



biophotonic SCANNER



version 3

BUSINESS MANUAL

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This business guide is designed to help you understand how to use the Pharmanex® BioPhotonic Scanner as a business building tool. The sections in this guide will help you understand how to build the business through scanner events.

Pharmanex® BioPhotonic Scanner Event

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Prepare for your scanner event by having all the necessary materials and creating an environment that will help prospects learn about becoming customers of LifePak® on ADR.	
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Become familiar with the questions people are asking about the scanner and the answers to those questions.	

The Pharmanex® BioPhotonic Scanner is intended to help consumers determine if they are consuming an adequate amount of antioxidant-containing nutrients. The Pharmanex® BioPhotonic Scanner is NOT intended to be used for medical purposes. It is NOT a medical device or diagnostic tool of any kind and cannot diagnose, treat, mitigate, cure or prevent any disease, diagnose any condition, or affect the structure or any function of the body.

Preparation for the Event

1. Provide enough BioScan Certificates to sell at your event.

We recommend having ample scan certificates on hand at all times. Without the BioScan Certificates you will not be able to perform scans. Unopened, re-saleable certificates are eligible for the company's refund policy—see Policies and Procedures for specific details.

Scan Certificate w/pre-scan survey—to be turned in at the precise time of scanning. (Purchase by calling 1-800-487-1000 or go online to www.pharmanexscanner.com)

01101422	20 pk	\$50 (50 PSV)
01101383	100 pk	\$200 (200 PSV)
01101384	1,000 pk	\$1,000 (1,000 PSV)

2. Prepare and print handout materials such as:

- :: Automatic Delivery Rewards sign-up forms (downloadable)
- :: LifePak® Trifold 01109839 10pk \$1.50
- :: U.S. Scanner Booklet 01101420 10pk \$4.00
- :: Scanner Trifold (downloadable)

Purchase by:

- a) Calling 1-800-487-1000
- b) Visiting www.pharmanexusa.com My Office>Business Tools>Printable Forms
- c) "Kinko's Docs"—Visit www.pharmanexusa.com My Office and click on the Kinko's Docs link.

3. Review the frequently asked questions associated with the scanner.

A copy can be found at the end of this section and on www.pharmanexusa.com under the Pharmanex® BioSCAN Program.

4. Professional Behavior—You are representing cutting-edge technology! Conduct yourself in the highest professional manner. Remember, you are representing the image of this company.

The Pharmanex® BioPhotonic Scanner is not a medical device. Do not make claims or make any reference to the scanner as a medical device, medical equipment, a diagnostic device, or a tool of any kind for diagnosing illness, disease, or symptoms of disease, or that the scanner is intended to affect the structure or any function of the human body.

The following are some things NOT to do:

- :: Do not promise specific antioxidant scores.
- :: Do not tell customers that their antioxidant scores indicate any disease or disease state.
- :: Do not persuade customers to leave purchasing relationships with other distributors.
- :: Do not perform scans without a scan certificate.
- :: Do not open the scanner or modify any part of the scanner.
- :: Do not tell customers that the scanner is a health assessment tool, or that the score predicts good or bad health.
- :: Do not tell customers that because of their scores, they should seek the advice of their health-care professional.
- :: Do not use terms such as "the scanner is a noninvasive tool."

:: Do not compare the scanner to other measurement or testing equipment such as cholesterol tests, pregnancy home test kits, or diabetic testing strips or devices.
Failure to comply with any of these guidelines can result in sanctions or the loss of your scanner.

The following are some things TO DO:

- :: Refer customers to their doctors for questions regarding the use of LifePak® with specific medical conditions.
- :: Refer media questions to Pharmanex Public Relations (Bill Weidner 801-345-2165).
- :: Dress appropriately for the occasion. (Business suit and tie for men and professional business dress for women at a business meeting.)
- :: Be a professional representative of Pharmanex. Make sure prospects leave with a positive impression of Pharmanex as a result of your presentation.
- :: Tell customers that the scanner is intended to help them determine if they are consuming adequate amounts of nutrients containing antioxidants.
- :: Tell customers that the scanner will demonstrate that LifePak® can improve their antioxidant scores.

