

Armor-Up® For The Vet

Armor-Up® contains some of the most effective dietary and endogenous antioxidants (can be also called standard antioxidants) known to science – in the clinical proportions and combinations needed to reduce oxidative damage to DNA and other cells by directly scavenging free radicals.

Armor-Up® Medicinal Mushrooms, herbal extracts and specific micronutrient combinations work in another way to reduce oxidative damage to DNA indirectly by increasing antioxidant enzymes activities through enhancing the levels of nuclear transcriptional factor (Nrf2). This Nrf2 is a vital immune system communication link. In chronic sickness and inflammation it “turns off” and does not communicate correctly with the body’s defenses.

Increased expression of Nrf2 increases antioxidant enzymes levels. In order to protect DNA damage optimally (which is critical to cancer prevention and tumor suppression), activation of antioxidant enzymes alone may not be sufficient to destroy excessive levels of free radicals that are present in most human chronic diseases. It is essential that the remaining excess free radicals that are not destroyed by antioxidant enzymes, are quenched by dietary and endogenous antioxidants. Thus Armor-Up’s multi-formula approach includes Polysaccharide, Nrf2, herbal, micronutrient and antioxidant combinations that compliment each other in protecting DNA against damage produced by free radicals.

Armor-Up® scientists published studies and colleagues confirming research show that Armor-Up® multi- formulas can reduce double strand DNA breaks (a form of DNA damage) in cells.

In cancer cells which have already damaged DNA, some genes, such as c-myc and H-ras (oncogenes) are produced in excessive amounts which are essential for the growth of cancer cells. Armor-Up’s researchers and their scientists break through studies on Vitamin E succinate formula reduced the production of excessive amounts of these oncogenes, and reduced the growth of cancer cells.

Thus, Armor-Up’s multi-formula (multi-therapy) approach has been shown to support and protect DNA against damage produced by free radicals in normal cells, and repair the damaged DNA in cancer cells.

Armor-Up® can defend protein receptors from oxidative damage – defending them properly will give the cells and their receptors a chance to start working properly – Armor-Up® Canine can help produce a positive health outcome for your pet.”

One of the things we learned and our studies confirmed (along with other colleagues’ studies) was that DNA, cell structure, receptors and vital genes were quickly damaged or muted (unable to communicate with the immune system correctly) when canines are in an unhealthy state. In sickness, canine’s bodies enter into a high chronic inflammation & oxidative stress state. Armor-Up® is scientifically designed to reverse or defend against this.

Armor-Up’s medicinal mushroom blend contains a combination of over 200 highly purified, immune-active High Molecular Weight (HMW) Hetero-polysaccharides and Beta 1,3-1,6 triple right hand helix Beta Glucans.

600 mg of 100% USDA Certified Organic, Certified Kosher, biotech lab cultivated, full spectrum, non-GMO medicinal mushroom species: *Agaricus blazei* - *Cordyceps sinensis* - *Grifola frondosa* - *Ganoderma lucidum* - *Coriolus [Trametes] versicolor* - *Lentinula edodes* – micronized for maximum bioavailability.

It also contains over 400 mg of two types of cancer fighting Chaga mushroom-fungi (one of which is wild, cold temperature, birch harvested chaga).

Each of these species offers slightly different Beta 1,3-1,6 / polysaccharide structures, which activate many more types of immune cells than just simple beta glucans do.

