

Cordyceps sinensis

冬虫夏草



- Has been used traditionally for more than 2,000 years
- First record in the Tang Dynasty (620 A.D.)
- Grows in the Tibetan and Qinghai plateaus at altitudes 9,000 - 16,000 ft.

Grand Materia Medica -- >
by Li Shi Zhen



Cordyceps sinensis

冬虫夏草



- As a premier tonic for longevity, endurance, and vitality
- Used only by Imperial Families

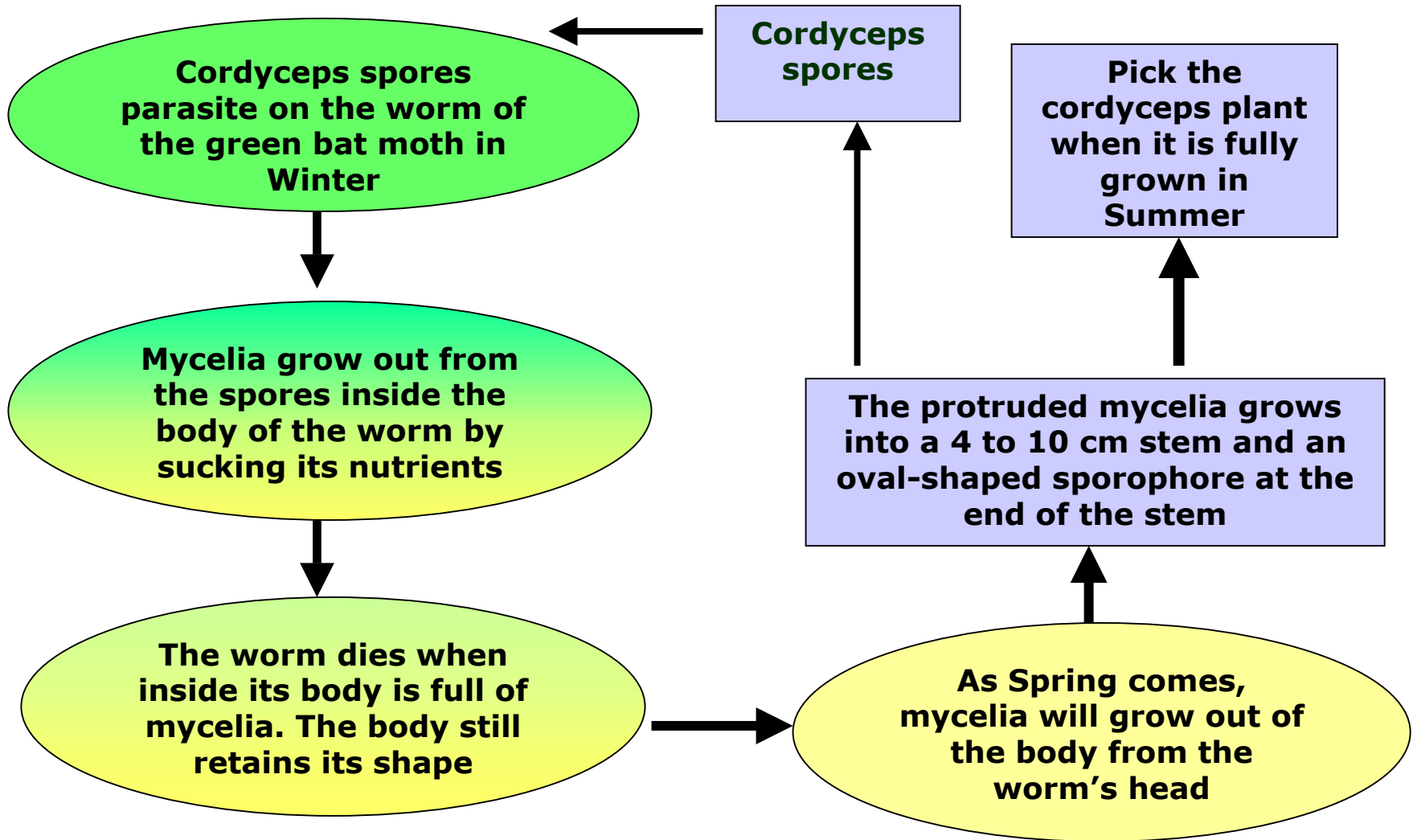
Cordyceps was worth its weight in gold!

Cordyceps comes of age



- **Chinese track runners set World Record at 1993 National Games**
- **Coach attributes to supplementation with Cordyceps**
- **Widely used and researched on Chinese Olympic athletes**

Is it a worm? Or grass?



Clinical Research Studies, Cs-4

<u>Health Benefit</u>	<u>No. of studies</u>
Respiratory	20
Sexual function	5
Cardiovascular function	4
Free radical scavenging	4
Kidney function	3
Immune function	2
Liver function	1
Anti-fatigue	2
Others	28

More than 72 clinical studies!

