



Introduction – The story of TrūAge

In recent years, scientists have pinpointed substances in the body that accelerate the ageing process. These substances are called Advanced Glycation End-products, or A.G.E.s.

A.G.E.s (Advanced Glycation End-products) are compounds that develop in the body when excess sugar and protein combine or are ingested through food. Over time, A.G.E.s accumulate and accelerate ageing from the inside out.

Your TrūAge is a scientific estimate of your internal age based on the number of A.G.E.s in your body. TrūAge is all about performance — the level at which your body actually performs every day.

Your lifestyle choices can affect your A.G.E. levels for good or for bad.

Lower you're A.G.E.s and keep new ones from forming by:

- Taking regular exercise
- Eating a healthy diet
- Quitting smoking or drinking alcohol
- Getting enough sleep
- Controlling your stress levels

TrūAge Scanner

Morinda's TrūAge scanner is a certified research device, with technology proven in over 100 clinical studies to accurately measure AGE levels. Its fast, non-invasive method will measure your A.G.E. levels in less than 20 seconds.

The TrūAge scanner will also tell you your TrūAge, which shows how your A.G.E. levels compare to people your same age. This helps individuals to set a benchmark they can improve upon.





MORINDA

MORINDA'S PRODUCTS

Morinda Core Max

Boasting an iridoid content of 120mg per 60ml serving, Morinda Core Max is our most potent formula. Iridoids are naturally occurring phytonutrients produced by plants and are markers of quality. With its exclusive mixture containing noni, olive fruit, cranberry, cornelian cherry and blueberry, and a taste deliciously rounded off with acerola cherry, Max is a uniquely fruity and powerful beverage.

Max contains naturally occurring vitamin C which helps protect body cells from oxidative stress, thus supporting a healthy ageing process. For best results, drink 60ml daily.



Morinda Body Conquer

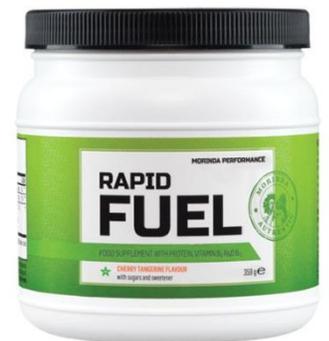
Enjoy the first steps to healthy living with Morinda Core Body Conquer! Body Conquer is designed to provide a delicious, nutrient-rich way to boost your daily fibre intake. It decreases the calorific impact of starchy foods in your diet and contains psyllium seed husk for digestive health, so you'll feel fitter and more energetic in no time!



TrūAge Performance Rapid Fuel

Morinda Core Performance Rapid Fuel is an advanced carbohydrate-protein drink designed for everyday use and the support of performance sports. Its exclusive delivery system offers the highest quality protein, carbohydrates, electrolytes and vitamin B6 and B12 contributing to reduced tiredness and fatigue and supporting a normal energy-yielding metabolism. Rapid Fuel provides not only those who exercise regularly with all the fuel they need to maintain peak performance, but ensures everyone has the fuel required to lead a healthy TrūAge lifestyle!

Rapid Fuel features a cutting-edge protein delivery system, developed by highly trained food scientists at Brigham Young University in Utah. These researchers used a chemical process called osmolality to match exactly the proteins, vitamins and electrolytes in Rapid Fuel with the body's unique concentrations and specifications. This unique delivery system, exclusive to Rapid Fuel, allows the body to absorb and use the beneficial properties of Rapid Fuel much more quickly than any other product.



Morinda Skin A.G.E. Therapy Gel

This is the newest member of the Morinda core products.

A.G.E. management needs to happen every day, inside and out. Because the most visible effects of glycation take place in the skin, Morinda created A.G.E. Therapy Gel.

A.G.E. Therapy Gel has been designed to protect your skin against the effects of A.G.E. formation (glycation). It is the skin's first defence against A.G.E.s.

It contains carnosine, oat kernel extract and Morinda's earth's-best ingredient family – noni, cornelian cherry, blueberry, cranberry and olive extract – this lightweight gel provides total body protection against the effects of glycation, making you look and feel younger, longer while helping soothe and soften distressed skin.



Tahitian Noni Juice

In 1996, this revolutionary product was born. Tahitian Noni Juice contains 30 mg of iridoids per serving, all from noni. Noni is one of the most remarkable functional plants in the world. Today, this iconic original, that started the superfruit industry, remains a staple for millions of people and is consumed in 70 countries throughout the world.

Every 1.8 seconds, someone purchases a bottle of Tahitian Noni Juice somewhere in the world.

Novel Food Approval in Europe

In June 2003, Morinda (formerly Tahitian Noni International) received official notification from the European Commission authorising the sale of Tahitian Noni Juice in Europe as a novel food. The announcement came after years of testing and research, proving the safety of the juice of the *Morinda citrifolia*, or "noni," fruit.

"Tahitian Noni Juice is the first noni juice product approved for sale in Europe," stated Kelly Olsen, then President of Morinda. "It was a long and costly process, but we knew that it would stand up to the rigorous testing and tough safety requirements of the European Commission. During that time, not one other company tried to get that same approval."

Tahitian Noni Juice was the first approved noni product in the European market and has withstood the most intensive scrutiny and inspection of the European community's most influential scientific and health committees. The tests and scientific trials used to substantiate the commission's decision incorporated only Tahitian Noni Juice. The proprietary formula remains the same-unmodified, unchanged, and unduplicated.