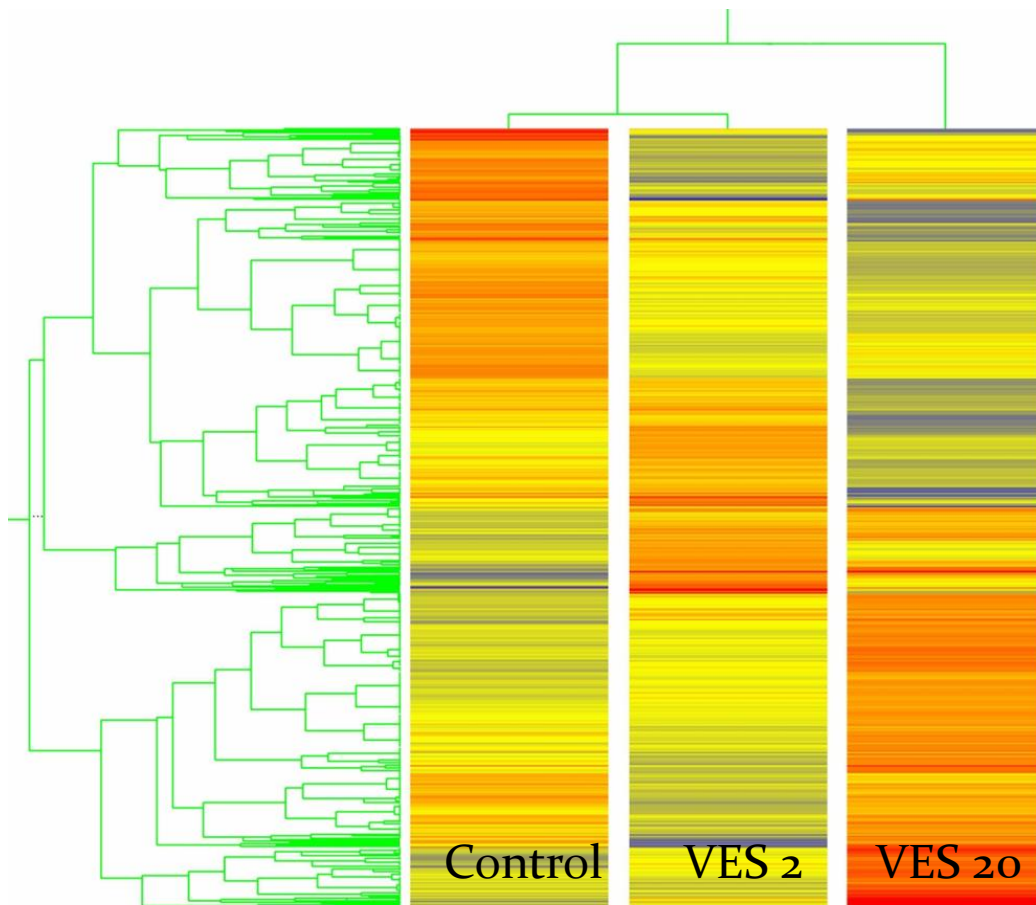
Research has shown that inferior yeast beta glucans activated only the Natural Killer (NK) cells, whereas, Amor-Up activates over 260 different classes of immune cells, including the NK cells, T-cells, Macrophages and many others.

- 100% Immune-Active Long Chain Beta-Polysaccharides & Glyco-Proteins
- Greater than 50% Soluble - Mushroom Derived - 1,3 - 1,6 Beta Glucans
- Greater than 20% HMW Branching Long Chain Heteropolysaccharides
- No Starch Content - Less Than 5% Alpha Glucans for Maximum Potency
- Combination of Water Soluble and Micronized Immune-Active Polysaccharides
- Micronization of Medicinal Mushroom Blend - 100% Particles < 40 microns – Highest possible bioavailable absorption
- 100% Manufactured in USA - GMP - FDA - USDA Certified Organic
- Clinically Proven – Patent Pending - Guaranteed!

Rosemary Extract & Cancer Studies:

Rosemary extract and its polyphenolic diterpene, carnosic acid, have known anti-cancer activity. Rosemary extract and carnosic acid, increased apoptosis, and decreased viability in colon cancer cell lines. Rosemary extract and carnosic acid significantly upregulated the expression of Nrf2 in colon cells and inhibited a HCT116 xenograft tumor formation in mice.