Milestones of Cs-4



- **1987:** Cs-4 became first “Class One” TCM approved by the Chinese Ministry of Health.
- **1989:** Cs-4 has been used safely by millions of Chinese since its introduction.
- **1995:** Cs-4 recognized as an intellectual property protected product by the Chinese government.

CordyMax Cs-4

Proprietary Position

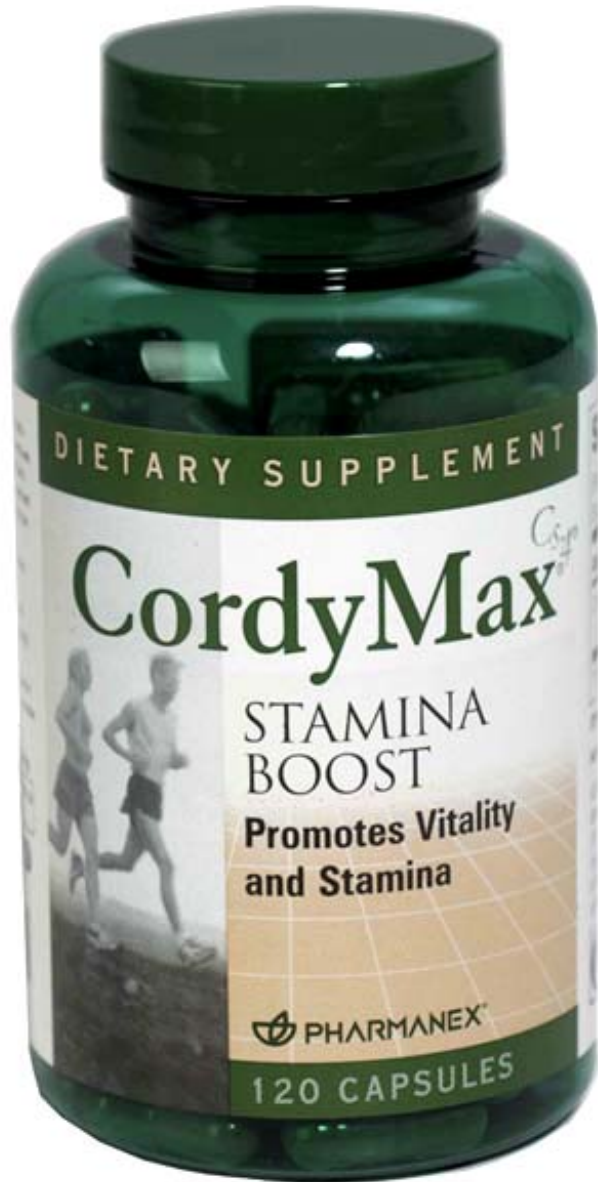
- **Over 15 years and 30 research studies**
- **Selected from over 200 strains of Cordyceps mushroom**
 - **Recognized as strain most closely resembling wild cordyceps**
 - **Standardized**

Pharmanex has exclusive license to market Cs-4 strain outside China

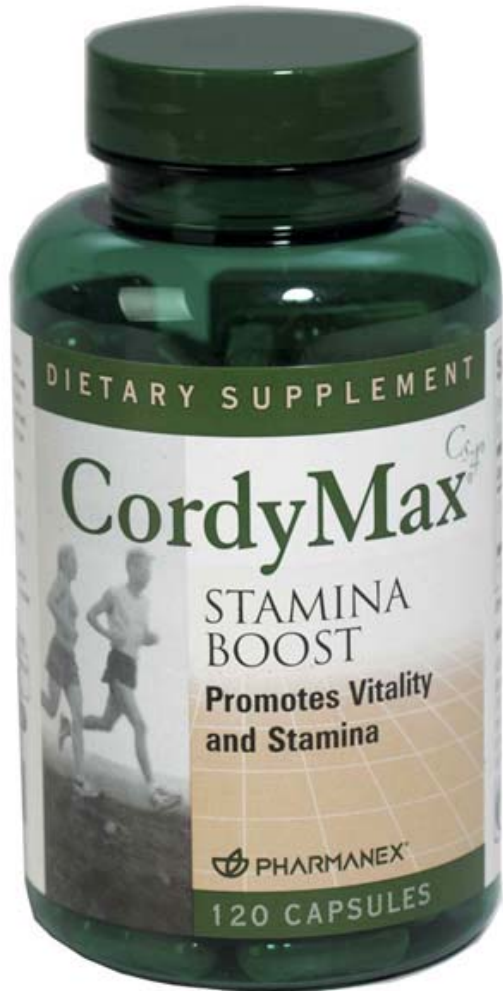
CordyMax Cs-4

**Stamina Boost
Promotes Vitality and Stamina**

**Dietary supplementation for
individuals with busy/stressful
lifestyles and those desiring to
increase stamina**



CordyMax Cs-4



Benefits

- Improves oxygen consumption
- Provides more robust lung function
- Supports greater natural resistance
- Reduces symptoms of fatigue
- Increases vitality

**CordyMax Cs-4 is better than
wild cordyceps sinensis!**

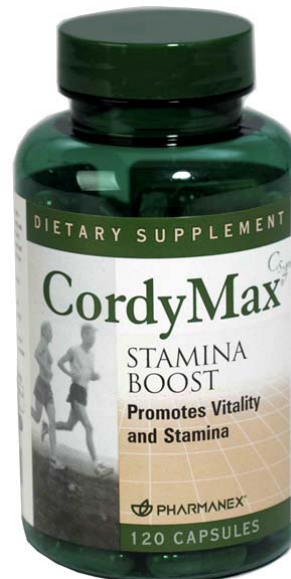
Who can benefit from CordyMax?

