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What's Your Number? New Antioxidant Measurement Technology R...

September 17, 2002: 7:30 a.m. EST

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PROVO, Utah (PRNewswire) - Ever wonder if you really are what you eat? Pharmanex today introduces the Pharmanex(R) BioPhotonic Scanner, a testing device that non-invasively measures the human body's level of antioxidants, and lets you know if that apple a day really is keeping the doctor away. Antioxidants are essential disease-fighting nutrients, such as vitamins A and C, and beta-carotene, found in abundance in certain fruits and vegetables. However, according to the Journal of the American Medical Association (JAMA), most adults today do not consume the levels of antioxidants they need to keep a healthy lifestyle and prevent chronic disease(1). Pharmanex uses a proprietary laser technology allowing the BioPhotonic Scanner to measure the Body Defense Score (BDS), allowing consumers to track and help maintain optimal levels of antioxidants, and help to keep in check their body's fight against disease-causing free radicals.

"The Pharmanex(R) BioPhotonic Scanner will change the way that we, as humans, go about monitoring health," says Joseph Chang, President-Pharmanex. "By measuring antioxidant levels in the tissue, consumers finally have a tool that can provide affirmation that their healthy diets are making a difference. We're happy that Pharmanex is leading the charge in nutritional technology and helping consumers find solid grounding in their quest for tracking their antioxidant defense."

BioPhotonic Technology

Developed by doctors, physicists and engineers at the University of Utah, the Pharmanex(R) BioPhotonic Scanner is the world's first immediate and non-invasive method of measuring antioxidant activity in human tissue. By simply placing the palm of the hand in front of a low-energy blue light laser, consumers obtain a reading of their own antioxidant level. When the purified blue laser light strikes the palm of the hand, it is slightly shifted toward a green light due to the chemical make up of the carotenoid antioxidant molecules. When a person's antioxidant levels are measured, the amount of reflected green light is gathered and assessed to produce a numeric reading -- the BDS. This number correlates with levels of carotenoids -- a powerful antioxidant -- in the diet, blood and tissues. Since the scanner measures the major carotenoid

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antioxidants, the BDS is an important indicator of the body's overall antioxidant defense system.

The Almighty Antioxidants

Science is increasingly pointing to the importance of antioxidants for a wealth of health benefits -- they are an essential component of combating free radical damage in the body.

"The fact is, with our busy lives, most of us do not eat right and free radicals are taking over in our cells," says Dr. Lester Packer, senior scientist at the prestigious Lawrence Berkeley Laboratory, and Head of the Packer Lab at the University of California.

"Everyone should use the Pharmanex(R) BioPhotonic Scanner to learn their optimal body defense score. Once you have your number, work to increase it and maintain it with a diet rich in fruits, vegetables and vitamin supplements."

In the past 12 months, several top-tier medical journals have published reports on the health benefit of antioxidants:

* Journal of the American Medical Association: Low levels of antioxidant

vitamins may increase risk of several chronic diseases. Most people do

not consume an optimal amount of vitamins by diet alone. June 2002.

* Journal of the American Medical Association: Diets rich in vitamins C

and E may delay the onset of Alzheimer's disease. June 2002.

* Archives of Ophthalmology: Risk of Age-related Macular Degeneration can

be lowered by about 25 percent when treated with a high-dose of vitamin

C, E, beta-carotene and zinc. October 2001.

* American Journal of Clinical Nutrition: Extremely high doses of some

vitamins (including antioxidants) can help treat a variety of

inherited disease and slow the aging process. April 2002.

Get Your Number!

The BioPhotonic Scanner will be made available to the general public through Pharmanex's network of independent representatives who specialize in health education and distribution of nutritional supplements. For more information, go to <http://www.pharmanexscanner.com/>.

About Pharmanex

Pharmanex is a leader in the research and development of nutritional products. The company has a portfolio of multivitamin/mineral supplements, natural health products, standardized botanicals and specialized health systems. Pharmanex products are sold direct to consumers through the Internet and a network of independent representatives. Pharmanex is a wholly owned subsidiary of Nu Skin Enterprises .

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.

(1) Fletcher, Robert and Fairfield, Kathleen. "Vitamins for Chronic Disease Prevention in Adults," JAMA, June 19, 2002 _ Vol. 287, No. 23. Pg. 3127-3129.

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