Gene Expression Profiles of 12,000 Genes in Vitamin E succinate Treated Cells



- **Ingredients in Armor-Up® simultaneously enhance the levels of antioxidant enzymes by activating ROS-resistant Nrf2, (as well as dietary and body-made antioxidant chemicals) in order to optimally reduce oxidative stress and cell, DNA damaging inflammation.**

Armor-Up® researchers were involved in the research that discovered that alpha-tocopheryl succinate (vitamin E succinate) is the most effective form of vitamin E (Prasad and Edwards-Prasad). This was confirmed by others in vitro and in vivo.

Over-expression of oncogenes C-myc and H-ras increases the risk of cancer. It was discovered that vitamin E succinate inhibits the expression of these two oncogenes (Prasad, Cohrs, and Sharma 1990).

Mutation in P38 gene increases the risk of cancer, whereas wild-type (normal type) P38 gene prevents the risk of cancer. Others have reported that that vitamin E succinate inhibits the expression mutated p38 gene, but enhances the expression of normal P38 gene.

Very low dose of vitamin E succinate, in proper combination with other micronutrients, which does not affect the growth of nerve cells in culture, produces marked alteration in gene expression. Changes in expression of gene profiles can be seen as early as 30 min after treatment (Prasad 2011).

[J Am Coll Nutr.](#) 2003 Apr;22(2):108-17.

Alpha-tocopheryl succinate, the most effective form of vitamin E for adjuvant cancer treatment

[Prasad KN](#), [Kumar B](#), [Yan XD](#), [Hanson AJ](#), [Cole WC](#). Source: Center for Vitamins and Cancer Research, Department of Radiology, Campus Box C-278, University of Colorado Health Sciences Center, 4200 East 9th Avenue, Denver, CO 80262,

In this study (and a large number of other confirming studies) it was established that alpha-tocopheryl succinate (alpha-TS) was the most effective form of vitamin E in comparison to alpha-tocopherol, alpha-tocopheryl acetate and alpha-tocopheryl nicotinate in inducing differentiation, inhibition of proliferation and apoptosis in cancer cells, depending upon its clinical formulation, dose and isomer combination. .

