

# NEW! Discover our breakthrough cultured food with proven Anti-Mold, Antioxidant, Anti-Inflammatory, & Anti-Plaque SuperFood Nourishment!

**QuoraFood Plus™** is rich in super-concentrated cell-protective antioxidants like astaxanthin (asta-ZAN-thin), lutein, carotene, carotenoids and canthaxanthin and polar lipids. These powerful antioxidants have the ability to dead stop age-accelerating *singlet oxygen* type free radicals and modulate powerful anti-inflammatory and strengthen and balance the immune system (Jyonouchi, H et al 1996). Unlike ordinary supplements and vitamins, quorum-fermented™ are cultured microalgae *Haematococcus pluvialis* grown via a proprietary culturing process that yields potent cell-protective antioxidants that can cross the blood-brain barrier to benefit neurons. Astaxanthin is 1,000 times more effective in protecting cells from the effects of UV light than both beta-carotene and lutein and is 500 times more powerful than vitamin E. New supercritical CO<sub>2</sub> techniques can now produce extremely clean, absolutely solvent-free potent extracts and our supercritical extraction facility is governed and certified by the strictest Kosher and organic processing standards and meets or exceeds the proposed FDA's Good Manufacturing Practices for dietary supplements.



## Backed by Scientific Research

- ✓ **Ideal Neuron Nutrition** = Polar lipids are critical to the function and polarity of neurons which are susceptible to free radical damage (Dawson and Dawson 1996; Gerlach et al. 1994) as shown in research on the pathogenesis of neurodegenerative diseases like Parkinson's disease (Ebadi et al. 1996), Alzheimer's disease (Markesbery and Carney 1999; Behl 1999), and amyotrophic lateral sclerosis (ALS) (Olanow and Arendash 1994; Simonian and Coyle 1996; Hall et al. 1998). Decreased antioxidant defenses are involved in cases of stroke, trauma, and seizures (Coyle and Puttfarcken 1993; Facchinetti et al. 1998) and in Parkinson's disease patients (Fahn and Cohen 1992, Jenner 1996, Ferrante et al. 1997). Restoring the "polar" functions of the lipid bilayer of neurons is the most important clinical goals.
- ✓ **Anti-Mold** – AAQM clinical studies show that no other cultured food in nature can clear mold so fast and effectively.
- ✓ **Antioxidant Rich** - The declining levels of antioxidants in the American diet increase risk of disease (Grant 1997; Yu et al. 1998; Tagami et al. 1998; Tagami et al. 1998, Rijk et al. 1997. Hellenbrand et al. 1996; Ghadge et al. 1997). Low levels of antioxidants were associated with impaired cognitive function in people aged 55-95 (Jama et al. 1996). QuoraFood Plus has antioxidants that efficiently trap peroxy radicals, thus inhibiting lipid peroxidation that drives afferent neuron function downward.
- ✓ **Immune Nourishment** - Immune function modulation with astaxanthin was reported in a randomized, placebo-controlled, double-blind human study. And, animal and human studies confirm that astaxanthin augments the immune response. A reduced incidence of coronary heart disease and certain cancers, macular degeneration, and increased resistance to viral, bacterial, fungal and parasitic infections has been reported (Seddon, 1994; Zhang, 1999, Rao, 1999; Rumi, 1999; Batieha, 1993) as well as decreased liver lesions in aflatoxin-induced carcinogenesis (Gradelet, 1998).
- ✓ **Anti-Inflammatory** - its anti-inflammatory and immune-regulating activities have been documented at the University of Minnesota (Jyonouchi, H et al 1996). The inflammatory response is inextricably tied to the body's immune system The inflammatory response is predominantly inextricably tied to the body's immune system and its afferent innervations & not to COX-II or 5-Lox (account for only 15% of prolonged, unwanted inflammation in the body).
- ✓ **Vision Nourishment** - Age-associated visual impairment and blindness like macular degeneration (AMD) and cataracts (Gerster 1991; Jacques 1999) are related to oxidative stress within the eye (Gerster 1989; Snodderly 1995; Christen 1999) and bolstering antioxidants can be protective to the tissues of the eye (Gerster 1991) and epidemiological studies have shown they can reduce one's risk for both cataracts and AMD (Seddon et al. 1994; Lyle et al. 1999).
- ✓ **Anti-Plaque** - Atherosclerosis, a condition where the walls of the arteries are damaged and narrowed by deposits of plaque (cholesterol and other fatty substances, calcium, fibrin, and cellular wastes), eventually blocks off the flow of blood via bleeding (hemorrhage) or formation of a blood clot (thrombus) that ends up causing a heart attack or stroke. Antioxidant studies show plaque may be reduced with antioxidants (Ylä-Herttua 1991; Bowry et al. 1992; Clevidence and Bieri 1993; Goulinet and Chapman 1997; Oshima et al. 1997). Epidemiological and clinical data indicate that dietary antioxidants may protect against cardiovascular disease (Frei 1995).

