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Dr. Chaney on "Proof that Vivix Works"

Dr. Stephen Chaney is a frequent spokesman for health and nutrition issues. As a professor of biochemistry, biophysics and nutrition at the University of North Carolina, Chapel Hill, he teaches nutrition to medical students and has conducted a cancer research project for nearly 30 years. His name is on over 80 published studies in peer-reviewed journals.

Shaklee leads the industry in clinical trials that prove their products work. **Shaklee has funded over 100 clinical studies - more than the next 5 companies in our industry put together.**

But Shaklee isn't resting on their laurels. They continue doing clinical studies and their studies continue to be published in peer-reviewed scientific journals. In fact last week was an outstanding week for Shaklee. Two of their studies were published in the same week!

But, I'm not going to talk about both studies in today's column. I'm going to focus on the study with Shaklee's patented blend of resveratrol and muscadine grape polyphenols (You know it as ***Vivix***).

This was a completely independent study conducted by Dr. Paresh Dandona and his colleagues at the State University of New York at Buffalo and published in the Journal of Clinical Endocrinology & Metabolism (H. Ghanim et al, J. Clin. Endocrin. Metab., doi:10.1210/jc.2010-1812). It is currently available in online form and will appear in print in May 2011.

The fact that it is an independent study is important. That means that Shaklee didn't control the data. If ***Vivix*** had turned out to be no better than placebo, those would have been the results that would have been published!

But, of course, Shaklee's ***Vivix*** did perform much better than the placebo and therein lies the story. In this study a group of young, healthy, normal-weight adults were fed a typical fast food breakfast of egg muffin and sausage muffin sandwiches and two servings of hash browns. That's a whopping **910 calories** with 51 grams of fat (1/3 of that saturated), 88 grams of carbohydrate and 34 grams of protein!

In a previous study (Ghanim et al, Diabetes Care, 32: 2281-2287, 2009) Dr. Dandona had shown that a fast food meal like that turns on genes that cause a massive increase in reactive oxygen species (ROS). The increase in ROS then activates a number of genes that trigger an inflammatory response - including two genes, SOCS-3 and TLR-4, that are thought to interfere with insulin signaling (which can lead to insulin resistance) and damage to the walls that line the arteries (As you might imagine, neither of those responses is good). And, if that weren't enough SOCS-3 also interferes with the leptin signaling pathway**. Simply put, interference with the leptin signaling pathway means that your brain doesn't realize that you just ate 910 calories**. *You will probably want to eat more.*

Now we do have a gene called Nrf-2 that is supposed to be turned on when reactive oxygen species are detected. It, in turn, activates a number of antioxidant genes that will neutralize the reactive oxygen species and protect our cells from oxidative damage.

In the cruelest blow of all, the fast food meal turns off Nrf-2 and all of the antioxidant genes that it controls. Are you sure that you still want to eat that fast food meal?

With that as background, let's turn to the study that was just published. Dr. Dandona choose to use the fast food experimental model because fast food meals give such a dramatic response in such a short period of time that it is easy test whether a given food or supplement can prevent inflammation and oxidative damage. Dr. Dandona simply gave one group ***Vivix*** and one group a placebo 10 minutes before the fast food meal.

As you might suspect, the placebo did not alter any of the bad effects of the fast food meal. However, when ***Vivix*** was taken just prior to the fast food meal:

- The genes that generate free radicals were not turned on.
- The genes that trigger the inflammatory response were not turned on.
- SOCS-3 and TLR-4 were not turned on
- Nrf-2 and the antioxidant genes it controls were turned on.

In other words, *Vivix* completely reversed the short term bad effects of the fast food meal.

So what is the take home lesson for you? Does that mean that you should just take a ***Vivix*** chaser with your next fast food meal? Perhaps, but think how much good ***Vivix*** could do for you if you ate a good diet!

Even if you don't eat fast food meals you should know that **oxidative damage, chronic inflammation and insulin resistance have many causes**. You don't need to eat a fast food meal to generate that kind of metabolic stress.

And it would be foolish to think that ***Vivix*** could undo all of the bad effects of fast foods. ***Vivix*** simply prevents that immediate effects of a fast food meal. If you continue to eat fast foods on a regular basis you will pack on the pounds, plug your arteries, raise your blood pressure - the list goes on and on. But, to me the most important conclusion from this clinical study is that ***Vivix*** works. It gets into your bloodstream and turns off the genes that need to be turned off and turns on the genes that need to be turned on.

If you look at the marketplace, you will find all sorts of different potencies for resveratrol products, and you will find resveratrol combined with many different ingredients. And, of course, all of those companies make fantastic claims for their products. But, unless they have published a clinical study like this one, they have no proof that their product actually works.
To Your Health!

Dr. Stephen G Chaney

3,000 glasses of red wine

A 30-day supply of Vivix delivers the equivalent amount of resveratrol found in 3,000 glasses of red wine. One daily serving delivers the equivalent amount of resveratrol provided in 100 glasses of red wine.

10X more powerful

In laboratory studies, Vivix ingredients have been shown to be 10X more powerful than resveratrol in slowing the formation of AGE proteins.*

Exclusive to Shaklee

Shaklee scientists have worked for years to create and isolate a unique profile of polyphenols shown in laboratory studies to fight cellular aging.* Only Shaklee uses an exclusive, patent-pending extraction process to deliver this full spectrum of concentrated
polyphenols, isolating key ingredients from the most bioactive parts of grapes. Not only have we filed for multiple patents to protect this innovation, we have ensured that Shaklee will have the entire output of the largest and best growers of one of the key ingredients for the next 20 years so we can deliver these exclusive benefits to you.

All natural, patent pending

Multiple patents have been filed to protect this innovation. No artificial flavors, colors, sweeteners, or preservatives have been added.

Heidi & Dave Carlstedt, 5011 Hidden Acres Circle, Saint Cloud, MN 56301
www.sharing.myshaklee.com Questions - E-mail: sharing@cloudnet.com