

NOW AVAILABLE!

BE HEART SMART WITH ROEX® **CoQ10**



Coenzyme Q10 (CoQ10, ubiquinone) is a multifaceted nutritional supplement that has not yet been given its time in the limelight. Is it an antioxidant? Yes! Can it improve energy levels? Yes! Can it benefit the immune system? Yes! Pioneer researcher Karl Folkers discovered the chemical structure of CoQ10 in 1956 after scientists at the University of Wisconsin sent him a sample of an isolated crystalline compound from beef heart mitochondria. Further study of the compound revealed the role it plays in the cardiovascular system. Although CoQ10 showed promise, there was no way to effectively produce it. Finally in 1974 Japanese researchers from the Nisshin Company found a way to produce CoQ10 from an

ingredient found in tobacco, which then led to the development of fermentation methods to make the substance in mass.*

WHAT IS COQ10

Coenzyme Q10 is a benzoquinone compound that can be made and synthesized naturally by the human body. The “Q” and the “10” in the name refer to the chemical group and the 10 isoprenyl chemical subunits that are part of this compound’s structure. It’s an organic non-protein molecule that is necessary for the proper functioning of its protein partner (an enzyme or an enzyme complex) wherefore the term “coenzyme” is derived. Upon being synthesized by the body it is then distributed to bodily tissues where it is needed. High concentrations of CoQ10 can be found in areas of high physiological activity such as skeletal and cardiac muscle tissue, the liver, kidneys and reproductive organs. It resides within the mitochondria of cells.

Cellular respiration takes place in the mitochondria, which results in the formation of adenosine triphosphate (ATP) or energy. CoQ10 works in the mitochondrial membrane as an electron acceptor/proton donor, therefore, facilitating the process of energy production.

COQ10 AND THE BODY

The human body can biosynthesize CoQ10 from tyrosine (or phenylalanine) and mevalonic acid, which are small molecules abundant in the body. This complex biochemical process requires 15 separate steps and many enzymes, coenzymes, vitamins and minerals. Regular exercise also plays a role in CoQ10 production and a strenuous workout can, in fact, increase CoQ10 supplies as needed. As we age, tissue levels of CoQ10 decrease. Lowered tissue levels are often the result of the widening disparity between decreased production levels of CoQ10 and the body’s increasing need. In some cases, an insufficient intake of the chemical precursors needed to synthesize the compound are the culprit. Since CoQ10 has such a functional role in energy production, a deficiency of CoQ10 may have detrimental effects on the body processes that are dependent on energy.

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COQ10 SUPPLEMENTATION

CoQ10 can be obtained from some dietary sources. Coenzymes can be found in small quantities in most foods. Red meat, fish, nuts, spinach, broccoli, wheat germ, rice bran, and some vegetable oils such as sesame or canola are all sources for CoQ10. If you choose dietary sources, however, plan to be hungry. Estimates suggest that to yield approximately 30 mg of CoQ10 one would have to eat sixteen pounds of steak or two gallons of spinach! A healthy adult body should maintain a level of roughly 2 grams of CoQ10. Maintaining safe levels requires effort. Biosynthesis of coenzyme Q10 in the human body requires a good diet, one that is high in vitamins, minerals and other nutrient factors. The body requires replacement of about 0.5 grams/day based on its average turnover rate in various tissues. This gap must be renewed either by endogenous synthesis or from supplementation. Unfortunately, the body's ability to synthesize CoQ10 decreases progressively in humans above age 21 and the average CoQ10 content of the western diet is less than 5 mg/day. Thus, CoQ10 supplementation appears to be a great option to obtain the necessary daily requirement.

Remember to be "heart smart," ask about CoQ10 from Roex!

Coenzyme Q10

Supplement Facts

Serving Size: 3 Tablets
Servings Per Container: 30

	Amount per Serving	%DV
Coenzyme Q10 (Ubiquinone)	150 mg	*

*Daily Value (DV) not established

DIRECTIONS FOR USE: : Let three (3) tablets dissolve in your mouth and swallow daily.

Other Ingredients: Xylitol, stearic acid, silicon dioxide, croscarmellose sodium, magnesium stearate, natural peppermint flavor and sucralose.

*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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