5. Set Up a BioSCAN Scanning Area

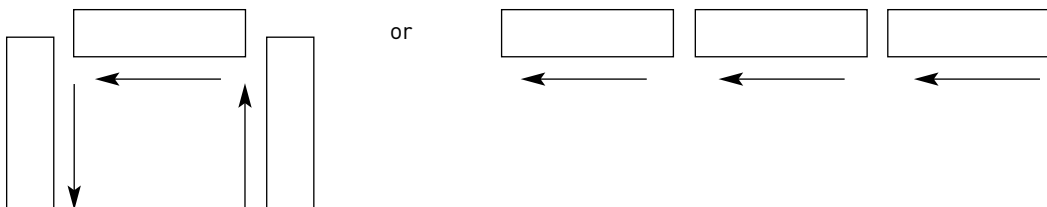
This should be in a location where you can control the temperature and the humidity, as this will affect the accuracy of your scanner. Make sure you have convenient access to electrical power and that your power cord is taped to the floor or in a configuration where people won't trip over it and disconnect it from the wall.

Your display should walk the prospect through:

- 1) Pre-scan (Prepare for the scan)
- 2) Scan (Receive the scan)
- 3) Post-scan (Learn how to increase the score by consuming LifePak® and making other lifestyle changes, including not smoking.)

You should set up the display in a manner that will help you walk the prospect through the Pre-scan, Scan, and Post-scan phases. See figure:

Have the scanner on the back or middle table. Prospects can fill out the health survey and learn



about the scanner at the first table. Then they proceed to the scanner table to receive their antioxidant scores. After receiving their numbers, prospects will move to the third and final table where they will learn about free radicals and the need for antioxidants in their diets as well as how LifePak® can increase their scores and get signed up on LifePak® ADR.

Note:

- :: Give yourself plenty of time to set up for the event. One hour of warm-up is required for the scanner.
- :: Have at least four qualified distributors help answer questions, run the scanner, and help enroll prospects.
 - Pre-scan = One person
 - Scan = One person
 - Post-scan = Two people (you may need more depending on the flow of people getting scanned)

Scanner Events

Your scanner event will have three stages: Pre-scan, Scan, and Post-scan.

Pre-scan

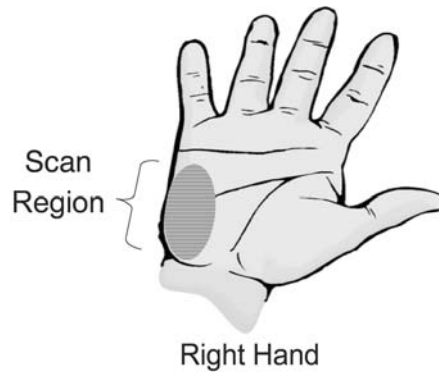
Make prospects aware of the nutritional problems related to our lifestyles. Include statistics about poor nutrition, quotes from JAMA, brochures and posters of the effects of free radicals in the body, and a health survey to be handed in when scanned.

- :: Have prospects fill out the health survey located on the Scan Certificate and sign the consent.
- :: Have materials available for prospects to help them understand that they can demonstrate the benefits of LifePak® by measuring the improvements in their antioxidant scores.
- :: Have a person available to direct the prospects and answer questions they may have regarding the scanner.
- :: Retain copies of the consent.

Scan

Get their numbers. Have scanner brochures and posters explaining the scanner and the measured antioxidant score.

- :: Collect the scan certificate from the prospect.
- :: Establish rapport with the prospect.
- :: Have good eye contact.
- :: Take the prospect's hand and place it in the proper position for the scan. The laser should be placed at the bottom left side of the palm of the right hand.



- :: Explain what is taking place during the scan by referring the prospect to the computer screen. (Make sure to position the screen so that prospects can view it as they receive their scans.)
- :: Explain how follow-up scanner scores can demonstrate that LifePak® is working to improve their antioxidant scores. Share your own success story about LifePak®.
- :: Write the score on the part of the Scan Certificate that you will give to the prospect. Keep the white copy of the certificate and the consent for your records.

Product	2-9 Years	9-18 Years	18-40 Years	40+ Years
LifePak®		•	•	
LifePak Women®		•	•	•
LifePak Prime®				•
LifePak PreNatal®		•	•	
LifePak® Teen		•		
Jungamals®	•			

- :: Give the yellow copy to the scan participant.
- :: Give the pink copy to the scanner consultant.
- :: Be positive! Give encouragement when prospects receive their measured antioxidant scores.
- :: Refer them to the third table to learn how LifePak® can help increase their antioxidant scores.

Post-Scan (most important area)

Help prospects understand how to increase or maintain their antioxidant scores with LifePak® and better nutrition. Have all five LifePak® products on display along with the individual product packets. Have the trifold, LifePak® brochures, and ADR enrollment forms available.


