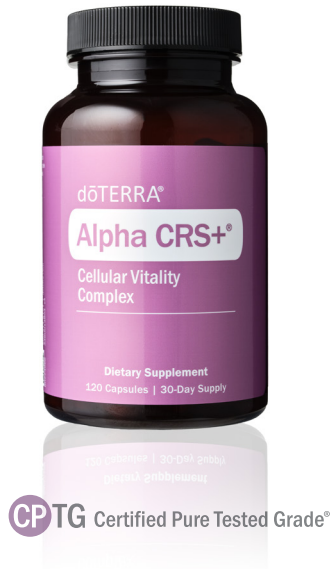


Alpha CRS+® Cellular Vitality Complex

dōTERRA®
Product Information Page



Alpha CRS+® | Cellular Vitality Complex
Dietary Supplement
120 Vegetable Capsules
60223966

Complementary Products:
Foundational Wellness Bundle

EO Mega®+ or vEO Mega®

DDR Prime® Softgels

DDR Prime Essential Oil Cellular Complex

Primary Benefits

- + Contains ingredients associated with reducing oxidative stress to DNA and other critical cell structures*
- + Supports a healthy response to oxidative stress in cells*
- + Provides cofactors important for energy production and healthy mitochondrial function*
- + Supports mental clarity, brain function, and healthy cellular immune function when used with Microplex VMz and EO Mega®+*
- + Contains a proprietary antioxidant cellular longevity blend to help support healthy cell function*
- + Includes a tummy tamer botanical extract blend to prevent stomach upset*

Description

dōTERRA Alpha CRS+ Cellular Vitality Complex is a proprietary formula combining potent levels of natural botanical extracts that support healthy cell function with important metabolic factors of cellular energy.* Alpha CRS+ is formulated to be used daily with EO Mega+ or vEO Mega® and Microplex VMz® as a comprehensive dietary supplement foundation for a lifetime of vitality and wellness.* Alpha CRS+, alongside daily healthy habits, can help support goals to look, feel, and live younger, longer.*

Directions

Adults: Take 4 capsules per day with food. Alpha CRS+ is formulated to be used daily with EO Mega+ and Microplex VMz. All three products can be found in the dōTERRA Lifelong Vitality Pack® (LLV).

Cautions

Keep out of reach of children. Pregnant or nursing women and people with known medical conditions should consult a physician before using. Do not use if safety seal is broken or missing.

Made with vegetable capsules. Formulated without milk or animal products.

Concept, FAQ, and Key Studies follow on additional pages.

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

Concept

Cells are the basic building blocks of all life. Healthy tissues, organs, and organisms depend on cellular reproduction and specialized function, energy production, and timely cell death when cells are not functioning at optimal levels. As the body ages, cellular function can deteriorate, which can lead to decreased energy and performance. Additionally, cellular stressors (including oxidative stress to cellular DNA and other key cell structures) challenge cellular health. Providing cells with essential nutrients and cellular energy metabolic factors, along with protecting them from toxic stressors, will support 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. The activity in and between cells is strongly influenced 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.*

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 the body ages, 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 stable molecules into unstable free radical molecules that then 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 energy metabolism.

When cellular DNA and other critical cell structures are damaged by free radical molecules, cells do not function optimally.

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 function.* Antioxidants are found abundantly in a great variety of plants, especially colorful fruits and vegetables. Polyphenols are a particularly powerful group of antioxidants that protect against free radical damage to cellular DNA.* They have a high oxygen radical absorbance capacity (ORAC), neutralizing free radical molecules. They have also been studied for a number of longevity health benefits.*

Endogenous Antioxidant Protection

The antioxidants we consume in food are called exogenous antioxidants. The body is also capable of creating other antioxidants called endogenous antioxidants. Endogenous antioxidants often have very short life cycles and are used rapidly in metabolic processes. In addition to providing exogenous antioxidant protection against free radical damage to cells, polyphenols also support the endogenous production and recycling of antioxidants.*

Balanced Oxidative Stress

Left unchecked, exposure to high levels of free radicals can leave the body more vulnerable to the oxidative damage of free radical molecules. Lowering oxidative stress in cells can help maintain healthy cellular function. Certain food nutrients can also help the body recover from occasional high exposure to free radicals.

