

THIRD PARTY CELL BASED ASSAYS SOUL CONTINUES TO IMPRESS

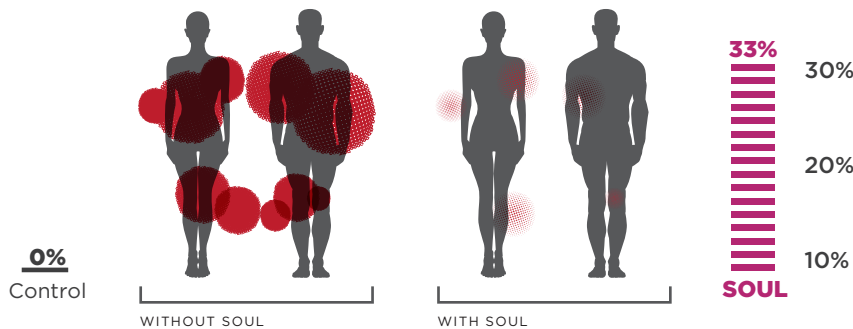
CELL-BASED TRIALS ARE ANALYTICAL TESTS, WHICH USE CELLS CULTIVATED IN A LAB, TO PROVIDE TWO PRIMARY TYPES OF INFORMATION. FIRST, THEY REVEAL HOW MUCH OF A PARTICULAR SUBSTANCE IS ABSORBED INTO A CELL. SECOND, THEY MEASURE THE PERFORMANCE OF THE SUBSTANCE IN RELATION TO A SPECIFIC OUTCOME, SUCH AS THE REDUCTION OF OXIDATIVE DAMAGE OR INFLAMMATION.

RAIN INTERNATIONAL HAS TESTED SOUL WITH CELL-BASED TESTS IN ORDER TO MEASURE THESE PRIMARY CELLULAR MECHANISMS: **ANTI-INFLAMMATORY, ANTI-AGING, AND ANTIOXIDANT.**

CELLULAR ANTI-INFLAMMATORY ASSAY

The Cellular Anti-Inflammatory trial is a test that determines the anti-inflammatory potential of a given material in human cells. In this study an inflammatory component (tumor necrosis factor alpha TNF-a) is introduced to two separate groups of human cells to trigger inflammation. Next the material under investigation is introduced to one group and the effects are compared and monitored. The maximum percentage of inflammation inhibition caused by tested materials is reported.

CELLULAR TESTING - SOUL
REDUCTION OF INFLAMMATION



33%
REDUCTION OF
CELLULAR
INFLAMMATION

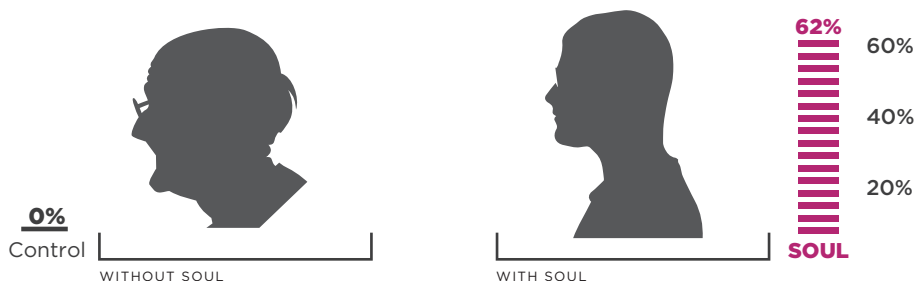
INFLAMMATION CAUSED BY - BACTERIA, PATHOGENS, STRESS, DRUGS, BAD FOOD

CELLULAR ANTI-AGING ASSAY

Cellular Anti-Aging Assay (SIRT1): SIRT1 is a protein that is believed to play important roles in longevity and reduction of age-related diseases. These studies have triggered the search for SIRT1 activators that may be used as dietary supplements to promote health, longevity and anti-aging.

CELLULAR TESTING - SOUL
STIMULATION OF SIRT1

DON'T LOOK OLDER THAN YOU ARE

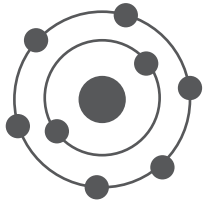


62%
INCREASE IN
THE
STIMULATION
OF THE
ANTI-AGING
PROPERTIES

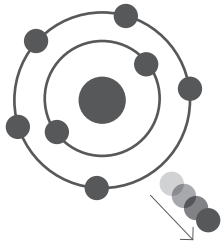
CELLULAR ANTIOXIDANT ASSAY

In CAA (Cellular Antioxidant Assay), a fluorescent probe is placed inside of representative human cells, which shows damage from oxygen radicals. Without antioxidant material present inside of the cells, oxygen radicals permeate through the cell membrane and damage the cells and the marker probe. The process is deterred when an antioxidant is present inside of the cells. The cellular antioxidant effect of the test material is then measured by assessing the preservation effect of the marker probe in the presence of the test material absorbed inside of the cells.

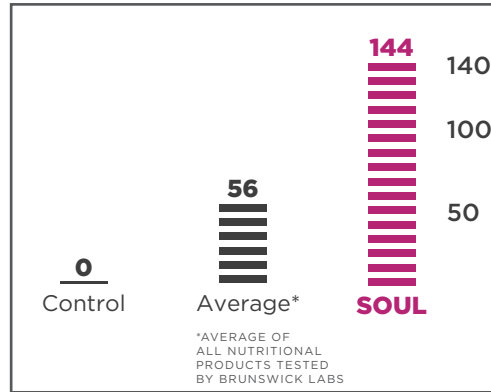
CELLULAR TESTING - SOUL PROTECTION OF CELLS FROM OXIDATIVE DAMAGE



STABLE MOLECULE:
ALL ELECTRONS ARE IN PLACE.



FREE RADICAL:
WHEN A STABLE MOLECULE LOSES AN ELECTRON, THEN TRIES TO STEAL ELECTRONS FROM HEALTHY MOLECULES DAMAGING THEM IN THE PROCESS.



MORE THAN
2.5X
THE AVERAGE FREE RADICAL REDUCTION OF ALL NUTRITIONAL PRODUCTS TESTED AT BRUNSWICK LABS

SOUL significantly reduced radical activity, inhibited the formation of NFkB, and stimulated the expression of SIRT1 in human cell lines.

ORAC 5.0

MEASURES ANTIOXIDANT PERFORMANCE AGAINST 5 PRIMARY RADICALS.

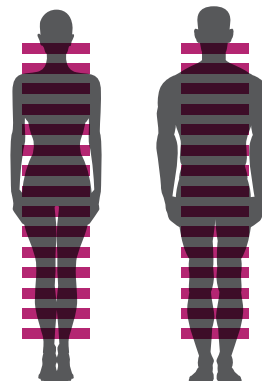
FREE RADICALS ATTACK HEALTHY CELLS, CAUSING THEM TO LOSE THEIR STRUCTURE AND FUNCTION. SOUL PROTECTS FROM FREE RADICALS IN THE HUMAN BODY.

COMPOUND DIVERSITY

NATURAL STRUCTURE THAT PROTECTS PLANTS AND PROMOTES GROWTH.



PLANTS
PROTECTS & GROWS (NATURALLY)



HUMANS
PROTECTS & GROWS (STIMULATED BY SOUL)