- :: Help prospects understand the benefits of LifePak®.
- :: Help prospects choose their LifePak® products. Show them the grid explaining the specifics of each LifePak® product.
- :: Tell prospects about the LifePak® 60-day guarantee.
- :: Explain the ADR benefits (points redeemable for free product, reduced shipping costs, convenience of automatic reorder) and help them fill out the enrollment form if they desire to sign up.
- :: Explain that it will take approximately seven days for their shipments to arrive.
- :: Make sure to mark the shipment "immediate" on the ADR form.
- :: Have prospects fill out the payment options.
- :: Remind prospects of the LifePak® guarantee. You must take the product as directed (twice a day for 60 days) in order to be eligible for the guarantee.
- :: Show them the Subsequent Scan Form that will arrive in their second ADR order. Explain how the form can be used to get a subsequent scan to check the progress they are making with LifePak®
- :: Make sure you let prospects know how to contact you with questions or concerns.
- :: Tell them that you will follow up with them for the re-scan after 60 days.
- :: Encourage prospects to increase their consumption of fruits and vegetables, to quit smoking, and to get more exercise.

The most effective method is to get prospects to sign up on the spot after getting scanned. We recommend having at least two people, if not more, manning the table after the scanner table in order to help prospects walk through the steps of how to get on LifePak® ADR. If the scan operator is completing scans and prospects are waiting to meet with someone at the post-scan area, then you should immediately add another person to assist with these customers. These distributors should help prospects understand what LifePak® is and how it will help increase their measured antioxidant scores.

If you are unable to talk to everyone at the LifePak® table, make sure you contact the rest from the information they give you on the survey sheets they fill out (specifically the email addresses). Add these contacts to an eTools campaign set up for scanner event attendees.

Other Ideas

- :: Play the LifePak® video on the table for people after they get their scores.
- :: Play the scanner video for those who are waiting to be scanned.
- :: Consider setting up scan appointments. Experience has shown that you can scan approximately 14 people an hour. We recommend having time slots for each person. The benefits are:
 - :: Appearance is more professional
 - :: No lines waiting to get scanned
 - :: Prospects have a personal appointment and are more likely to attend
 - :: The scanner operator can call out the prospect's name
 - :: Prospects will see the limited time slots and feel a greater sense of urgency to sign up for an appointment
 - :: You have follow-up information to contact the prospects
 - :: We recommend inviting prospects to an opportunity meeting that you hold after the scanner event or at a later date. We recommend giving them a Pharmanex postcard informing them of the time and place of your meeting. (Postcards are available through Kinko's.)



When you are holding a scanner event, it is important to remember the three “Ps”.

1. **Professional**—follow the guidelines in this manual.
2. **Personal**—customize the discussion for each prospect.
3. **Private**—write down the antioxidant score rather than saying it out loud. Respect the privacy of each prospect.

Traveling with the Pharmanex® BioPhotonic Scanner

- :: Travel with the scanner in the custom-made scanner case.
- :: Do not leave the scanner in a car overnight or in a cold climate.
- :: Do not use the scanner in direct sunlight.
- :: Remember that the scanner is electronic equipment, so handle it as you would a personal computer or similar electronic equipment.

Pharmanex® BioPhotonic Scanner Compensation

Purchase Scan Certificates

Scan Certificates allow the company to track scanned customers and compensate the appropriate Scan Operators.

Scan Certificates are sold in the following increments:

20 Scan Certificates—\$50 (50 PSV)

100 Scan Certificates—\$200 (200 PSV)

1,000 Scan Certificates—\$1,000 (1,000 PSV)

Scan Certificate	Quantities
Purchase Scan Certificates by calling 1-800-487-1000 or go online to www.pharmanexscanner.com	20—Item # 01101422
	100—Item # 01101383
	1,000—Item # 01101384

Compensation on Scan Certificates: Bonuses are paid to the scan operator for initial and subsequent scans. The following are definitions and explanations of the scan bonuses:

- 1. Initial scan:** A distributor or customer who scans prior to enrolling on LifePak® ADR.
- 2. Initial scan bonus:** A \$10 bonus is paid to the scan operator for every initial scan of a distributor or customer who enrolls on LifePak® ADR.
- 3. Initial scan benchmark bonus:** A \$100 bonus is paid to the scan operator for 50 initial scans in a calendar month that results in a distributor or customer enrolling on LifePak® ADR. A \$200 bonus will be paid to the scan operator for 100 initial scans in a calendar month that results in a distributor or customer enrolling on LifePak® ADR. Maximum bonus is \$200.
- 4. Scan Operator:** The distributor who is leasing the scanner.
- 5. Subsequent scan:** A distributor or customer who is scanned with a subsequent scan certificate following LifePak® ADR enrollment.
- 6. Subsequent scan bonus:** A \$5 bonus is paid to the scan operator for every subsequent scan, provided that the distributor or customer is still enrolled on LifePak® ADR.

