



## Alpha CRS™

Cellular Vitality Complex



### Product Description

dōTERRA Alpha CRS™ Cellular Vitality Complex is a proprietary formula combining potent levels of powerful polyphenols that support healthy cell proliferation and lifespan with important metabolic factors of cellular energy.\* Alpha CRS is formulated to be used daily with EO Mega™ and Microplex VM™ as a comprehensive dietary supplement foundation for a lifetime of vitality and wellness.\*

### Concept

Cells are the basic building blocks of all life. Healthy tissues, organs, and ultimately, healthy organisms depend on cellular reproduction and specialized function, energy production, and timely cell death when cells are not functioning at optimal levels. As we age, cellular function can deteriorate and we gradually begin to experience decreased energy and performance. Additionally, cellular stressors including oxidative stress to cellular DNA and other key cell structures can result in increased frequency of degenerative conditions associated with cellular dysfunction. Providing our cells with essential nutrients and metabolic factors of cellular energy and protecting our cells from toxic stressors supports healthy cell function, vitality and wellness.

#### *DNA and Cellular Function*

The human body is made up of millions of specialized cells that are in constant communication with each other through complex chemical pathways. All activity in and between cells is regulated by the DNA in the nucleus of each cell. Healthy cells reproduce, perform specialized functions, and set in motion a sequence of self-destruction when their usefulness declines making way for new, healthy cells. If cellular DNA or other critical cell structures are damaged, this process of renewal can be compromised resulting in a deteriorating condition of the organism.

#### *Mitochondria and Cellular Energy*

DNA also regulates the proliferation of mitochondria in cells. Mitochondria are cellular structures in which oxygen and food nutrients are metabolized to create energy for life. Healthy mitochondria function like well-tuned engines, producing efficient power with less

exhaust (metabolic waste). As we age, the number and efficiency of cellular mitochondria can decrease resulting in decreased energy and performance. Unhealthy mitochondria also put out more toxic exhaust in the form of free-radical molecules that can damage cellular DNA setting off a cascading oxidative chain reaction that can damage critical cell structures and disrupt healthy cell function.

#### *Free-radical Molecules*

Free-radical molecules are unstable molecules with one or more unpaired electrons. When free-radical molecules come in contact with stable molecules, they steal electrons from them turning them into unstable free-radical molecules that, in turn, steal electrons from other stable molecules. This cascading process of free-radical damage is called oxidation. Free-radical damage to cells can come from external and internal sources, but the primary free-radical or oxidative stress to cellular DNA comes from cellular metabolism of energy. When cellular DNA and other critical cell structures are damaged by free-radical molecules, a number of degenerative conditions can ensue. Oxidative stress is known to be a contributing factor in the genesis of chronic inflammation, cardiovascular disease, some forms of cancer, and the visible signs of aging.

#### *Antioxidants and Polyphenols*

Cells are equipped to defend against oxidative damage by employing electron-rich molecules called antioxidants to neutralize free-radical molecules. Cells use antioxidants derived from the foods we eat and manufacture other antioxidants to keep oxidative stress in check. Reducing oxidative damage to cellular DNA and other important cell structures will support healthy cell proliferation, function and lifespan.\* Antioxidants are found in great variety and abundance in plants and are plentiful in colorful fruits and vegetables. Polyphenols are a particularly powerful group of antioxidants that provide protection against free-radical damage to cellular DNA. They have a very high capacity (oxygen radical absorption capacity or ORAC) to neutralize free-radical molecules and have been studied for a number of longevity health benefits.