Sedentary individuals with busy, hectic lifestyle

Athletes who wish to extend endurance capacity

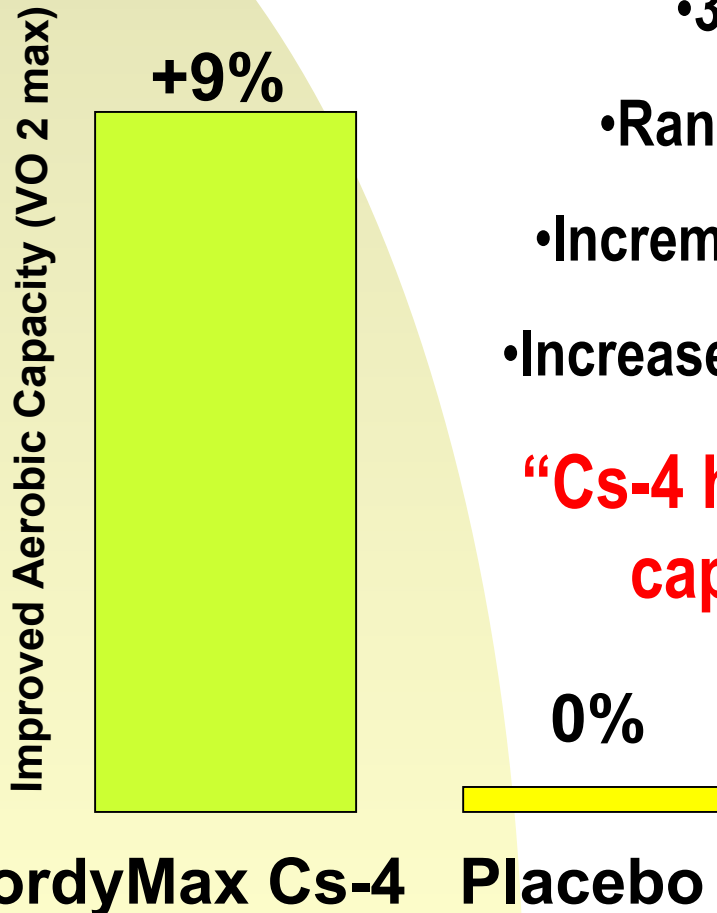
Adults who desire to maintain respiratory and sexual health

