Longevity and beauty begin at the cellular level.

G-Prime Direct

Stay yourself, longer.

Antioxidant support at the cellular level

Dietary supplement.

Stay yourself, longer.

Clarity, energy, and vitality can shape how we think about longevity and beauty.

01

Quality of life

Energy and the ability to recover and keep going.

02

Mental Clarity

Supporting cognitive function and clear thinking.

03

Looking Like Yourself

Feeling confident, vibrant, and like yourself.

Longevity and beauty begin at the cellular level.

Longevity and beauty have something important in common: both begin with processes taking place inside our cells.

Longevity

Energy, function, and quality of life over time.

Beauty From Within

Supporting your appearance as part of an overall approach to wellness and self-care.

A Common Foundation

Mitochondria — cellular structures involved in energy production.

Cellular energy is produced through a complex series of biochemical processes, with mitochondria playing a key role.

Dietary supplement.

Oxidative stress

Free radicals are continuously produced in our cells as a natural part of metabolism.[1] Oxidative stress can occur when free-radical production exceeds the body’s antioxidant defenses.[1]

- **Membranes**
  Cell-membrane lipids can be affected by free radicals.[2]
- **Energy**
  Oxidative stress can affect mitochondria and cellular energy production.[3]
- **Aging**
  Oxidative stress has been extensively studied in relation to the aging process.[4]

The key question: How can we support a healthy redox balance?

Dietary supplement.

What Can Increase Oxidative Stress?

Redox processes are influenced by many factors, including environment, lifestyle, diet, and age.



Environment

Air pollution and exposure to environmental chemicals may influence the body’s redox processes.[5]



Stress & Sleep

Chronic stress and insufficient sleep have been associated with changes in redox balance.[6,7]



Diet

The body requires specific amino acids and other nutrients to produce its own glutathione.[8]



Age

Glutathione levels may change with age, with studies reporting lower levels in certain tissues and cells.[9]

Glutathione Is a Key Part of the Cellular Antioxidant System

Your body naturally produces glutathione, and it is found in nearly every cell.

01

Mitochondria

Glutathione is also found in mitochondria, the cellular structures involved in energy production.[3]

02

Cellular Antioxidant System

Glutathione is part of the body’s natural antioxidant defense system.[8]

03

Interaction With Vitamins

Glutathione participates in redox reactions that also involve antioxidants such as vitamins C and E.[10]

Glutathione is part of the body’s complex redox system.

Two forms of glutathione

In the body, glutathione exists in two interconnected forms that participate in cellular redox processes.

Reduced Glutathione (GSH)

The reduced form of glutathione participates in reactions involving oxidizing compounds.

Oxidized Glutathione (GSSG)

During these reactions, glutathione can become oxidized and can later be converted back to its reduced form.

The Redox Cycle

GSH and GSSG are closely linked and are part of the cell’s natural redox cycle.

Here, we focus on the reduced form of glutathione and its role in that cycle.

Dietary supplement.

From Complex Biology to a Simple Daily Ritual

A smart wellness solution should work with both human biology and real life.

01

Ingredient
Setria® Reduced L-Glutathione is a stable form of glutathione that has been evaluated in clinical studies.

02

Formula
The ingredients are brought together in one formula, with complementary roles in the body’s redox processes.

03

Format
It takes just seconds to use, and the single-serve stick fits easily into your daily routine.



G-Prime Direct

An antioxidant formula featuring vitamin C and reduced glutathione.



- 250 mg Setria® Reduced Glutathione

  Reduced L-Glutathione
- 100 mg Vitamin C

  Supports the body’s antioxidant defense system.

The fast-dissolving powder is designed to dissolve directly in your mouth — no water needed.

Dietary supplement.

Setria® – A Patented Form of Reduced L-Glutathione

Setria® is produced by Japanese manufacturer Kyowa Hakko Bio using a fermentation process and manufactured according to GMP standards. The process is designed to deliver a pure, stable form of reduced glutathione.

01 Fermentation
Produced through a biological fermentation process.

02 GMP
Produced according to Good Manufacturing Practice standards.

03 Clinical Research
Setria® glutathione has been evaluated in randomized, placebo-controlled clinical studies.[13,14]

Dietary supplement.

Glutathione Levels: What the Research Found

A double-blind, placebo-controlled study followed 54 participants for six months.[13] Participants received 250 mg of glutathione per day — the same amount of Setria® Reduced Glutathione found in one serving of G-Prime Direct.

+17%
in whole blood

+29%
in red blood cells

These figures reflect study findings after six months of supplementation.[13]

Dietary supplement.

Setria® Glutathione and Skin: What the Research Found

A randomized, double-blind, placebo-controlled study followed 60 participants for 12 weeks and evaluated objective measures of skin condition.[14]





Elasticity

The study observed changes in measures of skin elasticity.

Even-Looking Skin Tone

The study also observed changes in measurements related to skin-tone uniformity.

Beauty from within can be explored through measurable indicators of skin condition.

Antioxidant Support: Glutathione + Vitamin C

Glutathione and vitamin C both participate in the body’s antioxidant and redox systems.[10,12]

Vitamin C and glutathione can participate in reactions that help neutralize free radicals.