**Dosing:** Always use with AntioxaFood. Consider dosing 2 softgels twice daily of QuoraFood Plus with 2 phytocaps of AntioxaFood

**References:** Aviram, M. (1996) *Eur J Clin Chem Clin Biochem.* 34(8):599-608; Batieha et al. 1993. *Cancer Epidemiology, Biomarkers and Prevention.* 2:335-339; Behl, C. (1999). *Prog. Neurobiol.* 57(3):301-323; Borlongan, CV et al (1996) *J. Fla. Med. Assoc.* 83(5):335-344; Bowry, V W et al (1992) *Biochem. J.* 288(Part 2):341-344; Carpenter, KLH et al. (1997) *FEBS Letters*, 401: 262-266; Clevidence, B. A. & Bieri, J. G. (1993) *Methods Enzymol.* 214:33-46; Christen, W.G. (1999) *Proc. Assoc. Am. Physicians.* 111:16-21; Copp, R P et al 1999 *Brain Res.* 822(1-2):80-87; Cotter MA et al: (1995) *Diabetologia*, 38(11):1285-1294; Coyle, JT et al: (1993) *Science*, 262:689-695; Dawson, TM. (1996) *J. Chem. Neuroanat.* 10(3-4):179-190; de Rijk, MC et al: (1997) Dietary antioxidants and Parkinson disease: the Rotterdam study. *Arch. Neurol.* 54(6):762-765; Ebadi, M et al: (1996) *Prog. Neurobiol.* 48(1):1-19; Facchinetti, F et al: (1998) *Cell Mol. Neurobiol.* 18(6):667-682; Fahn, S. (1991) *Am J. Clin. Nutr.* 53:380S-382S; Fahn S et al *Ann. Neurol.* 32(6):804-812; Ferrante RJ et al 1997; *J. Neurochem.* 69(5):2064-74; Frei, B. (1995) *Crit. Rev. Food Sci. Nutr.* 35(1-2):83-98; Gerlach, M. et al 1994; *J. Neurochem.* 63(3):793-807; Gerster, H. (1989) *Z. Ernährungswiss.* 28:56-75; Gerster, H (1991) *Age Ageing*, 20:60-69; Ghadge, GD et al: (1997) *J. Neurosci.* 17(22):8756-8766; Goulinet, S et al (1997). *Arterioscler. Thromb. Vasc. Biol.* 17:786-796; Gradelet SP et a.: 1996b. *Xenobiotica* 26:49-63; Gradelet SP et al: 1997. *Cancer Lett* 114(1-2):221-223; Gradelet SAM et al: 1998 *Carcinogenesis* 19(3):403-411; Grant, WB (1997) *Alzheimer's Disease Rev.* 2:42-55; Hall, ED et a.: (1998) *J. Neurosci. Res.* 53(1):66-77; Halliwell, B. (1992) *J. Neurochem.* 59(5): 1609-1623; Hellenbrand, W et al 1996 *Neurology*, 47(3):644-650; Jacques, PF 1999 *Int. J. Vitam. Nutr. Res.* 69:198-205; Jama, JW et al (1996) *Am. J. Epidemiol.* 144(3):275-280; Jenner, P (1996) *Pathol. Biol. (Paris)*, 44(1):57-64; Jyonouchi, H et al 1996 *Nutr. Cancer* 1996;26(3):313-24; Lyle, BJ et al 1999 *Am. J. Epidemiol.* 149:801-809; Markesbery, WR et al: (1999) *Brain Pathol.* 9:133-146; Mitchell, JJ et al: (1999) *Neurosci. Lett.* 263(2-3):189-192; Olanow, CW (1994) *Curr. Opin. Neurol.* 7(6):548-558; Oshima, S. et al 1997 *J. Nutr.* 127:1475-1479; Pappert, EJ et al (1996) *Neurology*, 47(4):1037-1042; Rao et al. 1999. *Nutr. Cancer.* 33(2):159-164; Retz, W et al: (1998) *J. Neural. Transm. Suppl.* 54:221-236; Rumi et al. 1999. *Eur J Gastroenterol Hepato* 11(3):305-308; Schmidt, R et al: (1998) *J. Am. Geriatr. Soc.* 46:1407-1410; Seddon, JM et al: (1994) *J. Am. Med. Assoc.* 272:1413-1420; Snodderly, DM (1995); *Am. J. Clin. Nutr.* 62(suppl):1448S-1461S; Snow, KK et al 1999 *Ophthalmic Epidemiol.* 6:125-143; Simonian, N A et al (1996) *Annu. Rev. Pharmacol. Toxicol.* 36:83-116; Tagami, M et al: (1998) *Lab. Invest.* 78(11): 1415-1429; Vatassery, GT et al: (1998) *Neurology*, 50(6):1900-1902; Ylä-Herttua, S. (1991) *Ann. Med.* 23(5):561-567; Yu, ZF et al: (1998) *J. Neurosci. Res.* 53(5):613-625; Zhang LX et al: 1991. *Carcinogenesis (Lond.)* 12:2109-2114; Zhang LX et al: 1992. *Cancer Res.* 52: 5707-5712.

\*\* These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.

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