IMPORTANT: Distributors must be "Active" and meet all requirements of the Sales Compensation Plan to receive any bonuses related to the Pharmanex® BioPhotonic Scanner. Please see the U.S. Sales Compensation Plan for further details.

You Also Earn

Up to 30% margins on retail customer purchases*

6% or 12% commission on ADR customer purchases

\$20 ADR Bonus on each new ADR customer subscription of 75 PSV or more

The Pharmanex® BioPhotonic Scanner is a powerful sales tool that can demonstrate the effectiveness of proper nutrition with LifePak® products in an easy and understandable manner. It is not likely that the Pharmanex® BioPhotonic Scanner will lead to significant commissions without product sales.

LifePak® Guarantee

Get on the LifePak® monthly Automatic Delivery Rewards (ADR) for a minimum of two months. If your measured antioxidant score does not improve after taking LifePak® twice per day for 60 days, we will refund your money.

Details

In order to take advantage of the LifePak® Guarantee, you must adhere to the following requirements:

1. Guarantee applies to regular LifePak®, LifePak Prime®, and LifePak Women® products ONLY.
2. You must receive your initial scan before you begin taking LifePak®, LifePak Prime®, or LifePak Women®. This guarantee does not apply to people who have taken LifePak®, LifePak Prime®, or LifePak Women® within the past three months.
3. You must establish a monthly LifePak®, LifePak Prime®, or LifePak Women® ADR before, during, or no later than seven days following your initial scan.
4. You must begin taking two packets of LifePak®, LifePak Prime®, or LifePak Women® per day upon receipt of your product following your initial scan and for a total of 60 days before your subsequent scan.
5. Although your long-term goals should include healthy lifestyle changes during the 60-day period related to the LifePak® guarantee, you must not make major diet and lifestyle changes that could affect your antioxidant status, except by supplementing with LifePak®, LifePak Prime®, or LifePak Women® (i.e., changes to smoking status, exercise, sunlight exposure such as tanning, body weight fluctuations, fruit and vegetable intake, or supplement usage other than LifePak®, LifePak Prime®, or LifePak Women®).
6. Approximately 60 days following your initial scan you will receive a second Scan Certificate from Pharmanex. You must redeem that certificate within seven days of receipt by presenting it to a certified scan operator.

If you meet the above criteria and your score has not increased from the time you were initially scanned and began taking LifePak® (for a consecutive 60-day period), you may call the shipping and returns department and request a total refund of the purchase price of LifePak® (less shipping costs).

Shipping and Returns Department
Call: 1-800-487-1000

Pharmanex® BioPhotonic Scanner Use

Medical Facilities

Nu Skin Enterprises' license of the Pharmanex® BioPhotonic Scanner technology allows for use of a scanner by any Pharmanex distributor, regardless of that distributor's profession. However, the license prohibits actual use of the scanner in medical facilities, or for any medical purpose.

Authorized Scanner Environments	Unauthorized Scanner Environments
Chiropractic Offices	Medical Doctor Clinics
Dental Offices	Outpatient Surgery Centers
Naturopath Offices	Hospitals
Dietician or Nutrition Centers	Medical Schools
Physical Therapy Offices	Diagnostic Laboratories
Anti-Aging Clinics	Osteopathic Physician Offices
Pharmacies*	Emergency Treatment Centers
Podiatrist Offices	Nurse Practitioner Clinics or similar
	Facilities under a medical doctor's supervision
	Optometrist Offices

Note: Due to the number of different professions and occupations in the healthcare, alternative healthcare, nutrition, fitness, and dietary industries the foregoing list is not an exhaustive list of all permissible and prohibited scanner environments. If you have any questions concerning a location or environment not identified on your list, please contact your distributor.

*The use in pharmacies is subject to the conditions for participation by pharmacies set forth in Pharmanex Policies and Procedures.