Vitamin C also interacts with glutathione within the body’s antioxidant system.

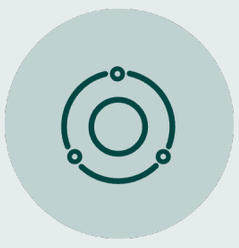
Glutathione participates in reactions involved in recycling vitamin C.

Both vitamin C and glutathione can participate in reactions that help neutralize free radicals.

Dietary supplement.

Skin Support From Within — The Next Level of Care

Topical skin care works from the outside. Nutrition adds another dimension — supporting skin from within.



Cellular Antioxidant Support

Vitamin C contributes to the protection of cells from oxidative stress.[11]

Collagen Formation

Vitamin C contributes to normal collagen formation for the normal function of skin.[11]

The formula takes a two-part approach: antioxidant support plus nutritional support for normal collagen formation.

Dietary supplement.

G-Prime Direct in Your Beauty-From-Within Routine

Each product plays a different role in a comprehensive beauty and wellness routine. Together, they can become part of a consistent daily approach to beauty from within.



Promarine

A source of hydrolyzed fish collagen.



B-Luron

Features hyaluronic acid as part of a daily beauty-from-within formula.



MSM

An organic sulfur-containing compound included as part of the beauty routine.



G-Prime Direct

Reduced L-Glutathione and vitamin C in one convenient formula.

Dietary supplement.

Four Formulas. Four Unique Compositions. One Integrated Approach.

Dietary supplement.

Designed for Consistency

In one clinical study, participants took 250 mg of Setria® glutathione daily for six months.[13] G-Prime Direct makes that amount easy to incorporate into a consistent daily routine.

- The Convenience of a Direct-to-Mouth Format

  A convenient alternative to traditional tablets and capsules.

- Seconds

  Take it almost anywhere — while traveling, at the office, or at the gym.

- Build a Daily Habit

  One simple step that fits naturally into your routine.

Directions for Use

1 stick daily, after a meal

- Recommended use: 30 days
- Repeat as needed, according to product directions

Dietary supplement.

How to get started

01

30 days

Start with one simple daily habit.

02

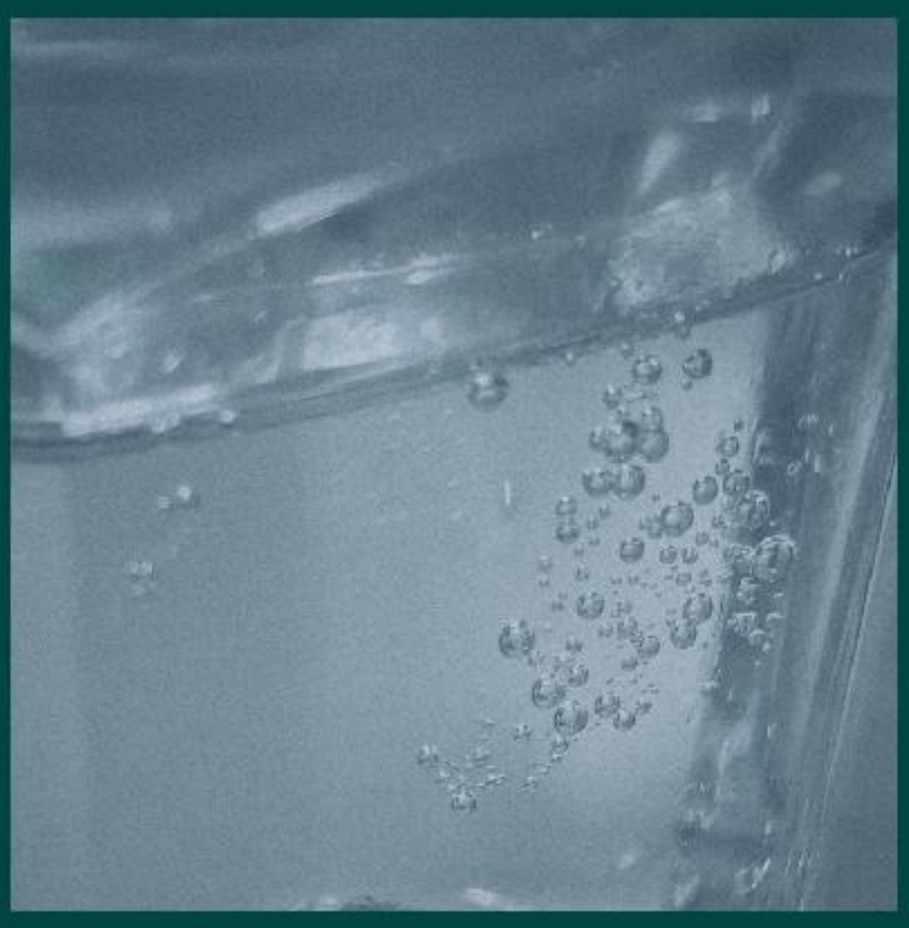
Build the Foundation

Hydration and a consistent wellness routine create the foundation for your daily nutritional habits.

03

Keep Going

Continue as appropriate and incorporate other products from your wellness routine as desired.



Longevity and beauty are built through everyday habits.

Make G-Prime Direct part of yours.

Dietary supplement.

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