Elderly



Scientific Studies

Healthy elderly Chinese increase their exercise capacity

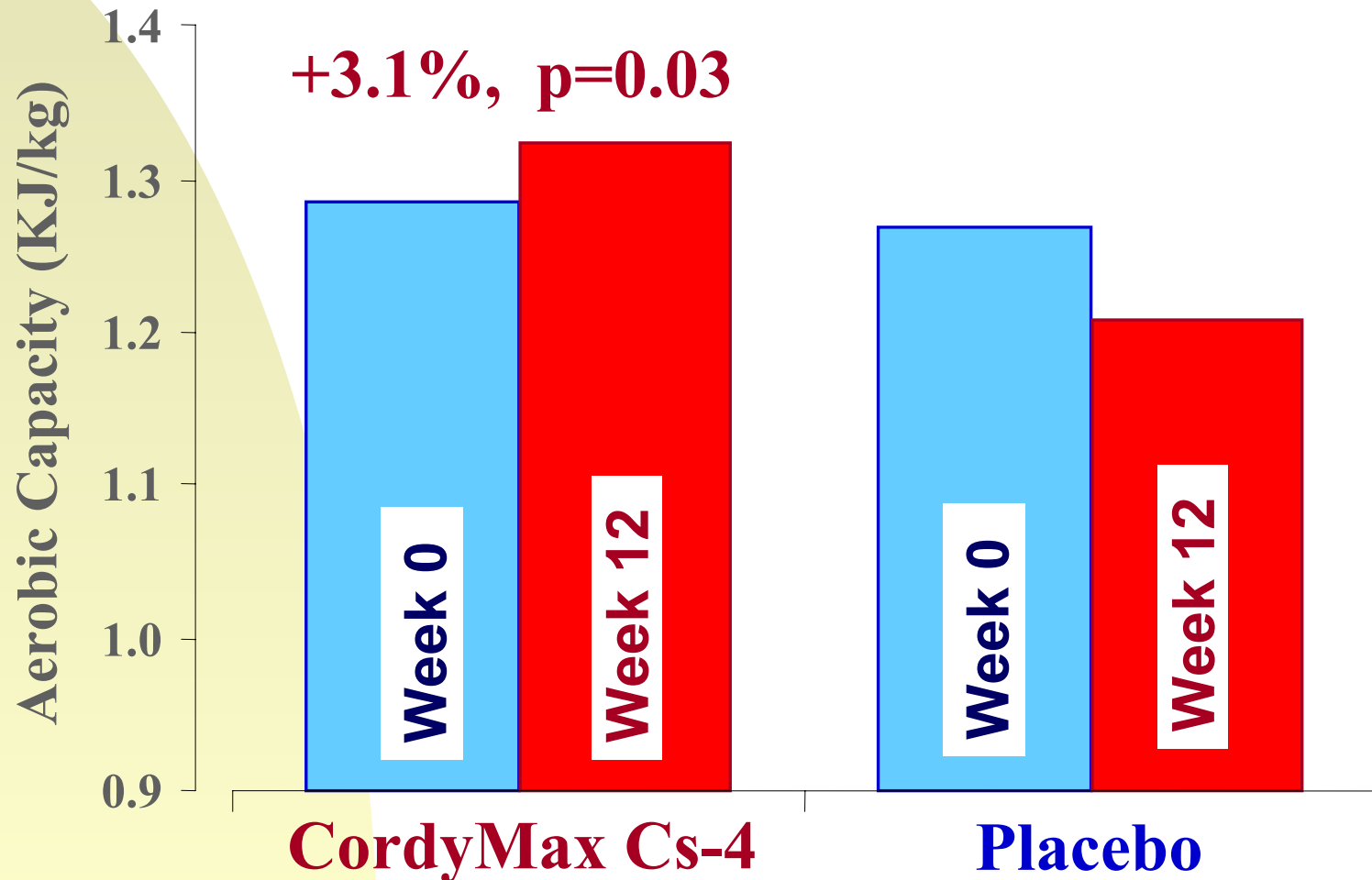


- 30 healthy, elderly Chinese subjects
- Randomized to Cs-4 (3g/d/6wk) or placebo
- Incremental work rate cycle ergometer protocol
- Increased VO2max 1.88 ± 0.13 to 2.00 ± 0.14 ($p < 0.05$)

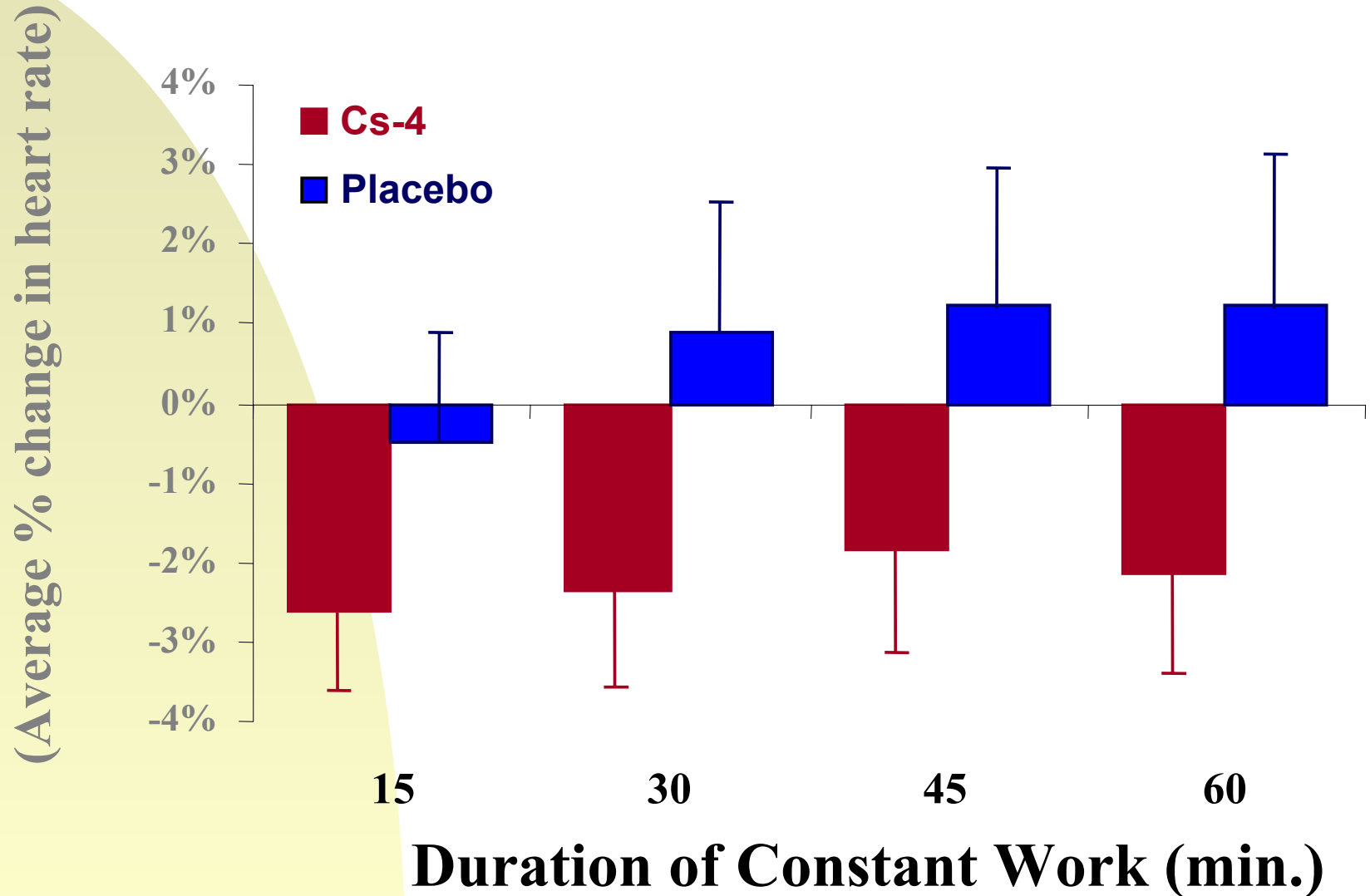
“Cs-4 has potential for improving exercise capacity and resistance to fatigue”