#### *Alpha CRS Cellular Vitality Complex*

Alpha CRS is a proprietary dietary supplement formulated with potent levels of powerful polyphenols that support healthy cell proliferation and lifespan by providing antioxidant protection to cellular DNA and other critical cell structures. Alpha CRS's cellular longevity polyphenol blend includes concentrated extracts of baicalin from scutellaria root, epigallocatechin gallate (EGCG) from green tea leaves, resveratrol from polygonum capsidatum, ellagic acid from pomegranates, and proanthocyanidins from grape seeds. Alpha CRS also includes a cellular energy blend of important metabolic factors of cellular energy including coenzyme Q10, quercetin, alpha-lipoic acid and acetyl-L-carnitine. Combining potent levels of polyphenol antioxidants with metabolic factors of cellular energy production not only supports healthy proliferation of mitochondria in cells, it also supports efficient energy production and management of free-radical by-products of energy metabolism.\*

Alpha CRS is formulated to be used daily with EO Mega and Microplex VM as a comprehensive dietary supplement foundation for a lifetime of vitality and wellness. Coupled with dōTERRA's Certified Pure Therapeutic Grade™ essential oils and your commitment to dōTERRA's Wellness Lifestyle™ of eating right, exercising, resting and managing stress, reducing toxic load, informed self care, and proactive healthcare, Alpha CRS will help you look, feel and live younger, longer.\*

## Primary Benefits

- Supports healthy cell proliferation and lifespan by reducing oxidative stress to DNA and other critical cell structures\*
- Supports cellular energy by supporting healthy mitochondria and by supplying metabolic factors of energy production\*
- Supports healthy inflammatory response in cells by reducing oxidative stress\*
- Supports healthy cellular immune function\*

## What Makes This Product Unique?

- Contains dōTERRA's proprietary polyphenol cellular longevity blend which includes potent doses of baicalin from scutellaria root, resveratrol from polygonum capsudatum, ellagic acid from pomegranate, EGCG from green tea, and proanthocyanidins from grape seeds
- Includes potent levels of metabolic factors of cellular energy: coenzyme Q10, quercetin, alpha-lipoic acid, and acetyl-L-carnetine
- Includes Tummy Taming™ Blend to prevent stomach upset
- Specially formulated to be used daily with EO Mega and Microplex VM as a comprehensive dietary supplement foundation for a lifetime of vitality and wellness\*

## Who Should Use this Product?

Alpha CRS is formulated to be used by adults concerned with the degenerative conditions and decreased cellular energy associated with aging.\* For maximum benefit, Alpha CRS should be used daily with EO Mega™ and Microplex VM™ as part of dōTERRA's Lifelong Wellness supplement program.

## Directions for Use

Adults, take 3 capsules per day with food. Alpha CRS is formulated to be used daily with EO Mega and Microplex VM.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent disease.

<b>Supplement Facts</b>		
<b>Serving Size: Three (3) Capsules</b>		
<b>Servings per Container: 30</b>		
	<b>Amount Per Serving</b>	<b>% Daily Value</b>
<b>Cellular Longevity Blend:</b>	<b>835 mg</b>	<b>**</b>
<b>Scutellaria Root extract (150 mg Baicalin),                      Green Tea Leaf extract (50 mg EGCG),                      Polygonum Capsudatum extract (50 mg Resveratrol),                      Pomegranate extract (20 mg Ellagic Acid),                      Grape Seed extract (50 mg Proanthocyanidins),                      Marigold Flower extract (3 mg Lutein),                      Tomato Fruit extract (1 mg Lycopene),                      Turmeric Root extract, Bilberry extract</b>		
<b>Cellular Energy Blend:</b>	<b>360 mg</b>	<b>**</b>
<b>Acetyl-L-Carnetine (100 mg),                      Alpha-Lipoic Acid (100 mg),                      Coenzyme Q10 (50 mg),                      Quercetin (50 mg as Quercetin Dihydrate)</b>		
<b>DōTerra Tummy Taming™ Blend:</b>	<b>15 mg</b>	<b>**</b>
<b>Peppermint Leaf, Ginger Root extract,                      Caraway Seed</b>		
<b>** Daily Value not established.</b>		

**Other Ingredients: Microcrystalline cellulose, gelatin, magnesium stearate (vegetable source), silicon dioxide.**