Field of Use

Nu Skin Enterprises' license is also limited to use in connection with the promotion and sale of dietary supplements. Other uses, such as use in a dietician's office to monitor the impact of diet, without promotion of Pharmanex® supplements, will not be permitted. The license requires that scanner use must be connected to the promotion of Pharmanex® products.

Retail Environments

The company believes that it is best to limit use of the scanner in accordance with the company's longstanding policy on retail stores as described in NSE Policies and Procedures.

Please contact your Distributor Support Representative if you have specific questions about the appropriate use of the scanner.

sample

Customer Distributor

PHARMANEX® BIOSCAN CERTIFICATE

Your Skin Carotenoid Score:

(scanner bar code)

Certificate ID: 1577030617370901



Date: ___/___/___ Scan Operator ID: _____ Guest of: _____

Name: _____ ID (Optional): _____

Telephone: _____ Email: _____

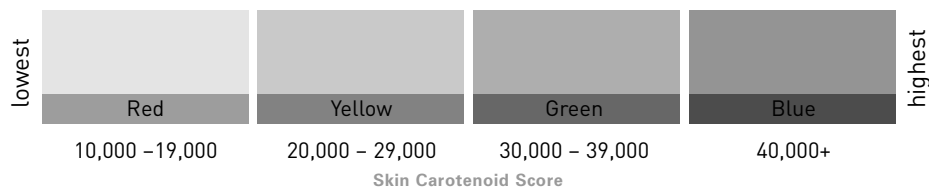
A Brief Health Survey—Please answer this survey based upon the past eight (8) weeks only.

1. If you take a multivitamin supplement (from a company other than Pharmanex), which brand and for how long?

2. How much do you spend per month on supplements?

3. What is the number one reason you take vitamin supplements?

4. If you do not take vitamin supplements, what is the number one reason why you don't?



Consent to Use Scanner Data

I understand that Pharmanex will make available to me the results of my carotenoid scan on the Pharmanex website. I also understand that only I will be able to access my information that identifies me. I consent to allow my information to be used by Pharmanex in an aggregate database for research purposes that will not identify me to other viewers.

Signature _____

*The Pharmanex® BioPhotonic Scanner is not intended to be used for medical purposes. It is not a medical device or diagnostic tool of any kind and cannot diagnose, treat, mitigate, cure or prevent any disease, or affect the structure or any function of the body.

Demographic Information (optional)

Please participate in our global antioxidant health study by answering the following demographic questions. Completing this survey will allow antioxidant health data to be collected from large populations of individuals around the world. Pharmanex will use this data to further scientific understanding of antioxidant nutrition. Your answers will be held strictly confidential.

Sex: Male Female Date of Birth: MM / DD / YY

Ethnicity:

Hispanic African-American White/Caucasian/Non-Hispanic
 American Indian Asian/Pacific Islander Other or no answer

Height: ___ft ___in Weight: ___ lbs.

Age: Under 10 30-40
 10-20 40-50
 20-30 50+

How often do you use Pharmanex® LifePak®?

Regularly once a day Regularly twice a day
 Irregularly once a day Irregularly twice a day Never

How often do you use a daily vitamin/mineral supplement other than LifePak®?

Regularly as directed Irregularly Never

Do you smoke? Yes No

Within the last 30 days, how many daily servings of fruits and vegetables did you consume on average?

Less than 2 servings 4 to 5 servings
 2 to 3 servings 6 or more servings

White Copy—Scanner Operator. Yellow Copy—Scanner Participant. Pink Copy—Scanner Consultant. ADP Enrollment Form—Scanner Participant.

01 101422 9001687016

Frequently Asked Questions

Terms

1. What is the Pharmanex® BioPhotonic Scanner?

A new, cutting-edge testing tool that easily measures a carotenoid antioxidant biomarker that provides immediate evidence of antioxidant levels in skin tissue. The measurement can help consumers determine if they are consuming an adequate amount of antioxidant-containing nutrients including fruits, vegetables, and dietary supplements. They can also determine whether LifePak® is improving their antioxidant scores.

2. What are carotenoids?

Carotenoids are red, yellow, and orange pigments distributed throughout nature, particularly in the fruits and vegetables we eat. They are among the most beneficial of antioxidants and work to balance out the destructive effects of free radicals. Recent research indicates a strong link between free radicals and health. The ingredients in LifePak® include the most important carotenoids: lycopene, alpha-carotene, beta-carotene, and lutein.

