



Dr. Bill Andrews answers some questions about Product B

What is Product B?

Product B is a blend of natural ingredients that protects telomeres in vitro, formulated by John Anderson, tested using Sierra Sciences' groundbreaking, patented telomerase assay, and distributed by the international nutrition company Isagenix.

How does Product B work?

Sierra Sciences tests the ingredients in Product B to determine which ones have the most potent ability to induce human cells to turn on the telomerase gene, sending the genetic messenger that tells our cells to produce telomerase.

We have shown in vitro that when Product B is added to human cells grown in a Petri dish, it turns on the telomerase gene.

The ingredients in Product B are written on the package. Can't I just take those ingredients instead?

You could. But my lab, in conjunction with John Anderson, has spent years of research and millions of dollars creating a formulation of these ingredients that will have the strongest possible effect on turning on the telomerase gene in human cells. There are many Product B imitators that contain similar or identical ingredients, but Product B's formulation is what sets it apart.

What is Ageless Essentials with Product B?

Ageless Essentials contains not only Product B, but also hundreds of other ingredients that scientific research has shown to be promote health and delay the onset of aging, from powerful antioxidants to Vitamin D to Omega-3 fatty acids. This is the product I take twice a day, every day of my life. It has replaced the dozens of supplement bottles I used to keep in my office.

What has Product B done for you personally?

In July of 2012, at the age of 60, one year after starting taking Product B, I ran a 138-mile ultramarathon across the Himalayas, crossing peaks as high as 18,000 feet. I placed fifth in the race after a grueling 51 hours of continuous running. Within the last year, I've also finished third overall at the Javelina Jundred, a 100 kilometer race, and seventh overall at the Sparks Marina 5K, both races with over a hundred entrants.

Why does Product B cost as much as it does?

Isagenix does everything possible to keep the cost of Product B to a minimum. But, as I mentioned, Product B is the result of years of research by an elite team of scientists, tested in an assay that cost tens of millions of dollars to develop. The good news is, it's the revenues from Product B that today fund Sierra Sciences' research into producing more and more powerful telomerase inducers. Royalties from Product B represent the best way that the general public can contribute to the cause of funding research into a cure for aging in our lifetimes.