MSSE 1999, 31:S174

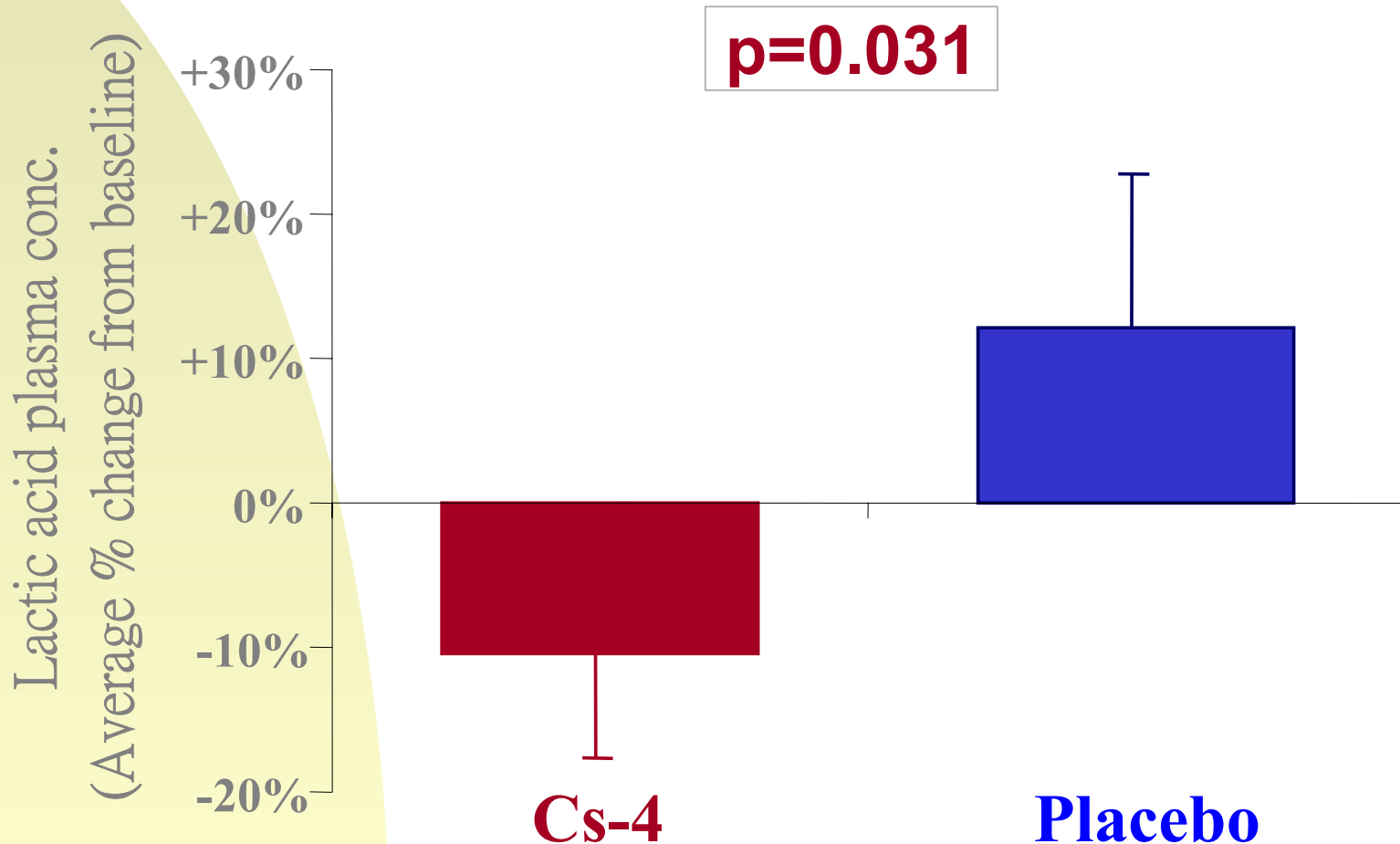
Healthy, sedentary adults increase their aerobic capacity after 3 months