3. What does my measured antioxidant score mean?

Your measured antioxidant score is a convenient phrase used to indicate an immediate numeric reading of your own skin carotenoid content. As you continue to participate in the LifePak® supplementation program and make other good diet and lifestyle changes, you can track your measured antioxidant score for evidence of improved antioxidant activity and protection.* Knowing your measured antioxidant score empowers you with information to make decisions about diet and lifestyle changes and shows you that LifePak® is working to improve your antioxidant score.

4. What are antioxidants?

Antioxidants are stable molecules that have electrons to spare. When antioxidants come in contact with free radical molecules, they freely share their electrons and help stop the potential chain reaction of free radical oxidation.

Questions about the Scanner

1. What is the Pharmanex® BioPhotonic Scanner?

A new, cutting-edge measuring tool that easily and noninvasively measures a carotenoid antioxidant biomarker that provides immediate evidence of antioxidant activity.

2. What does the Pharmanex® BioPhotonic Scanner measure?

The Pharmanex® BioPhotonic Scanner measures the level of carotenoid antioxidants in the skin. The level of skin carotenoids is a good indication of carotenoids in the body.

3. How did the Pharmanex® BioPhotonic Scanner come about?

Dr. Werner Gellermann, a physicist at a prominent university, and several collaborators from the university's School of Medicine developed the scanner. Initially Dr. Gellermann and his research group set out to find a way to measure the level of carotenoids in the eyes of people. Using Raman technology, Dr. Gellermann and his team developed an instrument that projected laser light on the back of the eye and reflected back to a detector measuring carotenoid content in the retina. They then applied the same Raman technology to measure carotenoid antioxidant levels in skin tissues.

4. How does the Pharmanex® BioPhotonic Scanner work?

Biohonic technology is a new advancement in laser technology and is made possible by applying optical concepts to the investigation of living human tissues. The Pharmanex® BioPhotonic Scanner relies on the principle that each specie of molecules in the body can generate a different set of colors of light when stimulated with a laser beam. Therefore, this color spectrum is a unique optical fingerprint of a particular molecule specie. The instrument uses a blue laser with a wavelength of 473 nm. When this laser hits a carotenoid molecule, a unique fingerprint spectrum with a prominent peak at 510 nm is generated by the carotenoid molecules. The green light emitted from the skin is captured by a highly sensitive light detector. A computer analyzes the amount of this green light and produces a numeric reading called the measured antioxidant score. The scanner does not affect or change any structure or function of the body.

5. Why is the Pharmanex® BioPhotonic Scanner unique?

The Pharmanex® BioPhotonic Scanner technology is the first application of biophotonic technology to measure antioxidant levels in the skin and is only available through Pharmanex. Pharmanex has acquired global exclusive rights to apply this patented technology to dietary supplement markets, and that means no other company will be able to use this technology for several years. We believe that biophotonic technology will become even more important as a measuring tool in the future and Pharmanex representatives have the privilege to be among the first to use this technology. The Pharmanex® BioPhotonic Scanner offers our customers verifiable proof that LifePak® and other Pharmanex® products contain important nutrients that truly make a difference in improving antioxidant levels.*

6. Who should get scanned?

Anyone who is interested in his or her current and future antioxidant levels should take the opportunity to get scanned.

7. Where can I get scanned?

Certified Scan Operators will be able to scan you when you provide your Scan Certificate. To find a Scan Operator visit www.pharmanexscanner.com.

8. Is there anyone who should not use the Pharmanex® BioPhotonic Scanner?

No. The Pharmanex® BioPhotonic Scanner is safe. We encourage everyone to learn his or her measured antioxidant score and use the scan to determine if they need to consume more antioxidant containing nutrients. The Pharmanex® BioPhotonic Scanner is safe for all ages.

9. Are there any side effects from using the Pharmanex® BioPhotonic Scanner?

There are no side effects or potential health risks when properly using the scanner. The Pharmanex® BioPhotonic Scanner uses a well-researched low-energy laser to perform its functions.

10. How is the scan test performed?

The person being tested simply places the palm of his/her hand in front of a low-energy blue light laser. There is no feeling, no heat, no pain, and no danger.

11. Will the representatives who are scanning be qualified to do it correctly and produce accurate results?

By simply placing the palm of the hand in front of a low-energy blue light laser, consumers obtain an immediate reading of their carotenoid antioxidant activity. The representatives operating the scanner receive formal training prior to receiving the right to operate a scanner.

12. Has the medical community endorsed the Pharmanex® BioPhotonic Scanner? If not, why not?

No, the Pharmanex® BioPhotonic Scanner is a new application of biophotonic technology. It is not a medical device or diagnostic tool of any kind.

