

Alpha CRS+® Cellular Vitality Complex

Made with SLS-free vegetable capsules

PRODUCT 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 xEO Mega® or vEO Mega® and Microplex VMz® as a comprehensive dietary supplement foundation for a lifetime of vitality and wellness.*

CONCEPT

Cells are the basic building block 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, challenge cellular health. Providing 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.*

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.



1

CPTG Certified Pure Tested Grade™

*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.

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, 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, 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 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 Absorbance Capacity or ORAC) to neutralize free-radical molecules and have 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 very 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 made in the body.*

Healthy 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 also have

been demonstrated to help the body recover from occasional high exposure to free radicals.

Alpha CRS+ Cellular Vitality Complex

dōTERRA® Alpha CRS+® Cellular Vitality Complex is a proprietary dietary supplement formulated with potent levels of 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 of 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 to support the body's internal production of endogenous antioxidants such as glutathione.*

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

And because vitality means feeling younger not 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.* Alpha CRS+ also includes a botanical extract of *Ginkgo biloba* to help support mental clarity and energy.* 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 xEO Mega® or vEO Mega® and Microplex VMz® as a comprehensive dietary supplement foundation for a lifetime of vitality and wellness.* Coupled with dōTERRA® CPTG Certified Pure Tested Grade™ essential oils and a commitment to the dōTERRA Wellness Lifestyle of eating right, exercising, resting and managing stress, reducing toxic load, informed self care, and proactive health care, Alpha CRS+ will help support you and your goals to look, feel, and live younger, longer.*

PRIMARY BENEFITS

- Supports healthy cell function by reducing oxidative stress to DNA and other critical cell structures*
- Supports healthy response to oxidative stress in cells*
- Supports cellular energy by supporting healthy mitochondria and by supplying metabolic factors of energy production*
- Supports healthy cellular immune function*
- Supports mental clarity and brain function*
- Contains a proprietary antioxidant cellular longevity blend exclusive to dōTERRA that includes potent amounts of powerful polyphenols including 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 to help support healthy cell function*
- Contains a standardized extract of *Boswellia serrata* for boswellic acid that supports healthy cell function*
- Contains a standardized extract of *Ginkgo biloba* that supports mental clarity and function*
- Includes potent levels of metabolic factors of cellular energy (coenzyme Q10, quercetin, alpha-lipoic acid, and acetyl-L-carnitine)*
- Made with sodium lauryl sulfate-free vegetable capsules; does not contain milk or animal products
- Includes tummy tamer botanical extract blend to prevent stomach upset*
- Specially formulated to be used daily with xEO Mega® or vEO Mega® and Microplex VMz® as a comprehensive dietary supplement foundation for a lifetime of vitality and wellness*

DIRECTIONS FOR USE

Adults, take 4 capsules per day with food. Alpha CRS+® is formulated to be used daily with xEO Mega and Microplex VMz. All three products can be found in one convenient pack— dōTERRA Lifelong Vitality Pack®. Save \$69 by buying them in the pack.

FAQS

Q: Does this product contain genetically modified material?

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

Q: Can my children take this product?

A: dōTERRA recommends dōTERRA A2Z Chewable™ and IQ Mega® for children rather than the Lifelong Vitality Pack. For older children or teenagers that can swallow capsules, a half dose is probably OK, though there is limited research of these ingredients. For any questions please consult your pediatrician.

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 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 “+” sign reflects improvements that have been made to the product since it was first launched.

Q: Do I need to take this with food?

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

COMPLEMENTARY PRODUCTS

- Microplex VMz®
- xEO Mega® or vEO Mega®
- DDR Prime® Softgels
- DDR Prime Essential Oil Cellular Complex

KEY STUDIES

Park SK, Kim K, Page GP, Allison DB, Weindruch R, Prolla TA. Gene Expression Profiling of Aging in Multiple Mouse Strains: Identification of Aging Biomarkers and Impact of Dietary Antioxidants. *Aging Cell*. 2009 8(4):484-495.

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.

Albani D, Polito L, Batelli S, De Mauro S, Fracasso C, Martelli G, Colombo L, Manzoni C, Salmona M, Caccia S, Negro A, Forloni G. The SIRT1 activator resveratrol protects SK-N-BE cells from oxidative stress and against toxicity caused by alpha-synuclein or amyloid-beta (1-42) peptide. *J Neurochem*. 2009 110(5):1445-1456.

Csiszar A, Labinskyy N, Pinto JT, Ballabh P, Zhang H, Losonczy G, Pearson K, de Cabo R, Pacher P, Zhang C, Ungvari Z. Resveratrol induces mitochondrial biogenesis in endothelial cells. *Am J Physiol Heart Circ Physiol*. 2009 Jul;297(1):H13-20.

Raza H, John A. In vitro effects of tea polyphenols on redox metabolism, oxidative stress, and apoptosis in PC12 cells. *Ann N Y Acad Sci*. 2008 Sep;1138:358-65.

Mantena SK, Meeran SM, Elmets CA, Katiyar SK. Orally administered green tea polyphenols prevent ultraviolet radiation-induced skin cancer in mice through activation of cytotoxic T cells and inhibition of angiogenesis in tumors. *J Nutr*. 2005 Dec;135(12):2871-7.

Leifert WR, Abeywardena MY. Grape seed and red wine polyphenol extracts inhibit cellular cholesterol uptake, cell proliferation, and 5-lipoxygenase activity. *Nutr Res*. 2008 Dec;28(12):842-50.

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, Atamna 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, Salviati L, Artuch R, Pineda M, Briones P, Gómez Izquierdo L, Cotán D, Navas P, Sánchez-Alcázar JA. Coenzyme Q deficiency

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):357-367.

*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.

Supplement Fact

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)		
Boswellia serrata Gum Resin extract (20 mg Boswellic Acid)		
Milk Thistle Seed extract (100 mg Silymarin)		
Polygonum cuspidatum Root extract (50 mg Resveratrol)		
Pomegranate Fruit extract (25 mg Ellagic Acid)		
Green Tea Leaf extract (30 mg Catechins)		
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:	400 mg	**
L-Carnitine (100 mg)		
Alpha Lipoic Acid (100 mg)		
Coenzyme Q10 (50 mg)		
Quercetin (50 mg)		
Ginkgo (<i>Ginkgo biloba</i>) (40 mg)		
dōTERRA	30 mg	**
Ginger Root extract, Peppermint Leaf extract, Caraway Seed extract		

** Daily Value not established.

Other Ingredients: Vegetable hypromellose, Calcium stearate, Maltodextrin, Microcrystalline cellulose, Calcium silicate.

**ALPHA CRS+®
CELLULAR VITALITY
COMPLEX**

120 VEGETABLE CAPSULES

Part Number: 35370001

Wholesale: \$69.50

Retail: \$92.67

PV: 69.5

*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.