Endurance Athletes reduce heart rate in constant work rate after 6 weeks of treatment



Endurance Athletes have reduced blood levels of lactic acid during constant work exercise after 6 weeks treatment with Cs-4

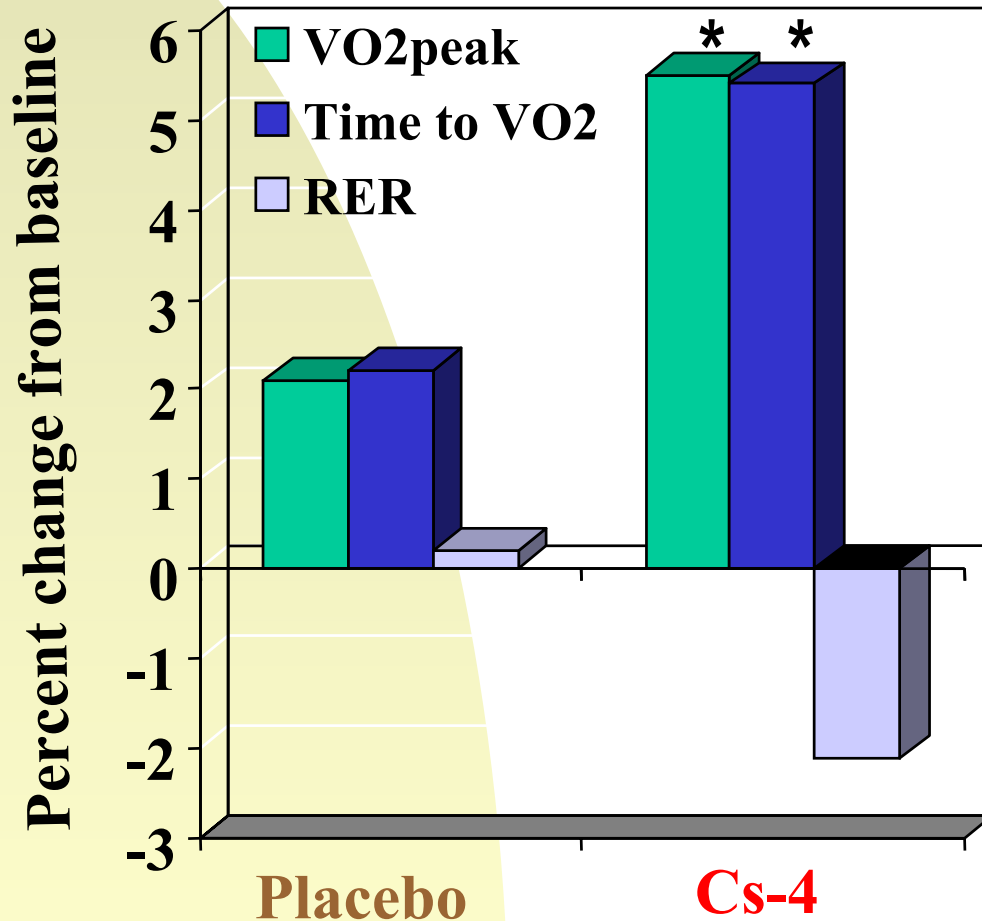


MSSE 2001;33:S164

•30 highly trained male endurance athletes

•Baseline $\text{VO}_{2\text{max}} = 62.6 \pm 7.7$ ml/kg/min