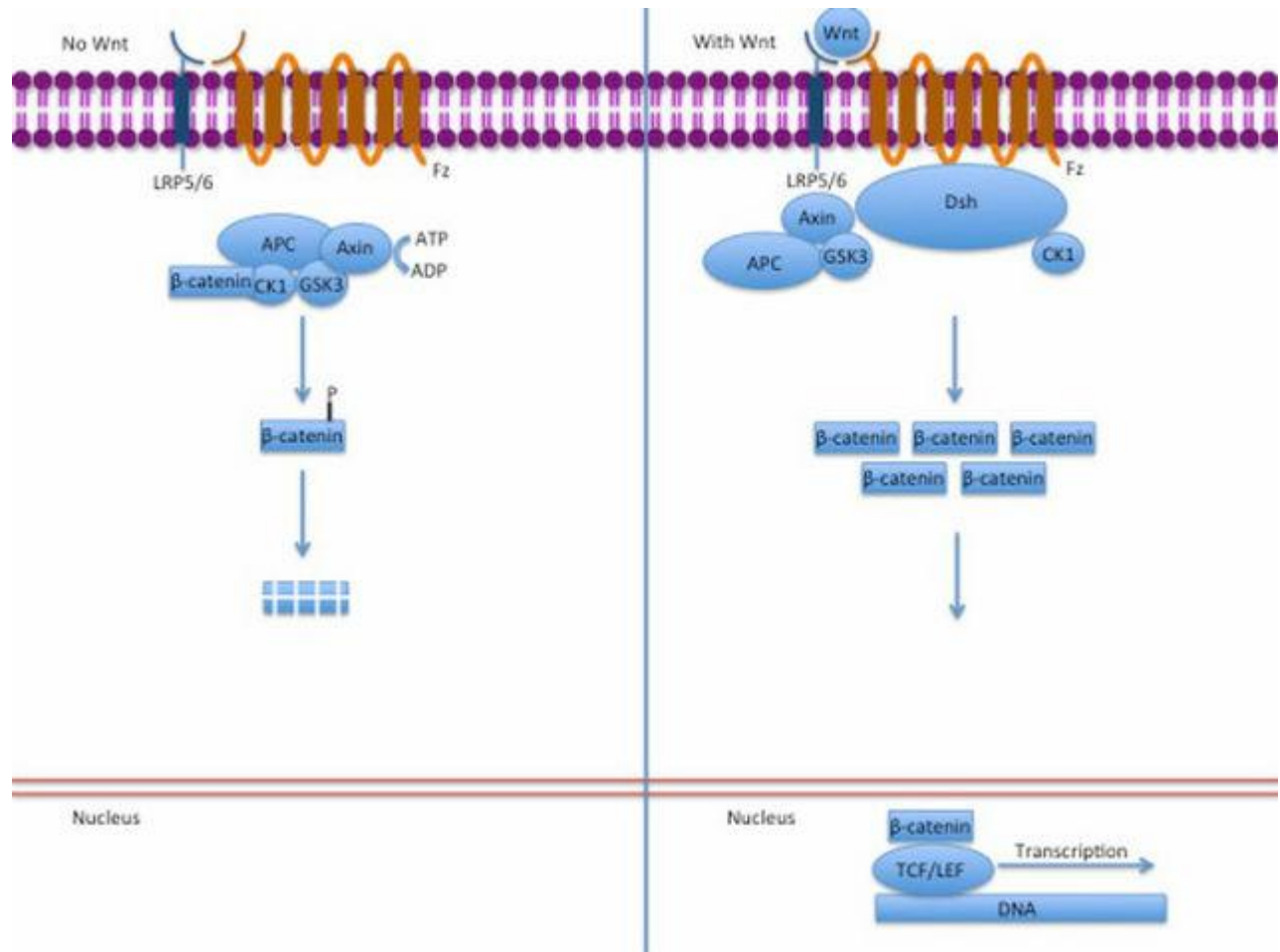
During the last two decades, several studies have confirmed this observation in animal and human cancer cells in culture and in vivo (animal model). The most exciting aspect of this alpha-TS effect is that it does not affect the proliferation of most normal cells. In spite of several studies published on the anti-cancer properties of alpha-TS, the value of this form of vitamin E has only now started to draw significant attention from researchers and clinicians.

Alpha-tocopheryl succinate formula treatment causes extensive alterations in gene expression; however, only some can be attributed to differentiation, inhibition of proliferation and apoptosis.

Alpha-TS also enhances the growth-inhibitory effect and biological response modifiers on tumor cells, while protecting normal cells against some of their adverse effects. Thus, alpha-TS in proper combination with dietary micronutrients can be useful as an adjunct to standard cancer therapy by increasing tumor response and possibly decreasing some of the toxicities to normal cells.