13. What is the cost of each scanner?

Scanners will not be sold. They will be leased to qualified Pharmanex representatives on initial payment and a small lease fee of \$199 per month. There is no PSV associated with the lease.

14. Do people who participate in the BioSCAN Program have to pay?

People can find the nearest Scan Operator by logging on to www.pharmanexscanner.com. They will receive a Scan Certificate from the Scan Operator. The price of a certificate is \$5.

15. Is Pharmanex using the scanner to simply sell more supplements?

The scanner is used to help people track their antioxidant levels to help them determine if they are consuming an adequate amount of nutrients containing antioxidants, such as fruits, vegetables, and dietary supplements. The scanner will also help people determine if LifePak® is working to improve their antioxidant levels. Pharmanex encourages scanner participants to eat a balanced diet including fruits and vegetables. Most people find it difficult to eat the recommended daily servings of fruits and vegetables. When an individual does not consume enough antioxidants from his/her diet, a supplement may be needed for optimal antioxidant levels. If a person chooses to use a dietary supplement, we will suggest that they choose our LifePak® product, which contains a potent mix of antioxidants and other vitamins and minerals to promote good antioxidant levels.

Questions about the Measured Antioxidant Score

1. How can I improve my score?

You can begin by eating more fruits and vegetables that are rich in carotenoid antioxidants. Daily consumption of a dietary supplement such as LifePak® that provides a full spectrum of powerful antioxidants, including 15 mg of antioxidant carotenoids, may also improve your score.* Remember, high body fat percentage and exposure to pollution, cigarette smoke, and sunlight may negatively impact your antioxidant levels. Changes to your diet or lifestyle activities will take about 30 to 60 days before they are reflected in your antioxidant score.

*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. **13**

2. What are the factors that contribute to my measured antioxidant score?

Remember that your measured antioxidant score is a term used to describe the carotenoid antioxidant level in your skin. There are several variables that factor into your measured antioxidant score, such as your diet (generally fresh fruits and vegetables contain the highest level of nutrients), antioxidant supplements, medications, smoking, sun exposure, and your environment. People absorb carotenoids from foods and from LifePak® differently. When taking LifePak®, you need to make sure to take it with meals because the fats from food are necessary to absorb the carotenoids and fat-soluble vitamins in LifePak®. People who take LifePak® in between meals or with fat-free meals will not get the full benefits of LifePak®. If you would like to increase your measured antioxidant score, determine what factors you are able to control and make the change.

3. My measured antioxidant score is different from my last scan. Why does it vary?

It is normal to have slight variations in the measured antioxidant score due to several factors. First, the instrument's measuring variability is accurate within +/-5%, causing a small variability between repeated measurements. Second, skin carotenoids vary slightly depending on the exact location that is being scanned on the palm of the hand. Lastly, dietary changes, dietary supplementation, sun exposure, and smoking can cause more long-term changes in skin carotenoids that can result in a different score.

4. I don't take a multivitamin or any other antioxidants, but I do take a beta-carotene supplement.

Why is my score so high?

The Pharmanex® BioPhotonic Scanner measures the level of carotenoids in the skin. Taking a beta-carotene supplement can raise skin carotenoid levels and the measured antioxidant score. To get more complete antioxidant benefits, it is important to eat more fruits and vegetables and consider taking a high quality multivitamin like LifePak®, which contains a wide variety of antioxidants, including carotenoids, flavonoids, antioxidant vitamins, and mineral cofactors. Taking a well-balanced combination of all of these nutrients will provide the best overall nutrition for good antioxidant levels.

5. Since the antioxidant score reflects only skin carotenoids, how good is it in assessing my overall antioxidant status?

Carotenoids are an important part of the body's antioxidant network, and tissue (skin) levels are an important indicator of the overall strength of the body's antioxidant levels. As a member of an important network, it is likely that carotenoid levels will be in balance with other components of the antioxidant system.

6. What does my measured antioxidant score mean?

Your measured antioxidant score is a measurement of the presence of carotenoid antioxidants in your skin. Carotenoids are antioxidants found in abundance in certain fruits and vegetables. Your measured antioxidant score is a measurement of the presence of carotenoid antioxidants in your tissue. (The scoring system was developed specifically for the Pharmanex® BioPhotonic Scanner and has no relation to other biomarkers that you may be familiar with.)

