



Nu Skin Scientists Present ageLOC Research at International Conference on Mitochondria Targeting Age-Related Genes with Nutritional Strategies Improves Vitality

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PROVO, Utah, Dec. 3, 2010 /PRNewswire via COMTEX/ -- Nu Skin (NYSE: NUS) scientists presented research findings on how **mental and physical vitality** is improved through nutritional strategies that influence mitochondrial-related **genetic expression**. Two oral presentations were made at the **First World Congress on Targeting Mitochondria: Strategies, Innovation and Clinical Applications in Berlin**.

Through Nu Skin's **innovative ageLOC science** we have **successfully identified groups of genes** and multiple genetic pathways that play a role in the complex process of aging, said **Joe Chang, Ph.D., Nu Skin chief scientific officer** and executive vice president of product development. Nu Skin's most recent research focuses on improving **physical, mental and sexual vitality** that declines through the normal aging process. Unlike others who employ single gene approaches, with our research partners we identified **multiple genes** that affect mitochondrial function and also validate natural ingredients that positively affect the expression of those genes, thereby **impacting overall energy and vitality**. We believe that research focused on **multiple genes** shown to affect the normal aging process is the **optimal approach** to develop effective **anti-aging products**.

Improved Mental Vitality

At the First **World Congress on Targeting Mitochondria**, Nu Skin senior scientist **Scott Ferguson** presented Targeting Age-Related Gene Expression Improves Mental and Physical Vitality and highlighted studies with a **patent-pending blend** of ingredients to improve physical, mental and sexual vitality. This **blend** was shown to **reset mitochondrial-related gene expression to a more youthful state**. In a pilot study on mental acuity, the blend **significantly improved multiple attributes of cognitive function** in men and women aged 28-50 over those taking a placebo.

Improved Physical Vitality

In a second study, Ferguson presented evidence that revealed improved energy levels in mice supplemented with the same proprietary ingredient blend as the mental acuity study. After seven weeks physical endurance was improved in the supplemented group as compared to a placebo group. Furthermore, the scientists reported that, relative to the placebo group, the supplemented group retained more muscle glycogen and had reduced lactic acid buildup during exercise.

Identifying Ingredients to Combat Aging

Steve Wood, Ph.D., R.D., director of global research for Nu Skin's nutritional brand, Pharmanex, presented, A Nutritional Strategy to Oppose the Genetic Expression of Aging and Loss of Vitality. The research described an algorithm Nu Skin's partner LifeGen Technologies uses to identify genetic supermarkers of aging. Natural ingredients were then screened for their impact on the genetic expression of those supermarkers. This study further suggests that the aging process is influenced by the expression of several genes and that a single gene change cannot account for the entire range of age-related disorders.

About Targeting Mitochondria

2010 The First World Congress on Targeting Mitochondria 2010 was held Nov. 18-19 in Berlin and attended by scientists from 26 countries. The event was sponsored by several organizations including the International Society of Antioxidants in Nutrition and Health (ISANH), the French Society of Antioxidants (SFA) and the Japanese Society of Antioxidants (JSA). As many believe the future of medicine and human health will probably come through mitochondria, the conference was designed to draw attention to controversies and provide answers and perspectives of mitochondrial function as a target, as well as highlight applications and potential strategies in the prevention and treatment of many chronic conditions.

About Nu Skin Enterprises

Nu Skin Enterprises, Inc. demonstrates its tradition of innovation through its comprehensive anti-aging product portfolio, independent business opportunity and corporate social responsibility initiatives. The company's scientific leadership in both skin care and nutrition has established Nu Skin as a premier anti-aging company, evidenced in its unique ageLOC(TM) science that addresses aging at its source. The company's anti-aging products feature the new ageLOC suite of products including the ageLOC Transformation daily skin care system, ageLOC Future Serum and the ageLOC Edition Galvanic Spa(R) System II, as well as the ageLOC Vitality nutritional supplement. A global direct selling company, Nu Skin operates in 50 markets worldwide and has more than 785,000 independent distributors. Nu Skin is traded on the New York Stock Exchange under the symbol NUS.