Alpha CRS+ Cellular Vitality Complex

doTERRA Alpha CRS+® Cellular Vitality Complex is a proprietary dietary supplement formulated with powerful polyphenols that support healthy cell function by providing antioxidant protection to cellular DNA and other critical cell structures.* The cellular longevity polyphenol blend found in Alpha CRS+ includes concentrated extracts: baicalin from scutellaria root, resveratrol from *Polygonum cuspidatum*, ellagic acid from pomegranate, proanthocyanidins from grape seeds, curcumin from turmeric root, and silymarin from milk thistle. These polyphenols support the body's internal production of endogenous antioxidants such as glutathione.

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

The blend also includes a proprietary blend of boswellic acid and bromelain protease enzymes that support healthy cellular function.*

And because vitality means feeling younger instead of just living longer, Alpha CRS+® includes a cellular energy blend of important metabolic factors of cellular energy, including coenzyme Q10, 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, but it also supports efficient energy production and management of free radical byproducts of energy metabolism.

FAQ

Q: Does this product contain genetically modified materials?

A: Alpha CRS+ does not contain genetically modified materials.

Q: Can my children take this product?

A: dōTERRA recommends dōTERRA A2Z Chewable™ for children rather than the dōTERRA Lifelong Vitality Pack®. Please consult your pediatrician if you have any questions.

Q: How is this product different from DDR Prime®?

A: Alpha CRS+ contains a proprietary blend of extracts that contribute to the four main benefits of LLV: antioxidant support, increased energy, building the immune system, and improved mental clarity.* DDR Prime is a proprietary essential oil blend that targets cellular health, including the nervous system, cellular immunity, cellular communication, and cell health.* The overall benefits you feel may be similar, though the effects occur through different mechanisms in the body. One product may be more effective than the other, depending on individual needs.

Q: Of all the LLV products, why is this one the most expensive?

A: Alpha CRS+ is usually recommended to be taken as part of LLV at a significant discount. If you were to purchase it individually, there are several reasons for the higher cost. Alpha CRS+ contains a wide variety of high-quality complex extracts from plants gathered from all over the world, with scientifically validated benefits.* Each one requires significant expertise to harvest, prepare, and study for your benefit.

Q: What does Alpha CRS+ mean?

A: *Alpha* means "first" or "foremost", *CRS* stands for "Cellular Renewal System", and the plus sign reflects improvements that have been made to the product since it was first launched.

Q: Do I need to take this product with food?

A: Alpha CRS+ should always be taken immediately before or right at the beginning of a full meal.

Key Studies

Siepelmeier A, Micka A, Simm A, Bernhardt J. Chapter 8 - Nutritional Biomarkers of Aging. *Molecular Basis Nutr Aging*. 2016;109–120.

Huang WH, Lee AR, Yang CH. Antioxidative and anti-inflammatory activities of polyhydroxyflavonoids of *Scutellaria baicalensis* GEORGI. *Biosci Biotechnol Biochem*. 2006 Oct;70(10):2371–80.

Li-Weber M. New therapeutic aspects of flavones: the anticancer properties of *Scutellaria* and its main active constituents Wogonin, Baicalein and Baicalin. *Cancer Treat Rev*. 2009 Feb;35(1):57–68.

Sarubbo F, Tejada S, Esteban S, Jimenez-Garcia M, Moranta D. Chapter 33 - Resveratrol, SIRT1, oxidative stress, and brain aging. *Aging (Second Edition)*. 2020;319–326.

Uriho A, Tang X, Le G, et al. Effects of resveratrol on mitochondrial biogenesis and physiological diseases. *Adv Tradit Med*. 2021;21:1–14.

Yan Z, Zhong Y, Duan Y, Chen Q, Li F. Antioxidant mechanism of tea polyphenols and its impact on health benefits. *Animal Nutr*. 2020 Jun;115–123.

Sharma P, Montes de Oca MK, Alkeswani AR, et al. Tea Polyphenols for the Prevention of UVB-induced Skin Cancer. *Photodermatol Photoimmunol Photomed*. 2018 Jan;34(1):50–59.

