Dosages Consistent with Clinical Research

Not all formulas on the market use meaningful dosages of key ingredients. What sets QOL Labs' formulas apart is that we take only clinically researched ingredients for specific health conditions and formulate them into products consistent with suggested dosages.

Ingredient	Daily Dose Used in Human Studies	Daily Dose Used in Mitoviva™
PQQ	20 mg	20 mg

[§]Serving size: 1 vegicap • Daily dose: 1 vegicap

For studies on each ingredient, please visit:

www.humanclinicals.org/PQQ.html

Supplement Facts

Serving Size: 1 vegicap — Servings Per Container: 30

Amount Per Serving		% Daily Value
Pyrroloquinoline quinone disodium salt (PQQ) as BioPQQ™	20 mg	†

† Daily value not established.

Other ingredients: rice flour, vegetable cellulose, vegetable magnesium stearate.

This product is suitable for vegetarians and gluten-free.

QOL labs

Our Commitment to Clinical Efficacy

Every ingredient validated by human studies.
Every dosage consistent with clinical research.
No exceptions. No compromises.

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QOL LABS®

Mitoviva™

Pyrroloquinoline Quinone
(BioPQQ™)

Newly discovered vitamin
Protects mitochondrial function*
Improves memory and focus*

* 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.

One Key Contributor to Aging

We all want to live longer, healthier lives…to experience more energy on a daily basis…to feel like we're operating at our physical and mental best. Unfortunately, the older we get, the more that goal seems to slip from our grasp.

But here's the good news. If we can figure out what causes physiological aging, we have a chance to stop it. And scientists have recently uncovered one key contributing factor: the degradation of mitochondria.

Present within every human cell, mitochondria generate the energy our bodies need to function efficiently. When enough mitochondria become damaged, or their quantities diminish, they are not able to produce sufficient energy to keep all the organs going. The result? Less energy. Foggy thinking. Accelerated cellular aging.

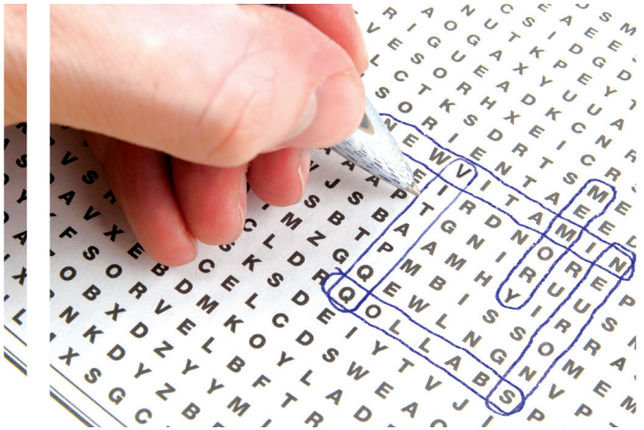
Why Our Mitochondria Fail Us

Interestingly, mitochondria have their own DNA that is different from regular nuclear DNA (nDNA). nDNA is encased in a protective protein coating. But mitochondrial DNA (mtDNA) is naked. That means it's much more vulnerable to free radical damage. And guess where free radicals are generated? That's right, in the mitochondria. Adding insult to injury, mtDNA is not equipped with the same repair mechanisms as nDNA. As a result, mtDNA suffers more than 10 times the damage that nDNA does.

PQQ to the Rescue!

In 2003, Japanese researchers rocked the scientific world with their discovery of the first new vitamin since 1948: pyrroloquinoline quinone (or PQQ for short).

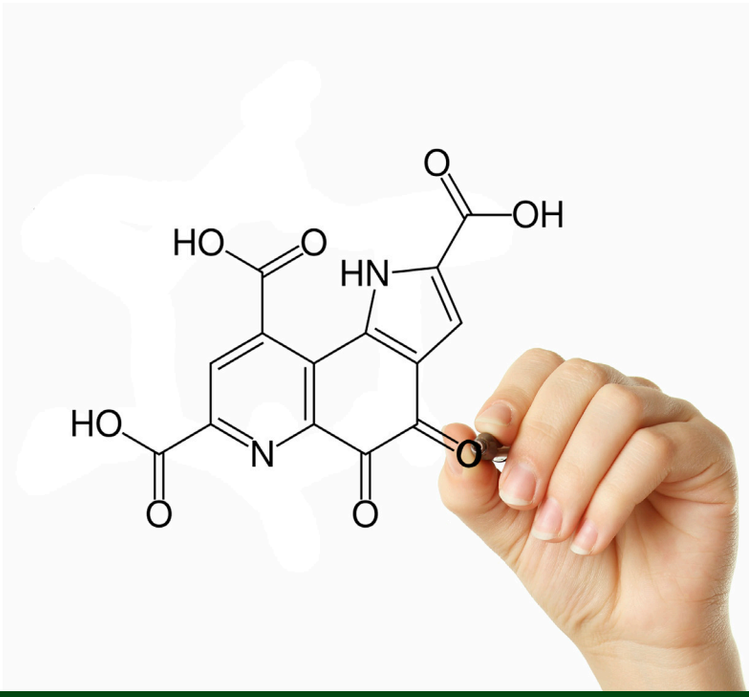
PQQ is one of the only substances shown to increase both the quantity and function of mitochondria in animal models — meaning it not only increases how many cellular "power plants" you have but also how well they work.



Introducing Mitoviva™

As an overall anti-aging supplement, **Mitoviva** features 20 mg of PQQ per vegicap and may:

- **Support mitochondrial health.***
  PQQ protects mitochondrial function and promotes the generation of new mitochondria.*
- **Slow the aging process.***
  Since aging has been linked to mitochondrial degradation, limiting the damage to mitochondria may slow the aging process.*The subject of research at respected medical institutions, including Yale Medical School
- **Boost your energy level.***
  Because the mitochondria are responsible for producing energy, preserving mitochondrial function means more energy is available for physical activity.*



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