

Stem Cell Nutrition in a Natural Supplement



The Product

StemPlex® is an all-natural stem cell proliferation product supported by an original research paper. StemPlex was formulated by leading university researchers (Dr. Paula Bickford, Dr. Paul Sanberg, among others), who are world-class stem cell scientists. Their work is funded by the National Institutes of Health, the Veterans Administration, and other government sources.

Dr. Bickford and her colleagues demonstrated the proliferation effect of the ingredients included in the StemPlex formula on three types of adult stem cells *in vitro*.

The research showed that the combination of ingredients in StemPlex:

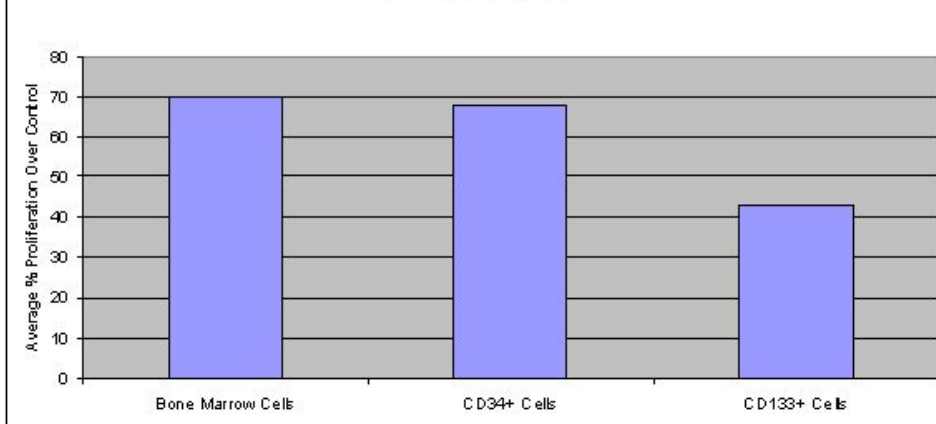
- Increased the proliferation of bone marrow cells by an average of 70%
- Increased the proliferation CD34+ cells by an average of 68%
- Increased the proliferation of CD133+ cells by an average of 43%

StemPlex enhances internal cellular health in two ways:

1. It provides stem cell nutrition, as demonstrated in the proliferation effect.
2. Via its antioxidant capacity, the formula protects existing stem cells from the harmful effects of free radicals; this is especially important because during the natural aging process, adult stem cells are known to have a reduced regenerative capacity.

“The company is funding a three-year research program, and other stem cell-related products are in development.”

StemPlex Proliferation Effect on Three Types of Human Adult Stem Cells



StemPlex's patent-pending formula contains six natural ingredients: a green tea extract, wild blueberry, carnosine, blueberry extract, vitamin D, and SBGA.

- Green tea extract helps support the health of the digestive and respiratory systems and enhances the proliferation of stem cells in the body, especially within skin tissue.* It also helps to maintain cholesterol levels that are already within the normal range.
- Wild blueberry supports the health of the brain, heart, urinary tract, and eyes, as well as the proliferation of stem cells.*
- Carnosine is an antioxidant amino acid naturally present in the human body that enhances the proliferation of stem cells and helps to protect against free radical damage. Carnosine may also delay the natural aging of cells and extend the lifespan of adult stem cells.
- Blueberry extract enhances the proliferation of stem cells within the body, and promotes maintenance of healthy brain, cardiovascular, vision, joint, and urinary tract function. It also helps maintain glucose levels that are already within normal limits.
- Vitamin D supports adult stem cell renewal and helps these cells

become immune cells for naturally fighting infections.*

- Organic Super Blue Green® Algae contains a vast array of protein, essential fatty acids, chlorophyll, beta-carotene, phycocyanin, phenylethylamine, vitamins, and minerals. It has a high antioxidant value, and has been shown to support the immune system.*

This formula exhibits a synergistic effect, which means that the increase in proliferation from use of the formula is greater than the increase that occurs through use of the ingredients individually. These ingredients are individually important in maintaining a healthy lifestyle, but it is the unique and effective proprietary blend that supports your body's natural renewal system.*

Dr. Bickford's research paper "Nutraceuticals Synergistically Promote Proliferation of Human Stem Cells" has been published in a peer-reviewed journal. This report (which is available for purchase) is a must-read for those who want the detailed technical information that supports this product's beneficial effects.

Dr. Bickford and her colleagues are conducting more research on this formula to further support the use of StemPlex. The company is funding a three-year research program, and other stem cell-related products are in development.

Stem Cell Nutrition in a Natural Supplement (cont.)