•Cs-4 (4.5g/d/6wk) or placebo



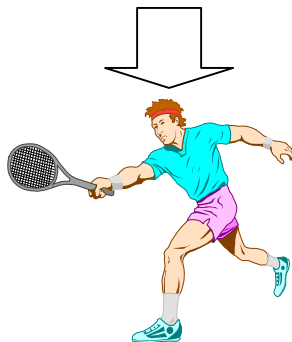
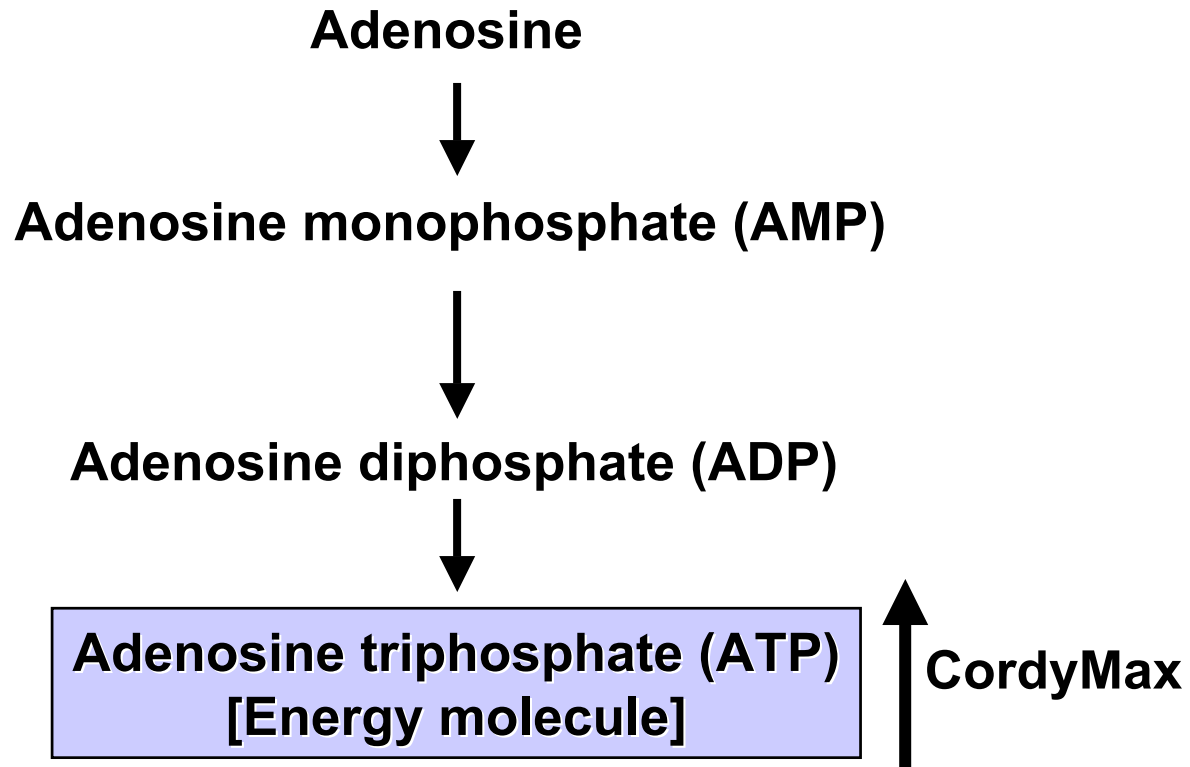
Cs-4 supplementation improved respiratory functions in endurance athletes:

- **Increased VO2peak**
- **Increased Time to VO2peak**
- **Reduced RER ($v\text{CO}_2/v\text{O}_2$)**

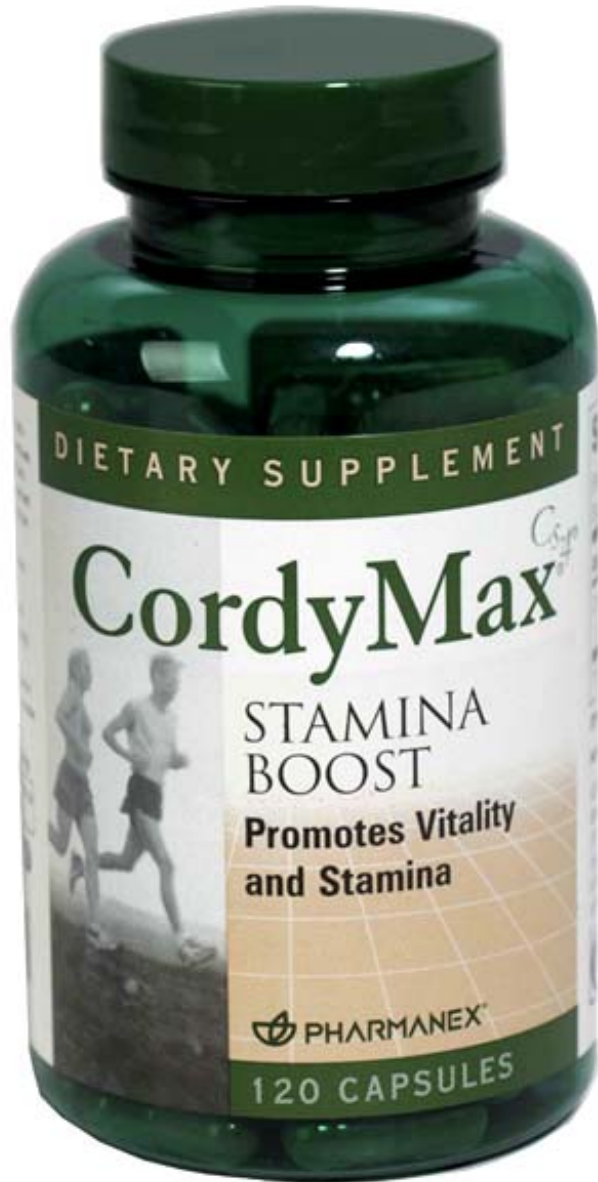
* = $P < 0.05$



How does CordyMax Cs-4 work?



