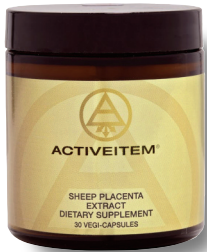




ACTIVEITEM®



What is ACTIVEITEM®?

ACTIVEITEM® is a lyophilized (phase freeze dried) extract of ovine (sheep) placenta and umbilical cord tissue rich in naturally occurring stem cells. It is produced exclusively by ACTIVEITEM, Inc. Each ACTIVEITEM® capsule contains 100% pure lyophilized stem cells extract in a plant based, non-gelatin, capsule. NO additives or excipients of any kind are used.

What are Placental/Umbilical Stem Cells?

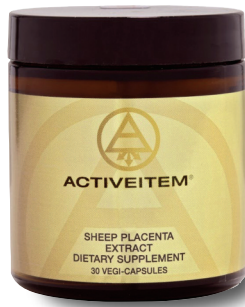
The unique qualities of stem cells derived from mammalian placental/umbilical tissue were first documented about a decade ago in a landmark study published by a Pittsburgh University research team.

Their findings, published in 2005, titled: “Stem Cell Characteristics of Amniotic Epithelial Cells,” revealed that post birth placenta and umbilical cord tissues are a rich source of *true* pluripotent stem cells. The study found that placental/umbilical stem cells possess the same biological potential for regenerative medicine as embryonic stem cells – but without any of the negative side effects.

What are the advantages of Placental/Umbilical Stem Cells?

Although embryonic stem cell research has received the most notoriety (and government funding) over the last two decades, good scientists know embryonic stem cells are inherently problematic. Here are the main similarities and key differences between placental/umbilical stem cells and embryonic stem cells:

- **Like** embryonic stem cells, placental/umbilical stem cells are also pluripotent, which means they have the ability to differentiate into *any* type of cell in the body. This is why they have the ability to favorably impact all germ layers and body systems.
- **Unlike** embryonic stem cells, placental/umbilical stem cells are harvested ethically. There is no controversy regarding their use, because they are derived from the post-birth, delivered placentas of healthy sheep from certified biologically clean animal lines.
- **Like** embryonic stem cells, placental/umbilical stem cells express many of the same surface markers and transcription factors found on embryonic stem and germ cells, which identifies them as *true* stem cells.
- **Unlike** embryonic cells, placental/umbilical cord stem cells do NOT cause teratomas (terrible tumors!) and other types of neoplasms. Placental/umbilical derived stem cells are proven to be completely safe and nonallergenic.



Rejuvenation and Anti-Aging

It's also interesting to note that stem cells from placental and umbilical cord tissue express the stem cell specific transcription factors, octamer-binding protein 4 (Oct-4), and the so called "immortality gene," nanog. The nanog gene appears to be the "master gene" which allows stem cells to multiply limitlessly, while still retaining their ability to differentiate. (It was christened nanog after the land in Celtic myth called Tir nan Og, whose inhabitants remained forever young.)

Farming and Collection

Raw material for ACTIVEITEM® is obtained directly from US domestic sheep farms that specialize in wool production. These farms are ideal since the sheep are not raised for slaughter and the large flocks are very productive. The farm-born placentas are collected from live, healthy animals, at the moment of birth.

The collection of this material follows strict regulations set by the USDA and state agricultural boards. All farms are required to have a full-time veterinary staff on the premises to care for the free-roaming animals. Every aspect of their care and feeding is well documented.

Neither the ewe (mother) or lamb are hurt or harmed in any way while harvesting the post-birth placenta and umbilical cord tissue. The process is completely natural and cruelty free. The ovine placentas are collected, identified, and flash frozen immediately after birth. The frozen placentas are then precisely lyophilized and processed using ACTIVEITEM, INC proprietary technology.

Lyophilization Preserves Stem Cells

Lyophilization, or phased freeze drying, is the only way to completely preserve the structure and integrity of stem cells. Because stem cells are smaller in size and less complex than mammalian somatic cells, they easily survive lyophilization while maintaining *full vitality*.

What does ACTIVEITEM® do?

The stem cells in ACTIVEITEM® initiate, promote, and guide the body's healing response in every type of tissue. They do this by *restoring and reprogramming* your body's own stem cells, which – when awakened and directed – work to make you healthy and more vital.

As a result, you experience a greater sense of wellbeing, improved overall function, and the reappearance of youthful attributes. ACTIVEITEM® is truly the *Elixir Vitae!*