

## Aging is the major risk factor for chronic diseases

Longevity simply refers to long life and experts estimate that about 25% of the variation in human life span is determined by genetics, whereas the rest may be attributed in large part to how we take care of our bodies.

Ageing is the major risk factor for chronic diseases, such as cardiovascular diseases, cancer, type 2 diabetes and neurodegenerative diseases in people over the age of 55.

It is estimated that ageing is responsible for fatality in around 90 percent of the global population.

There is more to longevity than duration of life. Most us don't want to just live longer – we want to live longer while enjoying a healthier life.

In addition to preventing diseases, a longer lifespan has enormous impact on the society, accumulation of wealth and economic value. Some estimates suggest that delaying ageing enough to add just one year of life expectancy is worth about \$38 trillion.

## Chronic conditions can be prevented.

Autophagy is a central feature for maintaining cellular homeostasis and we have observed that our AgeViva promotes several stages of this process.

Several other studies have indicated that AgeViva induces anti-inflammageing, anti-oxidative stress, and anti-parkinsonian effects while promoting brain and nerve growth factors which, taken together, thereby reinforcing the anti-ageing assertion.

Anti-Inflammageing is a central feature for maintenance of immune function in response to an ageing defense system which loses efficacy with age, declines with age, and poor lifestyle affecting its function.

Additionally in vitro studies show that AgeViva promotes multiple stages of autophagy, which is a central feature for maintaining cellular homeostasis and we have observed that our AgeViva promotes several stages of this process. Metabolic deficits, arising from ageing cellular mitochondria, contribute to the age-induced limitations on longevity. In Vivo studies have shown that the probiotic, AgeViva, has maintained the mitochondrial integrity of ageing roundworms.

Further studies, in vitro and in vivo, show AgeViva's effects on a further 4 hallmarks of ageing; neurotrophins, antioxidant, anti-sarcopenia and survival.