

# Benefits

## Redox Signaling

## Molecules

Contact Pamela Potvin by [CLICKING HERE](#).

The human body is a spectacular machine. It is comprised of systems and organs, tissues and bones, and a brain that helps everything function. The human body, when broken down on a much smaller scale, is made up completely of cells. In fact, the human body has between fifty and three hundred billion cells.

Inside every cell, we have mitochondria (some cells have thousands). Mitochondria, when functioning properly, produce something known as redox signaling molecules. These molecules act like little transmitters that communicate with each other. They are responsible for communicating when something goes wrong in a cell and signaling the genes to fix it.



Factors such as stress, aging, diet, and the air we breathe can actually turn off genes, causing the genetic instructions that keep our bodies healthy to fail. That is why the redox signaling process is of utmost importance for cells. Our bodies heal on a cellular level, and the genetic instructions that dictate healthy body function don't get through without redox signaling. The consequences can manifest in every part of the body:

1. Cardiovascular System
  - One in every three deaths in the United States has cardiovascular disease listed as the underlying cause.
2. Hormone Modulation
  - Hormone imbalances, affecting the production of key sex hormones, account for billions of dollars in healthcare costs.
3. Inflammatory Response
  - Chronic Inflammation, often triggered by stress, is linked to almost all major causes of disease-related death in the United States.
4. Immune System
  - As many as 50 million Americans suffer from autoimmune disease. Symptoms can affect all organs.
5. Digestive Function
  - Digestive diseases are the second-leading cause of disability due to illness in the United States.

# Cell Signaling

Cell signaling is a major factor in gene expression, and not the kind of gene expression that determines your hair color and height. Genes do far more than control your physical appearance. They carry life-sustaining messages to cells, and your cells respond to those messages, keeping you alive and healthy.

As we age, cell signal weakens (think of your cells growing a bit rusty), and rusty cells can disrupt gene expression. But if you had a way to regulate gene activity with redox signaling molecules, cellular communication would remain strong.

# ASEA Technology

Fortunately, there is a simple way to address this cellular breakdown. More than 16 years ago, a team of medical professionals, engineers and researchers discovered a proprietary technology to create life-sustaining redox signaling molecules.

After years of studies and research, scientists at ASEA founded a process that creates active, shelf-stable redox signaling molecules, and then put it into a safe, consumable form: ASEA REDOX Cell Signaling Supplement, also known as ASEA water.

What is ASEA water? It is a cell signaling supplement created using a groundbreaking, patented process that reorganizes molecules of natural salt and purified water into redox signaling molecules. ASEA water benefits have been scientifically tested and shown to signal the activation of genetic pathways and affect genes that:

- Improve immune system health
- Help maintain a healthy inflammatory response
- Help maintain cardiovascular health and support arterial elasticity
- Improve gut health and digestive enzyme production
- Modulate hormone balance to support vitality and wellness

ASEA's breakthrough redox signaling technology provides critical connection and communication between cells to ensure optimal renewal and revitalization, supporting the development of new, healthy cells in the body. ASEA water is the only redox supplement certified to contain active redox signaling molecules, and just four ounces a day affect health at the genetic level. It can positively affect gene expression throughout the body, helping protect, rejuvenate and keep cells functioning at their optimal levels. ASEA water can have a positive impact on every system in your body from the day you start using it.

# Safety

ASEA has an ongoing commitment to prove product safety and efficacy, certify products where possible, and further, the research that proves the potential and benefits of redox signaling supplementation. ASEA conducts

ongoing research to ensure their products are safe and meet the highest level of production standards.

Over \$5 million has been spent to test ASEA Redox Supplement and the technology behind improving cellular health. All results show that ASEA is safe for tissues, organs, and bodily systems. Researchers have published more than 10,000 papers related to redox signaling technology.

ASEA REDOX is produced in an FDA-registered, NSF-certified facility and is certified by BioAgilytix Laboratories, an independent third-party lab, to contain active redox signaling molecules. ASEA does not do any kind of animal testing.

## **ASEA Products**

In addition to ASEA REDOX Cell Signaling Supplement, ASEA has developed:

- ASEA RENU 28 Skin Revitalization products
- ASEA VIA Source—multi-vitamin
- ASEA VIA Lifemax—active lifestyle supplement
- ASEA VIA Biome—probiotic