The Company

Simplexity (formerly Cell Tech) has been in business for 24 years. We were the first and we are the largest-company harvesting algae from Upper Klamath Lake. We offer 60 dietary supplement, food, and personal care products, all of which are manufactured according to Good Manufacturing Practice regulations. Simplexity diligently complies with the Dietary Supplement Health and Education Act of 1994, and does not make unsubstantiated claims. Simplexity is investing 2.4 million dollars into capital expense projects within the next 12 months. President and CEO Robert Underwood is an experienced professional who is committed to moving Simplexity forward. The majority stockholder is also dedicated to the company and has provided significant financial support. Simplexity is a solid company moving forward fast.

Quality Assurance

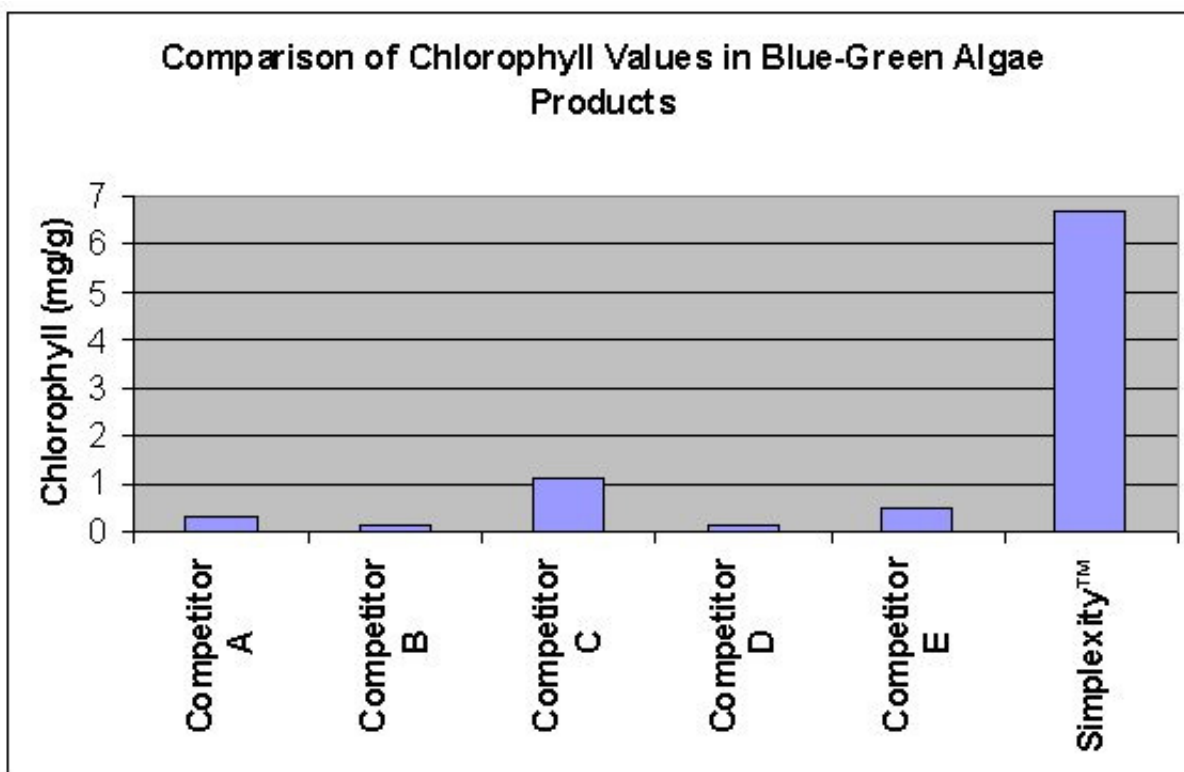
At Simplexity we take pride in the quality of our products. For instance, our Super Blue Green® Algae is organic and kosher certified. We have a comprehensive Quality Assurance Program that starts with the harvesting process on Upper Klamath Lake and continues with every phase of production. Extra care is taken when harvesting and processing Super Blue Green Algae to minimize the loss of nutrients. Harvested algae is chilled within minutes to <40°F, then transported to shore in high-speed boats and quickly frozen. We dry algae in an inert-atmosphere spray-dryer that has been shown to retain heat-sensitive nutrients. Powdered algae is then vacuum packed in sealed oxygen-barrier bags containing oxygen scrubbers, and stored in a refrigerated warehouse until it is processed into finished products. The result of our efforts is demonstrated by a comparison of chlorophyll levels from all major Upper Klamath Lake algae producers. The graph

below compares chlorophyll levels of competitive blue-green algae products from Upper Klamath Lake to Simplexity's Super Blue Green Algae.

Our Quality Assurance Program calls for thorough testing of 100% of the raw materials and finished products. Not many companies in the industry can make that claim.

Summary

- StemPlex is a natural product shown to increase stem cell proliferation by as much as 70%. Developed by reputable, leading stem cell scientists, StemPlex is supported by their original research report.
- Simplexity offers an extensive product line, benefits from a stable business history, and has experienced, professional management at the helm.
- Simplexity employs a first-rate Quality Assurance Program, and manufactures science-based, high-quality products.



*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.

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