



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 proliferation and lifespan with important metabolic factors of cellular energy to help you live younger, longer.* Alpha CRS+ is formulated to be used daily with xEO Mega® and Microplex VMz® as a comprehensive dietary supplement foundation for a lifetime of vitality and wellness.*

Concept

Cells are the basic building blocks 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 and resulting inflammatory response can result in increased frequency of degenerative conditions associated with cellular dysfunction. Providing our cells with essential nutrients and metabolic factors of cellular energy and protecting our cells from toxic stressors that lead to chronic cellular inflammation 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. 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 resulting in a deteriorating condition of the organism.

Mitochondria and Cellular Energy

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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.

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 them 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, a number of degenerative conditions can ensue. Oxidative stress is known to be a contributing factor in the genesis of chronic inflammation, cardiovascular disease, some forms of cancer, and the visible signs of aging.

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 proliferation, function and lifespan.* 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

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.

Cellular Inflammation

Left unchecked, exposure to high levels of free radicals can result in chronic states of cellular inflammation while increased inflammation can leave the body more vulnerable to the oxidative damage of free radical molecules. Cellular inflammation is a healthy and normal response to stressors on cells. Without healthy cellular inflammatory activity in cells, the body would be left vulnerable to attack. But too much inflammation over long periods of time can lead to degenerative conditions of aging including auto-immune dysfunctions,

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chronic pain, cardiovascular disease, and brain disorders. Lowering oxidative stress in cells can help mediate healthy cellular inflammatory response. Certain food nutrients also have been demonstrated to help the body respond in a healthy way to inflammatory factors.

Alpha CRS+ Cellular Vitality Complex

dōTERRA's Alpha CRS+ Cellular Vitality Complex is a proprietary dietary supplement formulated with potent levels of powerful polyphenols that support healthy cell proliferation and lifespan by providing antioxidant protection to cellular DNA and other critical cell structures. Alpha CRS+'s cellular longevity polyphenol blend includes concentrated extracts of baicalin from scutellaria root, resveratrol from polygonum cuspidatum, ellagic acid from red raspberry, 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. It also includes the important antioxidant carotenoids lutein and lycopene and a proprietary blend of boswellic acid and bromelain protease enzyme that have been scientifically demonstrated to mediate healthy inflammatory response in cells.*

And because vitality means feeling younger not just living longer, Alpha CRS+ also includes a cellular energy blend of important metabolic factors of cellular energy including coenzyme Q10, quercetin, alpha-lipoic acid and acetyl-L-carnitine. It also includes a botanical extract of Ginko biloba that supports 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 and Microplex VMz as a comprehensive dietary supplement foundation for a lifetime of vitality and wellness. Coupled with dōTERRA's Certified Pure Therapeutic Grade® essential oils and your commitment to dōTERRA's Wellness Lifestyle™ of eating right, exercising, resting and managing stress, reducing toxic load, informed self care, and proactive healthcare, Alpha CRS+ will help you look, feel and live younger, longer.*

Primary Benefits

- Supports healthy cell proliferation and lifespan by reducing oxidative stress to DNA and other critical cell structures*
- Supports healthy inflammatory 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*

What Makes This Product Unique?

- Contains dōTERRA's proprietary antioxidant cellular longevity blend which includes potent doses of powerful polyphenols including baicalin from scutellaria root, resveratrol from polygonum cuspidatum, Pomegranate Fruit extract, proanthocyanidins from grape seeds, curcumin from turmeric root, and silymarin from milk thistle that support healthy cell proliferation and lifespan*

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- Contains a standardized extract of *Boswellia serrata* for boswellic acid that supports healthy inflammatory response in cells*
- 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, wheat, or animal products
- Includes Tummy Tamer™ botanical extract blend to prevent stomach upset*
- Specially formulated to be used daily with xEO Mega and Microplex VMz as a comprehensive dietary supplement foundation for a lifetime of vitality and wellness*

Who Should Use this Product?

Alpha CRS+ is formulated to be used by adults concerned with the degenerative conditions and decreased cellular energy associated with aging.* For maximum benefit, Alpha CRS+ should be used daily with xEO Mega and Microplex VMz as part of dōTERRA's Lifelong Vitality supplement program.

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.

Alpha CRS+ Cellular Vitality Complex
120 vegetable capsules

Item code: 3418

Consultant price: \$69.50 (69.50 PV)

Preferred customer: \$76.45

Retail customer: \$92.67

Supplement Facts

Serving Size: Four (4) Vegetable Capsules
Servings per Container: 30

	Amount Per Serving	% DV
Cellular Longevity Blend:	1080 mg	**
Scutellaria Root extract (150 mg Baicalin)		
Boswellia Serrata Gum Resin extract (100mg)		
Milk Thistle Seed extract (100 mg Silymarin)		
Polygonum Cuspidatum Root extract (50 mg Resveratrol),		
Pomegranate Fruit extract (20 mg Ellagic Acid)		
Pineapple extract (259 GDU Bromelain protease enzyme)		
Turmeric Root extract (30 mg Curcumin)		
Grape Seed extract (20 mg Proanthocyanidins)		
Tomato Fruit extract (1 mg Lycopene)		
Marigold Flower extract (3 mg Lutein)		
Cellular Energy Blend:	400 mg	**
Acetyl-L-Carnitine extract (100 mg)		
Alpha-Lipoic Acid (100 mg)		
Coenzyme Q10 (50 mg)		
Quercetin (50 mg)		
Ginko Biloba Leaf extract (40 mg)		
dōTERRA Tummy Tamer™ Blend :	30 mg	**
Peppermint Leaf, Ginger Root, Caraway Seed		

** Daily Value not established

Other Ingredients: Vegetable hypromellose, Vegetable fatty acid, silica, microcrystalline cellulose.

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