CordyMax Cs-4



- **Increase energy, vitality and endurance**
- **Decrease fatigue**
- **Increase exercise capacity of elderly**
- **Improve respiratory health**

CordyMax Cs-4

Recommended Use:

Take two (2) capsules two (2) to three (3) times daily with food and drink

Amount per two capsules :

**Cordyceps CS-4 Mushroom Mycelia
1050 mg**

(Cordyceps sinensis {Berk.} Sacc.)

Singapore Loves Cordyceps



- **Cordyceps is one of Top 3 most sought after herb in Medicinal Halls in Singapore**
- **Almost all traditional Medicinal Halls and Chinese physicians retail cordyceps or its formulations**
- **More than 5 Singaporean receipes in cooking cordyceps**

Cordyceps Consumption Trend in Singapore

Ah Ma's Health Tonic

20g Cordyceps
300g Lean pork
5 bowls Water

Clean cordyceps and lean pork. Put all ingredients into pot and stew for **5** hours!

- **Singaporeans continue to consume cordyceps in brews**
- **Price of cordyceps : \$95 – 220 per *liang***
- **Capsule cordyceps – less than 5 common brands in Singapore**

Great potential for CordyMax consumption in Singapore!

Problems with Traditional way of Consumption

- **Hard to choose good cordyceps (and expensive)**
- **Potential for doctoration, contamination**
- **Not convenient to prepare**
- **Not standardized to know what you get**
- **Sharing makes getting full dose difficult**

CordyMax Cs-4 is better than wild cordyceps sinensis!

Competitive Advantage

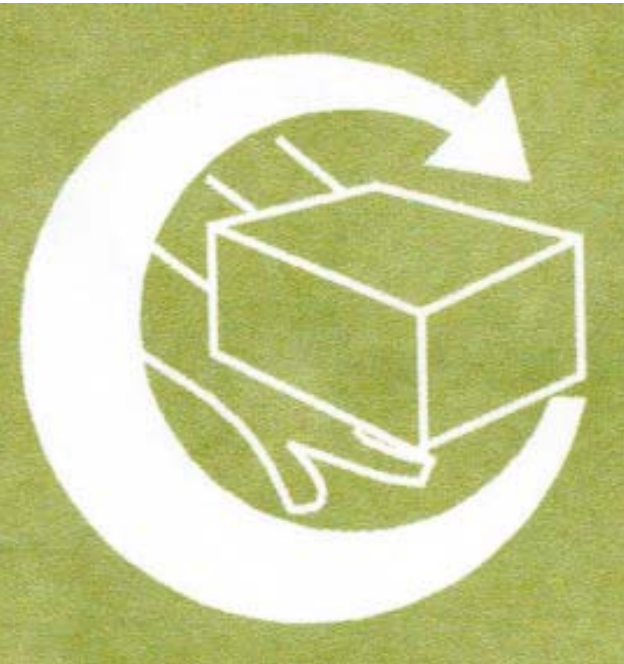
Product Name	CordyMax Cs-4	Brand E	Brand G	Medicinal Halls
Contents	120 caps	70 – 80 caps	100 caps	Unknown
Mycelia/caps	525mg	Not stated	Not stated	Unknown
Cs-4 strain	Yes	No	No	Unknown
Price/caps	\$0.48	Varies	\$0.45	\$95 - \$220/ <i>liang</i>
Halal certified	Yes	No	No	No



**CordyMax Cs-4 is ahead of
the competition!**

Automatic Re-Ordering

Long-term investment for a fulfilling life!



- **Health delivered right to your doorstep**
- **Ensure you receive products on a monthly schedule**
- **3 plans to meet your needs**
- **Enjoy discounts up to 25%**

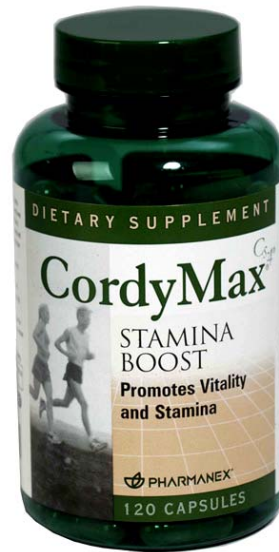
CordyMax and all Pharmanex products must be taken consistently over a period of time for benefits to manifest and progress

Turbo Charge Your Energy!



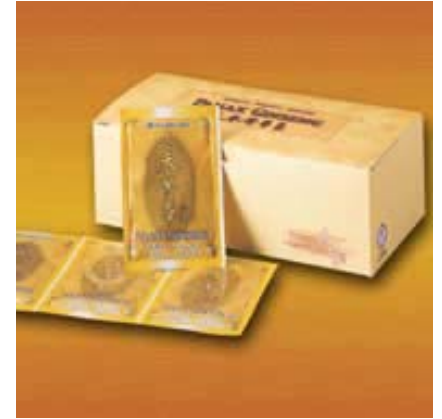
LifePak Dietary Supplement

+



CordyMax Cs-4

+



Panax Ginseng Drink

Total Antioxidants : LifePak + Tegreen + Splash Crystal + CordyMax

Heart Health : LifePak + Optimum Omega + FibreNet + CordyMax