General Questions

1. Why is it important to know the level of carotenoids in your body?

There are many different kinds of antioxidants but carotenoids are important because they are some of the more potent antioxidants, protecting cells from the effects of free radicals. Higher levels of antioxidants in the body may indicate a higher level of antioxidant protection from free radical damage. Carotenoids are an important part of the body's antioxidant network.

2. Are there scientific studies validating the Pharmanex® BioPhotonic Scanner?

In accordance with the Pharmanex 6S Quality Process, the BioSCAN technology is substantiated with both independent and Pharmanex sponsored research. Scientific reviews of the technology and application to measure skin carotenoids were published by Hata et al. [*J. Invest. Dermatology* 155:441-448, 2000] and Gellermann et al. [*Optics Letters* 26:1179-1181, 2001]. Furthermore, a good article describing the technology in layman's terms has been published by Gellermann et al. in the September 2002 issue of the *Journal of Cosmetic Dermatology*. More clinical studies are being conducted that may result in scientific publications. With the ability to scan thousands of people easily and safely, Pharmanex hopes to obtain valuable data about fruit and vegetable consumption, assess overall antioxidant nutrition, and make advancements in areas such as skin and antioxidant health.

3. Why are carotenoids found in the skin and why is the palm of a hand the site of action?

Carotenoids are absorbed with the aid of dietary fat. Thus they are found predominately in the "fatty" areas of the body, including your skin. Carotenoids help protect the skin from free radical damage caused by ultraviolet light radiation and other processes. The fatty tissue in the palm is a

prime area for testing because it is easily accessible and has a relatively high carotenoid content due to the higher amount of fatty tissue. There is also a minimal difference in skin pigmentation between subjects in this tissue area.

4. I already take a multivitamin with carotenoids. Why should I switch to LifePak®?

First, most multivitamins do not provide the right types and amounts of carotenoids. LifePak® contains a full 15 mg of the most important dietary carotenoids that are found in healthy diets with five to 10 servings of fruits and vegetables, as recommended by the National Cancer Institute (NCI). Second, even if you get the right types and amounts of carotenoids, you still need all the other antioxidant nutrients to support your antioxidant system in optimal ways. LifePak® is a comprehensive nutritional wellness program containing a complete spectrum of anti-aging nutrients that targets and inhibits free radical damage. Carotenoids are only one class of antioxidants essential for cell protection. Other antioxidants such as vitamin C, vitamin E, mineral cofactors like selenium and zinc, alpha-lipoic acid, and flavonoids are all necessary to provide antioxidant benefits. The full-spectrum formula in LifePak® provides a comprehensive range of antioxidants to fortify your body's antioxidant system.*

5. What is the significance of this new technology? Why is it important to consumers?

Each day we are exposed to a common group of molecules called free radicals. Free radicals are unstable molecules that steal or "scavenge" electrons from other molecules. Fortunately, nature has provided a solution to the threat of free radical damage—antioxidants. Persons participating in the scanner testing can obtain an immediate reading of their own antioxidant activity—their measured antioxidant scores. Consumers then have documented information that can be used to make healthy lifestyle changes such as exercising more, quitting smoking, eating more fruits and vegetables, and taking a well-balanced dietary supplement like LifePak®.

6. Is it true that this technology is only available from Pharmanex?

Pharmanex is the exclusive licensee of the patented Pharmanex® BioPhotonic Scanner technology for use in measuring antioxidant levels in the skin.

7. How and when will the scanning technology be made available to the general public?

It will be made available to the public through Pharmanex's network of independent representatives who specialize in health education and the distribution of nutritional supplements.

8. How can the public contact a Scan Operator to obtain their scanner readings?

People can log on to www.pharmanexscanner.com to find the Pharmanex® BioPhotonic Scanner Operator in their area.

9. How much did Pharmanex pay to acquire the technology?

Pharmanex paid a significant amount to obtain the rights to the technology. The exact amount is confidential.

10. What evidence is there that taking supplemental antioxidants is beneficial?

There are numerous published studies that show a link between antioxidant supplementation and optimal health conditions. For example, the *Journal of the American Medical Association* (JAMA) published an article in the June 19, 2002 edition. The article concludes, "Most people do not consume an optimal amount of vitamins by diet alone. Pending strong evidence of effectiveness from randomized trials, it appears prudent for all adults to take vitamin supplements." To view an abstract of the article, go to: <http://jama.ama-assn.org/issues/v287n23/abs/jsr20001.html>.

Please visit www.pharmanexscanner.com or contact your Pharmanex representative for more information on the Pharmanex® BioSCAN Program.

*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.

