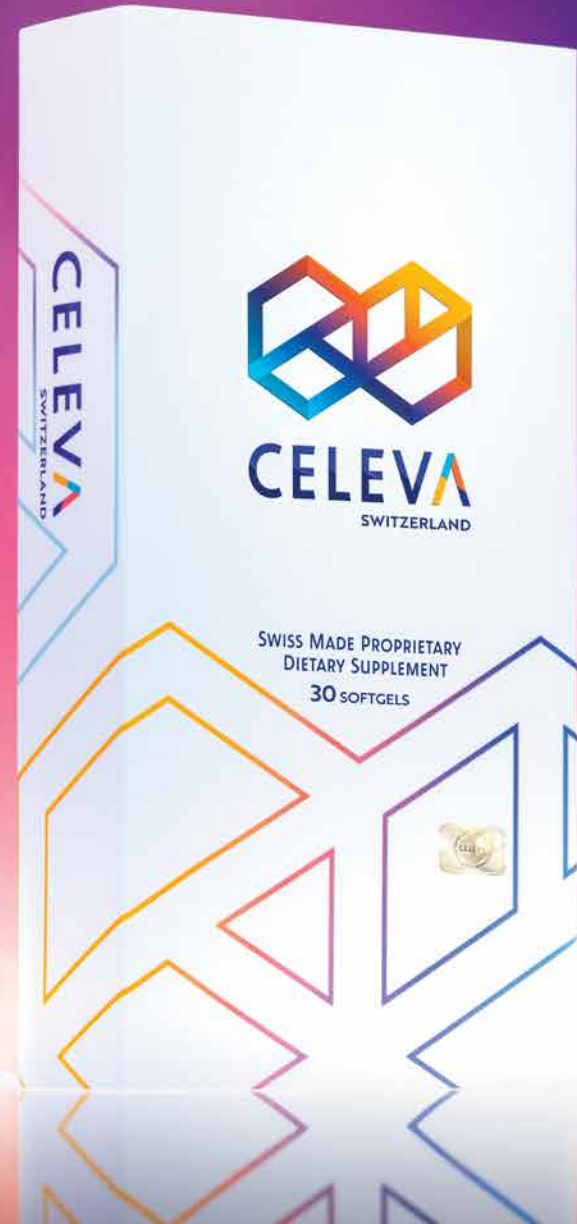




CELEVA
SWITZERLAND

**AN EXCLUSIVE MULTI-FACETED
PROPRIETARY SUPPLEMENT**

FOR A VIBRANT, ACTIVE YOU





We all strive for a vibrant and successful life. In order to achieve our goals and commitments, we push ourselves to attain our very best, and in so doing, we sacrifice our health and well being for that life goal. Life in the modern world is not without consequence. From the food we consume to the air we breathe and the lifestyles we lead, each has a profound impact on our well being. Obesity, smoking, excessive alcohol consumption, bad dieting, consumption of certain medications and exposure to pollutants, could lead to the degradation of our body and cognitive functions in the long run. With such consequences in life, what can one do to strive in the world we live in?

The solution,
SWISS CELL Nutrition.

SWISS CELL NUTRITION THERAPY- SUPPORTING A HEALTHIER YOU

The human body is composed of billions of cells in your tissues, muscles and organs. The function of each tissue depends on the function of the cells contained within it. Therefore, cell function is the basic fundamental element of human health. Equally important is the integrity of the cell's membrane. Poor cell membrane integrity can potentially lead to loss of cell function.

“Switzerland, famous for their high quality standards, is committed to the research of cell membrane nutrition, and have achieved effective results in the support of arterial plaque prevention and treatment.”

With decades of modern medical research, testing and innovation, they have created high-quality, effective nutritional supplements that are natural, safe, and extremely effective in the support and promotion of healthier cardiovascular, cerebrum, liver and cell membrane functions.





BEHOLD, CHOLINE

The famous German pharmacologist, Oscar Liebreich, described Choline as the “mother substance -of-all”. Studies have shown how Choline deficiency has been linked to liver and muscle damage, as well as a weakened cell membrane integrity, causing the cell membrane to be more susceptible to oxidative stress damage, which could in turn affect the functions of the brain, digestive tract and liver. Supplements with moderate to appropriate amounts of Choline can help in restoring unhealthy cell membranes by ensuring fluidity in the membrane integrity.

