

SON Formula® is a patented, 100% natural, protein supplement that provides a unique pattern of essential amino acids.

SON FORMULA® can provide healthier, easier, and more effective protein nutrition, in comparison with any other dietary protein or amino acid formula.

During the aging process, the use of SON FORMULA®, in conjunction with a well-balanced diet, helps to:

- **Normalize body protein synthesis;**
- **Maintain, increase or recover muscle strength, volume and endurance;**
- **Strengthen and firm body tissues (skin, muscle, etc);**
- **Minimize body-fat tissue.**

In short, SON Formula® can help improve the quality of life!

SON FORMULA® can provide easier, healthier and more effective nutrition because:

- **SON FORMULA® provides the highest nutritional value (NNU) in comparison with any other dietary proteins or amino acid formula.** SON Formula® provides an unprecedented 99% Net Nitrogen Utilization (NNU). This means that 99% of its constituent amino acids act as precursors or “building blocks” in the body’s protein synthesis. In comparison, dietary proteins provide an NNU between 16% (casein) and 48% (hen egg). One tablet of SON Formula® can provide the body’s protein synthesis equivalent to that provided by approximately 2.5 g high biological value protein.
- **SON FORMULA® releases the lowest amount of metabolic waste in comparison with any other dietary protein or amino acid formula.** SON FORMULA® releases only 1% nitrogen catabolites (metabolic waste)! In comparison, dietary proteins release between 52% and 84% nitrogen catabolites.

- **SON FORMULA® releases the lowest amount of calories in comparison with any other dietary protein or amino acid formula.** Ten (10) tablets of SON FORMULA® releases only about half a calorie of energy.
- **SON FORMULA® is digested in less than 23 minutes.** This is less time than the 3 to 5 hours necessary to digest common dietary proteins.
- **SON FORMULA® is not a medicine, it is a dietary supplement.** SON Formula® can be safely used by everyone regardless of age, gender or health status to help meet their daily protein requirement.
- **SON FORMULA® contains no fat, sodium, sugar, yeast, gluten, soy, corn, wheat, milk products or preservatives.**

To date, many health disorders have been misinterpreted as “natural” consequences of the aging process. In reality, it is not the aging process itself but the malnutrition associated with it that causes health disorders, such as:

- **Immune impairment,** which can increase susceptibility to infectious diseases. These, in turn, can cause, or aggravate malnutrition as a result of many metabolic alterations.
- **Anemia due to insufficient erythropoiesis** (formation of red blood cells), caused by a deficiency of iron, protein, vitamin B₁₂, Folic Acid, vitamin C, or copper. It is estimated that more than 35% of individuals experience anemia during the aging process. Among the most common symptoms of anemia are shortness of breath and fatigue.
- **Decreased lean-body mass.** The lean-body mass is the mass of living cells that make up muscles, organs, skeleton, antibodies, enzymes, etc. When lean-body mass decreases, body movements, including breathing, can be seriously limited;
- **Increased fat-body mass.** Overweight is the most common form of malnutrition in the USA. Fat-body mass can increase up to 100% during the aging process. This increase in fat-body mass can cause or aggravate health disorders such as: cardiovascular diseases, hypertension, shortness of breath, fatigue, and orthopedic afflictions.

Malnutrition (inadequate nutrition in quantity or quality) is common during the aging process. In the average 70-year-old individual, the lean-body mass (the living-cell mass that makes up muscles, organs, skeleton, antibodies, enzymes, etc.) usually decreases up to 25%. During the same period, fat-body mass usually increases up to 100%. During the aging process, malnutrition can be induced or aggravated, by causes such as:

- **A decreased sense of taste and smell**, which can reduce appetite;
- **Dental problems**, which can decrease eating capabilities;
- **Infectious diseases**, which can increase the body's protein catabolism (breakdown) and cause other metabolic alterations;
- **Chronic degenerative diseases**, which can increase the body's protein catabolism and cause other metabolic alterations;
- **Gastrointestinal disorders**, which can limit the body's absorption of nutrients and cause discomfort during digestion, which, in turn, may reduce food intake;
- **Neuropsychiatric factors**, which can cause anorexia;
- **Social economic factors**, which can result in insufficient intake of food.

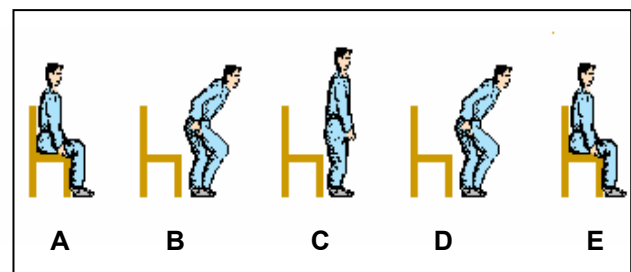
The achievement of adequate nutrition during the aging process has been, so far, a scientific dilemma, because during this period, kidney function intensely decreases. As a result, an average 70-year-old individual could retain only 30% of his juvenile kidney function. Under these circumstances, even the adequate daily protein intake could be contraindicated, because it could provoke a dangerous increase of nitrogen catabolites (metabolic waste), such as ammonia or Blood Urea Nitrogen (B.U.N.).

The use of SON FORMULA® can solve this dilemma. SON FORMULA® can provide the highest protein nutritional value with the lowest amount of nitrogen catabolites (metabolic waste). Hence, SON FORMULA® can provide healthier and safer protein nutrition.

Tips:

1. **SON FORMULA® suggested use:** take 3 to 5 tablets daily or as directed by a health professional.
2. **To increase strength and endurance of muscles of your lower body**, perform the following exercises: (Caution: Before starting any physical activity, consult your physician)

- First week: Slowly stand up and sit down, 15 times in the morning and 5 times in the afternoon.
- Second week: Slowly stand up and sit down, 10 times in the morning and 10 times in the afternoon.
- Third week: Slowly stand up and sit down, 15 times in the morning and 15 times in the afternoon.
- Fourth week: Slowly stand up and sit down, 20 times in the morning and 20 times in the afternoon.
- Fifth week: Slowly stand up and sit down 25 times in the morning and 25 times in the afternoon.



3. **To increase strength and endurance of muscles of your upper body** (including muscles related to breathing activity) perform the following exercises:

- First week: While inhaling, slowly raise your arms above your head. While exhaling lower your arms in a circular way, 5 times in the morning and 5 times in the afternoon.
- Second week: Do the same 10 times in the morning and 10 times in the afternoon.
- Third week: Do the same 15 times in the morning and 15 times in the afternoon.
- Fourth week: Do the same 20 times in the morning and 20 times in the afternoon.
- Fifth week: Do the same 25 times in the morning and 25 times in the afternoon.