Magrone T, Magrone M, Russo MA, Jirillo E. Recent Advances on the Anti-Inflammatory and Antioxidant Properties of Red Grape Polyphenols: In Vitro and In Vivo Studies. *Antioxidants (Basel)*. 2019 Dec 31;9(1):35.

Davis JM, Murphy EA, Carmichael MD, Davis B. Quercetin increases brain and muscle mitochondrial biogenesis and exercise tolerance. *Am J Physiol Regul Integr Comp Physiol*. 2009 Apr;296(4):R1071–7.

Ames BN, Aṭamna H, Killilea DW. Mineral and vitamin deficiencies can accelerate the mitochondrial decay of aging. *Mol Aspects Med*. 2005 Aug-Oct;26 (4–5):363–78.

Rodríguez-Hernández A, Cordero MD, Salvati L, Artuch R, Pineda M, Briones P, Gómez Izquierdo L, Cotán D, Navas P, Sánchez-Alcázar JA. Coenzyme Q deficiency triggers mitochondria degradation by mitophagy. 2009 Jan;5(1):19–32.

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

- Yadav, V.R., Prasad S., Sung, B., Gelovani, J. G., Guha, S., Krishnan, S. and Aggarwal, B.B. Boswellic acid inhibits growth and metastasis of human colorectal cancer in orthotopic mouse model by downregulating inflammatory, proliferative, invasive and angiogenic biomarkers. *Int. J. Cancer*. 2012 130:2176–2184.
- Di Lorenzo C, Dell'agli M, Badea M, et al. Plant food supplements with anti-inflammatory properties: A systematic review. *Critical Reviews in Food Science and Nutrition*. 2013;53(5):507–516.
- Tangney CC, Rasmussen HE. Polyphenols, inflammation, and cardiovascular disease. *Curr Atheroscler Rep*. 2013;15:324–334.
- Kidd PM. Bioavailability and activity of phytosome complexes from botanical polyphenols: The silymarin, curcumin, green tea, and grape seed extracts. *Alternative Medicine Review*. 2009;14(3):226–246.
- Sontakke S, Thawani V, Pimpalkhute S, Kapra P, Babhulkar S, Hingorani L. Open, randomized controlled clinical trial of *Boswellia serrata* extract as compared to valdecoxib in osteoarthritis of knee. *Indian Journal of Pharmacology*. 2007;39:27–29.
- Srinivas NR. Baicalin, an emerging multi-therapeutic agent: pharmacodynamics, pharmacokinetics, and considerations from drug development perspectives. *Xenobiotica*. 2010;40(5).

Supplement Facts

Serving Size Four (4) Capsules

Servings per Container 30

	Amount Per Serving	% Daily Value*
Cellular Longevity Blend:	1074 mg	**
Scutellaria Root Extract (150 mg Baicalin)		
<i>Boswellia Serrata</i> Gum Resin Extract (20 mg AKBA)		
Milk Thistle Seed Extract (100 mg Silymarin)		
<i>Polygonum Cuspidatum</i> Root Extract (50 mg Resveratrol)		
Pomegranate Fruit Extract (25 mg Ellagic Acid)		
Apple Fruit Extract (30 mg Polyphenols)		
Turmeric Root Extract (30 mg Curcuminoids)		
Grape Seed Extract (20 mg Proanthocyanidins)		
Pineapple Stem Extract (50 GDU Bromelain Enzyme)		
Sesame Seed Extract (14 mg Lignans)		
Pine Bark Extract (7 mg Proanthocyanidins)		
Cellular Energy Blend:	395 mg	**
Acetyl L-Carnitine HCl (150 mg)		
Alpha Lipoic Acid (100 mg)		
Coenzyme Q10 (50 mg)		
Sophora Japonica bud extract (Quercetin Dihydrate 55mg)		
Ginkgo Biloba Leaf Extract (40 mg)		
dōTERRATummy Tamer Blend:	30 mg	**
Ginger Root Extract, Caraway Seed Extract, Peppermint Leaf Extract		

**Daily Value not established.

Other Ingredients: Vegetable Hypromellose, Microcrystalline Cellulose, Calcium Stearate, Maltodextrin, Calcium Silicate
Contains: Sesame Seed