

Isagenix Announces New Findings on Product B

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Dr. Cho reveals Product B clinical study findings.

and reactive oxygen species.

“As we age, our cells are constantly dividing and our telomeres shorten during the process,” explains molecular biologist and telomere researcher Bill Andrews, Ph.D. “Oxidative stress, toxins, and a poor diet can cause the process of telomere shortening to speed up, which means we age faster in life. And the faster we age, the sooner we face age-related health conditions down the road.”

That’s where **Product B™** comes into the picture. As part of its Healthy Aging Solution, Isagenix features Product B as a proprietary formula of potent bioactives, botanicals, and vitamins with antioxidants to support the health of telomeres. Extensive and detailed research accompanied the creation of Product B followed by an Isagenix commitment to continued research and development of the product through collaboration with industry experts and leading experts.

New Clinical Study

Now Isagenix has announced results of a new clinical study at Arizona State University evaluating Product B impact on aging in the body involving a key biomarker that is associated with antioxidant defenses in cells. The findings were presented at the company’s 2014 “Strength

The length of telomeres, or the caps on the ends of chromosomes that protect DNA in cells, is the key to healthy aging. In the simplest terms, “when telomeres get short, bad things happen.” To live a long and healthy life, scientists have offered guidelines for telomere health that include controlling stress, getting optimal nutrition, obtaining quality sleep, minimizing toxin exposure, and finally, bolstering antioxidant defenses against free radicals

in Momentum” Celebration in San Diego on August 24, 2014.

“There have been large advances in telomere science, including direct measurements related to detecting cells with the shortest telomeres or average telomere length using sophisticated techniques,” said Isagenix Chief Science Officer Suk Cho, Ph.D. However, he added that to date, “There is yet to be a direct measure of telomeres that is reliable enough for an accurate measurement of telomere length for obtaining statistical significance in a clinical trial.”

But there’s good news. As Dr. Cho explained, “Leading telomere researchers agree that direct telomere testing is not where we’d like it. However, there is an indirect measurement that is supported in the scientific literature that is linked to telomere health.”

The indirect measurement involves the antioxidant enzyme, catalase. Catalase is one of the body’s major antioxidant enzymes that is associated with increased longevity in experimental models of aging (1,2). The antioxidant enzyme’s main responsibility is to prevent the toxic accumulation of hydrogen peroxide. Hydrogen peroxide is a free radical that is widely found in the body, but that can also be found in the diet. Catalase has an essential role that the body relies on to protect against hydrogen peroxide’s long-known harm to telomeres and DNA.

Study Details

Recently, Isagenix funded an independent, randomized, placebo-controlled, double-blind clinical trial—the “gold standard” in research—to evaluate the effects of Product B on the antioxidant defense systems that are essential for maintaining healthy telomeres and warding off signs of premature cellular aging. The study, conducted by researchers in the School of Nutrition and Health Promotion at Arizona State University, involved 43 young healthy men and women. The researchers divided the subjects into two groups supplemented with either four capsules per day of a placebo or Product B.

At the end of the study, the subjects using Product B showed a significant elevation of catalase in subjects’ red blood cells. Compared to those who took the placebo, the subjects on Product B had increased their catalase activity by more than 30 percent. The findings suggest profound benefits attributed to Product B supplementation.

The relevance of this finding was not lost on the researchers, who commented, “The increase in catalase observed by Product B is an exciting development considering the relationship between

the enzyme and increased lifespan in animal studies.”

Now that the study is completed, it's expected to be submitted for publication in a peer-reviewed journal in 2015.

Evolution of Product B IsaGenesis®

Isagenix also announced the fourth-generation development of the product as: Product B IsaGenesis. The new version of the formula is scientifically designed to deliver optimal levels of active ingredients targeted to support telomere health.

“Isagenix cares about telomere health and we are committed to be in the forefront of this science using natural products, not drugs,” said Isagenix Founder and Product B Formulator John Anderson during the reveal.

Product B IsaGenesis now boasts a higher concentration of active ingredients, improved absorption and bioavailability, and delivery in a vegetable softgel capsule, Anderson said.

Isagenix also reinforced its commitment to continued scientific research on Product B and other products in the company's portfolio. Aside from Arizona State University, Isagenix has also invested in [independent research](#) evaluating Isagenix products at University of Illinois at Chicago, Skidmore College, Brigham Young University, Kansas State University, New York Chiropractic College, and the Spanish National Cancer Research Centre.

References

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2. Schriener SE, Linford NJ, Martin GM et al. Extension of murine life span by overexpression of catalase targeted to mitochondria. *Science* 2005;308:1909-11.

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