



Exciting Breakthrough!

While the world has waited, during the last 16 years, researchers have been working on an amazing breakthrough in science within an area known as “Redox Signaling”. With over 30 million dollars invested, their discovery is a quantum leap beyond anything we’ve previously known about how our cells function at the molecular level. Some are calling this discovery the *biggest breakthrough in biological science since the creation of penicillin* or discovery of DNA.



The newly discovered science has recently been put in the form of a consumable product. It is *not a drug, herb, vitamin, mineral, juice or nutrient*. There are *no stimulants, side effects or toxic substances*. It is being called a redox signaling communication product and it’s the first of its kind in the world. The high impact results have many in the medical and health communities scrambling to learn more.

The company named “**ASEA**”, along with its Atomic Physicist Gary L. Samuelson PhD, building on 16 years of science have finalized a process to create and stabilize what are known as “reactive signaling molecules”. The process has garnered numerous patents. There are a trillions of these reactive signaling molecules in every 32 oz bottle of ASEA. The process of replicating these signaling molecules outside of the body was said to be impossible by researchers at Harvard, UCLA, and other top research schools. That is, until they tested the process and confirmed its validity. Research shows that ASEA’s scientific advancement allows the body to use antioxidants at a level of efficiency 500% higher than normal.

By and large the sports world has not yet been made aware of this amazing scientific discovery, yet. ASEA has tested some well known endurance athletes including marathon runners and cyclists with incredible results. After undergoing Ventilatory Threshold (VT) testing, where athletes were pushed to the point of exhaustion, the athletes were experiencing almost *unbelievable improvements*. After taking ASEA for just 2 weeks, the athletes were seeing VT endurance gains *averaging 12%, as high as 30%*. That’s unheard of in the sports and fitness communities with the exception of illegal and damaging steroid use (ASEA has test documentation showing no illegal/banned substances per WADA). Marathon runners were actually calling the company inquiring as to why they were experiencing such amazing results after only being on the product a short period. Some marathon runners reported running “negative splits” (running the second half of the marathon faster than the first half).

How does the science work?

Simply put, inside the cells of the human body are what's known as "**Mitochondrion**" the power producing centers in each cell.

The Mitochondria spins off 2 types of signaling molecules known as

(1.) Immune System Communicators (2.) Antioxidant Activators.

Without these signaling molecules, the immune system and the antioxidants could not perform their functions.

These signaling molecules are messengers that direct the thousands of chemical reactions taking place inside and outside of each cell every second. They are also responsible for the communication between neighboring cells letting all of the other cells know the health and well being of each other. The signaling molecules carry out instructions signaling when and how the chemical reactions are to take place. As a cell might become diseased or damaged these signaling molecules are critical in the repair process. They, in turn, signal the cells defenses to take action. If the cell cannot fix itself, the signaling molecules enable the destruction of the bad cell and it is replaced by a new healthy cell.

Modern researchers can now see deep into the cells and are working to map all of their intricate processes. They have also determined that for some reason, as we get older, cells become lazy and do not operate at full power per DNA instruction. These lazy cells begin duplicating rather than purposely destroying themselves as the DNA instructs. As a result, our immune system weakens causing illness and disease to creep in and stay. We then develop chronic pain, symptoms of old age, slow healing and decay. In some cases, cells have uncontrolled growth through this malfunction of signaling. The body is supposed to eliminate these runaway cells. In some it does not, and the cells multiply further and further eventually resulting in failure of the entire system.

Especially in the past 20, or so years, consumers have been informed about how important antioxidants are to the human body, but *there is another part of the story we haven't been told*. It doesn't matter how many antioxidants we put in our bodies, *if these signaling agents are not in proper number and balance, the antioxidants and immune system can't perform their function properly*. Since it is common knowledge that good nutritional supplementation should not be overlooked, a new awareness of the importance of these signaling molecules requires a paradigm shift. ASEA is a product that is not in competition with other nutritional products. ASEA actually works synergistically with all other nutritional products enabling them to function to their highest level of performance. This is due to the increase of molecular efficiency regarding the *antioxidants ability to be activated and used at a 500% increase*. When the signaling processes are optimum, the body has the ability to use food sources and supplementation to the fullest degree possible to advance healthy cell function.

ASEA – The Company

The story of ASEA is quite amazing. The predecessor company had spent years and millions on pharma. research, but was struggling to get funding to reach the finish line. In late 2006 Verdis Norton was asked to become a member of that company's board of directors. Verdis, a specialist in helping troubled business, reviewed all research and testing and in a short time recognized that the company was better headed in other directions. ~2008 Verdis Norton (ASEA - CEO) and James Pack (ASEA – President) purchased the rights to the product and ASEA was born. Since that time, ASEA along with its Atomic Physicist, Gary L. Samuelson PhD, found a way to stabilize the reactive signaling molecules. The patents and patents pending are owned by ASEA Founder and CEO Verdis Norton.

Verdis Norton has 30+ years of corporate experience as an International Vice President of Strategy for General Foods, Kraft Foods, Hobart Industries, Freemark International and other well known companies. He has an impeccable track record and a much decorated resume.

Verdis Norton calls this, “*a once in 50 year breakthrough*” and points out that the health industry has never seen a product like this one. It is here now and ready for the public's consumption. ASEA owns all the manufacturing rights and produces the product in-house. ASEA expects to be the fastest growing company in the health and wellness industry to *reach the billion dollar mark* domestically and internationally. Verdis Norton is no stranger to International expansion and strategies. It has been his forte for 30 years. The company has stated they are ready to produce without backorder, \$500 million dollars in sales. ASEA has *grown a whopping 700% in the past 6 months, with official company launch in fall of 2010*. With an aging baby boomer population desiring high impact health products, the company's growth trend looks like it will continue well into the future.

After much painstaking analysis, ASEA settled on a proven method of distribution to get their product into the hands of the public at an affordable price. They chose the best time proven method of all time, “Word of Mouth Marketing” people telling people.

ASEA is actively seeking out individuals who have a mission to serve and to help others. If this sounds like you and you would like to join our team and become an ASEA associate, we invite you to visit the following links and calls.

www.AmazingMolecules.com (especially the central ASEA and Founders segments, others for more detail)
www.Amazingcd.com

*** Please note: Click or enter the websites into the url address bar- not a search engine !

ASEA Vision Call Tuesday @ 7pm MST 530-881-1300 code 396855#