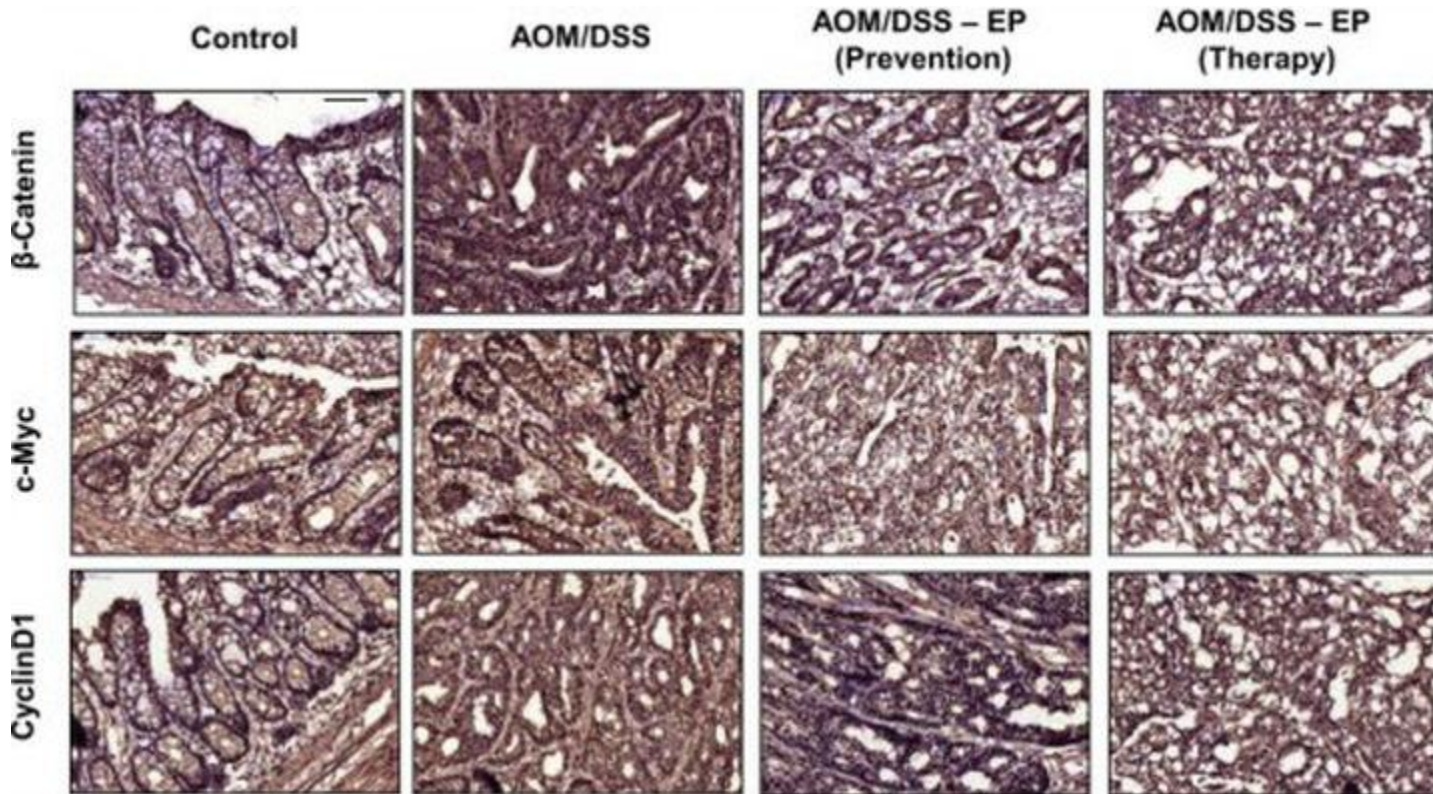
Ergosterol Peroxide from Chaga Mushroom Prevents Cancer

September 3, 2015



Ergosterol peroxide downregulates the β -catenin, preventing the Wnt signaling pathway. Image:Gpruett2 via Common Wikimedia

Recently, researchers have found an anti-cancerous activity in Chaga mushroom that inhibits the proliferation of human colorectal cancer cells. Therefore, researchers isolated several components from the Chaga mushroom and analyzed these components against the viability and apoptosis of colon cancer cells.



Light Microscopic image of the Immunohistochemistry for β -catenin, c-Myc, and cyclin D1 in AOM/DSS-treated mouse frozen colon tissue. Image: Kang et al. 2015

