production. There are some fruit extracts that are now becoming very popular for maintaining one's cardio health—such as pomegranate extract, grape extract, and so forth.



Why Is Nitric Oxide So Crucial for Cardio Health?

We know that the endothelium, or lining of the blood vessel walls, is vitally important to cardiovascular health. The good news is that over the last two decades, dozens of studies have shown nitric oxide to have a powerful influence over the endothelium, prompting it to relax, loosen and thereby relive stress on the cardio system. In fact, nitric oxide is so important that American researchers won the Nobel Prize in 1998 for their work involving NO.

Nitric oxide has been shown to:

- Help blood vessels to dilate, or become more "relaxed." This can help improve blood flow.
- Improve alertness.
- Increase muscle endurance.
- Enhance male sexual function.

Now, with ARGI+, you can enjoy all the cardiovascular and other benefits of nitric oxide.



More energy than ever thanks to Forever Living products!



by Angelika Szidiropulosz

"When I was introduced to Forever Living I felt run down and had no energy. At that time I was in Hungary where I had met a young couple who recommended the products to me. After three months, I felt like a completely different person! I have been using Forever Living products ever since. Thanks to ARGI+ I have more energy than ever before. I never go anywhere without ARGI+. I tell everyone about it!"

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8 Key Benefits of ARGI+

Forever Living's ARGI+ can provide superior benefits for the entire body. Below are just a few.

Cardiovascular System
ARGI+ helps boost the production of nitric oxide (NO). In turn, this encourages more relaxed blood vessels, which can improve blood flow and enhance cardiovascular health.

Sexual Function
One of the most popular benefits of ARGI+ is that it can invigorate the sexual response mechanisms in the body, particularly in men. The ability of nitric oxide to enhance blood flow is well documented.

Immune System
The L-arginine and antioxidants in ARGI+ have been shown to support the immune system.

Athletes and Energy
The nitric oxide enhancing ability of ARGI+ can help increase the endurance level of muscle cells, enabling you to perform harder and longer. This is just one reason athletes love ARGI+.

Respiratory Health
L-arginine has been shown to support the function of the lungs, as well as improve cardio function.

Joints and Muscles
ARGI+ may provide support for the joints. This is because NO enhances blood flow to the joint tissue. NO also helps with building muscle.

Nervous System
Nitric Oxide improves the process of communication between various cells in the body, including the nerve and the brain cells. Thus, ARGI+ may be beneficial for enhancing memory and concentration levels.

"Anti-Aging" Properties
ARGI+ provides potent antioxidant support for body-wide protection. The unique ingredient profile can neutralize free radicals, which helps boost energy and makes you look and feel younger than you are!

"Someone turned back the clock."



by Wilfredo Mercado

"When I first heard about ARGI+ I thought it would be worth the trial. The results were amazing! I usually don't walk very much, but the first time I used ARGI+, I decided to take a two-mile walk. With ARGI+ I felt like someone turned the clock back 20 years. When I share this experience with other people that have used the product, they also comment about that special feeling in just minutes after using the product. I learned that improving cardio function helps everything in our bodies work better, and when we feel great we are more productive and enjoy activities and life! I love ARGI+ and have added it to my daily routine. Now when I see other people who look tired or lacking energy, I recommend that they use ARGI+."

Can't keep athlete down thanks to benefits of ARGI+



by Maricela Diaz

"I am 19 years old. I started playing soccer when I was a little girl. I played soccer almost every day. If it wasn't in school, it was with the club soccer team. I eventually had to have surgery on both my knees. During rehab I started taking ARGI+. As I progressed, I started to feel a lot stronger. ARGI+ increased my energy and helped me build more muscle. I feel great! My goal is to go back to playing soccer. I love sharing this product because it has helped me, and I know that I can help many other people discover its benefits. ARGI+ keeps me going strong."

"The best investment of my life."



by Luz Lopez

"I was introduced to Forever Living products and immediately made an investment that turned out to be the best investment of my life. I began taking the Forever Living products and I haven't felt so good in over 14 years. My life has changed for the better, thanks to Forever Living."



What They're Saying About L-Arginine & Nitric Oxide

"Nitric oxide is now regarded as the most significant molecule in the body, absolutely crucial to your well-being."

– Louis Ignarro, winner of 1998 Nobel Prize for research on nitric oxide

"Now, as the evidence mounts, including research that won the Nobel Prize in Medicine, more and more scientists and doctors see the extraordinary health benefits of increasing L-arginine intake."

– Robert Fried, Ph.D & Woodson Merrell, M.D., authors of The Arginine Solution

"[Evidence] suggests that arginine may help [improve] vasodilation."

– Mayo Clinic website, www.mayoclinic.com

"Maintaining the natural, healthy functions of your vascular endothelium (vessel lining) is dependent on an efficient supply of L-arginine."

– Dr. Joseph Mercola, DO, New York Times best-selling author

For more information about ARGI+, please contact:

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