



# QUESTIONS & ANSWERS



## What is Cyactiv®?

Cyactiv® is a proprietary phycocyanin extract from Spirulina. Phycocyanin is a blue pigment in blue-green algae and is a potent active compound proven to help balance and calm systemic inflammation associated with a myriad of health issues. Balancing whole-body inflammation assists the homing of stem cells to affected tissues.\*

## Why is Cyactiv® beneficial?

Cyactiv® supports a healthy lifestyle and overall wellness through:

### **Inflammation Modulation**

- Balancing a healthy inflammation response, helping to maintain systemic inflammation within the normal range.\*
- Supports the ability of nutrients, oxygen and stem cells to find and rejuvenate tissues in need of renewal.\*

### **Antioxidant Protection**

- Neutralizing existing free radicals.\*
- Providing cellular protection against the formation of new oxidative stress.\*

## What are the ingredients in Cyactiv®?

Cyactiv® is a concentrated phycocyanin extract from Spirulina. Scientists studying the health benefits of Spirulina discovered that the blue pigment in blue-green algae, phycocyanin (PC), was shown to inhibit the enzyme COX-2 (cyclooxygenase) which is important in inflammation management. Cyactiv® also contains a non-PC component, LoxDown®, that was documented to inhibit 5-LOX (5-lipoxygenase), another enzyme playing an important role in inflammation.

Cyactiv® does not contain dairy, wheat, gluten, peanut, soy or corn allergens. There are no artificial flavors or colors. It is 100% vegetarian and non-GMO.

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## What scientific studies/tests were conducted on Cyactiv®?

Phycocyanin works as a selective inhibitor of COX-2 while a non-PC fraction, LoxDown®, of Spirulina works as an inhibitor of 5-LOX, two key enzymes involved in inflammation. Therefore, Cyactiv® is a unique product to manage systemic inflammation.\* Cyactiv® is the result of 7 years of research and development and includes 4 human clinical trials and numerous in-vitro studies.

## Is Cyactiv® safe to consume over a long period of time?

A safety study confirmed that consumption of Cyactiv® was not associated with any side-effects, including negative effects on the stomach, heart, kidney or liver function.

Cyactiv® safely and effectively helps to support a healthy inflammation response, reduce systemic inflammation and discomfort, and inhibit free radicals.\*

## What is inflammation?

Inflammation is a response to a stressor, beneficial when short-term and detrimental over the long-term. It is a double-edged sword. While short-term inflammation is a necessary and healthy response to injury, inflammation due to prolonged stressors, such as environmental toxins, water quality, sleep issues, processed foods, stress, and many more... can cause a healthy response to get stuck on an overactive cycle. If the body is unable to reset the balance, systemic inflammation develops and the body's ability to self-heal is compromised.

### SHORT-TERM VS SYSTEMIC INFLAMMATION:

- Short-Term Inflammation is a necessary part of the healing process
- Systemic Inflammation is detrimental to overall health and compromises the body's ability to self renew
- Causes of Systemic Inflammation – toxins, water quality, sleep issues, processed foods, stress...

### SHORT-TERM INFLAMMATION – A PART OF THE HEALING PROCESS

There are three main processes in the short-term inflammatory response:

1. Blood Vessels dilate to facilitate increased blood flow to the affected area
2. Fine Blood Vessels become more permeable (like a gardener's weep hose)
3. White Blood Cells and Stem Cells leave the bloodstream and enter the affected tissues to fight infection and/or to commence repair

In most cases short-term inflammation rapidly subsides when the healing process is complete.

### SYSTEMIC INFLAMMATION

Many long-term health challenges are now considered to be associated with systemic inflammation. Sometimes it is difficult to tell what came first, the health challenge or the inflammation.

When the body is in a state of systemic inflammation the stem cell's ability to "hear" the needs of the tissues is reduced due to the interference caused by the inflammation.

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## **BENEFITS OF REDUCING SYSTEMIC INFLAMMATION**

There are many benefits that come from calming systemic inflammation, some of these are:

- less discomfort during and after movement
- greater range of movement
- better sleep
- improved renewal and repair by stem cells

When we consume Cyactiv® systemic inflammation is balanced and calmed allowing stem cells to repair and renew tissues more effectively. When our organs and other tissues are in a constant state of renewal, assisted by our own stem cells, they function better, we function better as a whole, and we experience greater wellness and a more enjoyable life.

## **How do I take Cyactiv®?**

Suggested usage: 2 capsules daily with food. For adult consumption.

## **Can children consume Cyactiv®?**

The clinical studies were done on adult populations therefore we recommend Cyactiv® for adult consumption, but there are no contraindications for children.

## **Can pets consume Cyactiv®?**

Cyactiv® is formulated for human consumption. We know of no reason that it may be harmful to pets. AFA and Spirulina have been used in the pet nutrition industry for years. However, we have done no studies using the products for pet consumption. Please check with your veterinarian.

## **When will I notice a difference?**

During clinical trials, a noticeable change was noted as early as 3 days. Overall significant changes were observed and reported within 3 weeks of usage with continued improvement over time.

## **What is the capsule made from?**

As stated on the label, the vegetarian capsule is made from Hypromellose. Hypromellose is a cellulose derivative from plant fiber.

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## Is Cyactiv® certified Kosher or Halal?



Cyactiv's ingredients are certified Kosher. It is not certified Halal.

## What is the shelf-life of Cyactiv®?

There is an expiration date on the bottom of each bottle. Cyactiv® has a shelf-life of 3 years from manufacturing. All bottles should be stored in a cool dry place.

## Can Cyactiv® be consumed with other Cerule® products and other nutrients?

Yes, the Cerule products can be consumed together and were designed to enhance the beneficial effects of each other.

We know of no known concerning interaction between the Cerule products and other nutritional supplements.

## Are there any known nutrient-medication interactions with Cyactiv®?

We know of no potential interaction between Cyactiv® and any medication. If you have any health condition and/or are using any medication then consult your attending health care provider before consuming any nutritional supplement.

For some people, due to their conditions and medications, they need to manage their intake of certain nutrients. Below are amounts of naturally occurring nutrients found in the plant based ingredients within Cyactiv®:

Iron - 0.40 mg per two capsules

Iodine - 1.09 µg per two capsules

Sodium - 14 mg per two capsules

## Why does the Cyactiv® label state “consult your physician if you are pregnant or nursing”?

Pregnancy and nursing are considered special conditions. We recommend that your attending doctor(s) be made aware of any and all supplements consumed during this time. At this time, we do not advise Cyactiv® consumption during pregnancy.

\* 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.