16oz jar = 9.5" x 2.6" / Core 3" / Wind #41

DIETARY & WHOLE FOOD VITAMINS, MINERAL, ANTIOXIDANTS AND MICRONUTRIENTS IN THIS FORMULA

Immune System Support Formula with Immune Activating Bioavailability Technology

- Certified, organic medicinal mushroom blend (*Lentinus edodes*, *Grifola frondosa*, *Coriolus versicolor*, *Agaricus blazei*, *Davallia*, *Ganoderma lucidum*, *Ganoderma applanatum*, and *Ganoderma tsugae*)
- Polysaccharide rich leaver blend from several species of highly-studied medicinal mushrooms
- Critical levels of (1-3) & (1-6) Beta-D-Glucans from medicinal mushroom blend
- Alpha-Lipoic Acid select racemicR6 form
- Organic Phytoestrogens including licochalcone, Ictochelin, and ergosterol (whole food source)
- D-Alpha Tocopheryl & Succinate Vitamin E—all natural and select leaver blend
- Selenium—whole food (all natural leaver)
- Omega-3 Fatty Acids (non-gaseous, digestive friendly form)
- Beef derived Immuno-protein—bovine colostrum
- Vitamin C—whole food natural leaver (micro-support dose)—Collins produces Vitamin C

Healthy Gene Expression and MDR Translifer Factor Formula

- Natural Vitamin E and Vitamin E Succinate Blend
- Rosemary herb extract
- Polysaccharide rich, wild and masonized Chaga fungi, and medicinal mushrooms blend
- Vitamin D (whole food source)
- Phytoestrogens including licochalcone, Ictochelin, and ergosterol (whole food source)

Healthy Digestive Support Formula

- All natural Probiotic and 3-strain Probiotic blend

Whole Food, All Natural, Human Grade, Microsupport—Healthy Cell and Gene Support Formula (in addition to other formulas ingredients)

- Calcium
- Zinc
- Magnesium
- Selenium
- Vitamin D
- Phosphorus
- Potassium
- All 9 Essential Amino Acids (all natural, whole food source)
- Bovine Colostrum
- Omega-3 Fatty Acids (non-gaseous, digestive friendly form)
- Vitamin B6
- Palate
- Vitamin K
- Vitamin B12
- Thiamin
- Riboflavin
- Choline
- Betaine

ARMOR-UP
A science-based formula developed for Vets...for your pets.

Clinical Formula for Immune System Support

100% HUMAN GRADE INGREDIENTS
NO Glucose Elevating Starches or Sugar

30 Day Supply
Canine Dietary Supplement NET WT. 4.23 OZ (120 G)

Supplement Facts

Serving Size 1 level scoop (1/2 two times per day)
Servings Per Container 30

	Amount Per Serving
Protein Blend Chicken, whole egg, beef liver, with whole food micronutrients.	2.75 g
Chaga Mushroom	400 mg
Immune System Mushroom Blend Certified organic mycelium and fruiting bodies of <i>Lentinus edodes</i> , <i>Grifola frondosa</i> , <i>Coriolus versicolor</i> , <i>Agaricus blazei</i> , <i>Cortycapsa</i> , <i>Ganoderma lucidum</i> , <i>Ganoderma applanatum</i> , and <i>Ganoderma tsugae</i> .	800 mg
Bovine Colostrum	160 mg
Probiotic/Probiotic Blend Chocory Inulin, <i>L. acidophilus</i> , <i>L. reuteri</i> , and <i>B. longum</i> .	30 mg
Alpha-Lipoic Acid	30 mg
Vitamin E (as d-alpha-tocopheryl succinate and d-alpha-tocopheryl acetate)	30 IU

Other Ingredients: Pectinized silica.

SUGGESTED USE:
1 serving = 1/2 scoop taken twice per day - AM & PM.
• For dogs 10 lbs and over:
Take 1/2 scoop AM
Take 1/2 scoop PM
• For dogs under 10 lbs:
Take 1/4 scoop AM
Take 1/4 scoop PM

FOR USE IN DOGS ONLY.
Keep out of reach of children and other animals. In case of accidental overdose, contact a health professional.

Store at room temperature between 59 and 77°F (15-25°C).

Manufactured for and distributed by:
103 Medicinals / Armor-Up Labs LLC
3695 Research Way, Suite 1
Cancer City, NJ 07015
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1 Based on the number of Lactobacillus, Vitamin C and Vitamin E clinical studies, as of May 2016. Patent pending.