Beginning in the 1950s, Swiss Researchers have been committed to the research of cell membrane nutrition with the use of Choline, achieving effective results, particularly in the area of stabilising arterial plaque. Through decades of further research and development, cumulating into the finality which is CELEVA, a multi-faceted nutritional supplement.

INTRODUCING CELEVA SWITZERLAND

Epitomising the transformative philosophy of Cell Nutrition, CELEVA is a state of the art proprietary dietary supplement encapsulated primarily with Phosphocholine Complex® (PCX), extracted from high grade non-GMO soy, along with Tocopherol as a stabilising component. Containing a high purity blend of formulation within each soft gel, CELEVA is easily absorbed by the body, ensuring effectiveness in:

◆ **Promoting Healthy Cell Membrane Integrity**

Keeps cellular membrane flexible, allowing nutrients to be easily absorbed by the cell and facilitate expulsion of waste products.

◆ **Supporting Healthy Cerebrum Functions**

Boosts the production of acetylcholine in the brain, supporting cognitive functions and helping with focus and memory.

◆ **Promoting Healthy Cholesterol Balance And Maintaining Vascular Health**

Supports the transportation of LDL cholesterol, Increasing HDL levels, stabilising arterial plaque level, and promoting a healthier level of homocysteine in the blood.

◆ **Supporting Healthy Liver Functions**

Promotes Lipid metabolism as well as supporting the protection of our liver membrane and detoxification.



WHAT IS PHOSPHOCHOLINE COMPLEX® (PCX) ?

Researched and Developed by renown Swiss Researchers, Phosphocholine Complex® (PCX) is a patented trio blend of active ingredients with multi-faceted functions. Comprising of over 90% high purity plant based active ingredients, PCX is supported with the addition of Tocopherol as a stabilising component to reduce risks of Lipid Oxidation, and is an effective nootropic & plaque reduction ingredient.



PCX

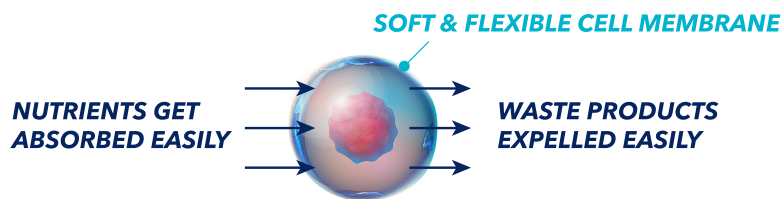
Primary benefits include:

- Source of choline and cytidine
- Precursor to acetylcholine (neurotransmitter)
- Conserves the structural integrity of cell membranes and their functionality
- Essential component that supports the cellular health of various organs
- Contributes to normal lipid metabolism, reducing visceral fat and supporting a healthier liver
- Promotes a normal homocysteine metabolism
- Supports cholesterol transportation and degradation, helping to maintain healthy blood cholesterol and triglyceride levels
- Maintenance of normal neurological function and normal cognitive function
- Supports memory and cognitive function
- Stimulates muscle contraction, supports muscle movement and performance
- Inhibits cholesterol uptake in the gastrointestinal system

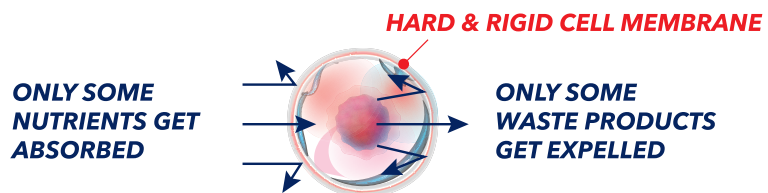
PROMOTING HEALTHY CELL MEMBRANE INTEGRITY

Phosphocholine Complex® is a unique formulation containing a major structural component for cell membranes. It is vital in providing integrity and structure to cell membranes of energy-producing mitochondria, neuronal and intestinal cell membranes, and regulates fluidity for nutrients as long as oxygen transportation at the cellular level. PCX can support in cell anti-oxidation functions, cell protection and fluid regulation.

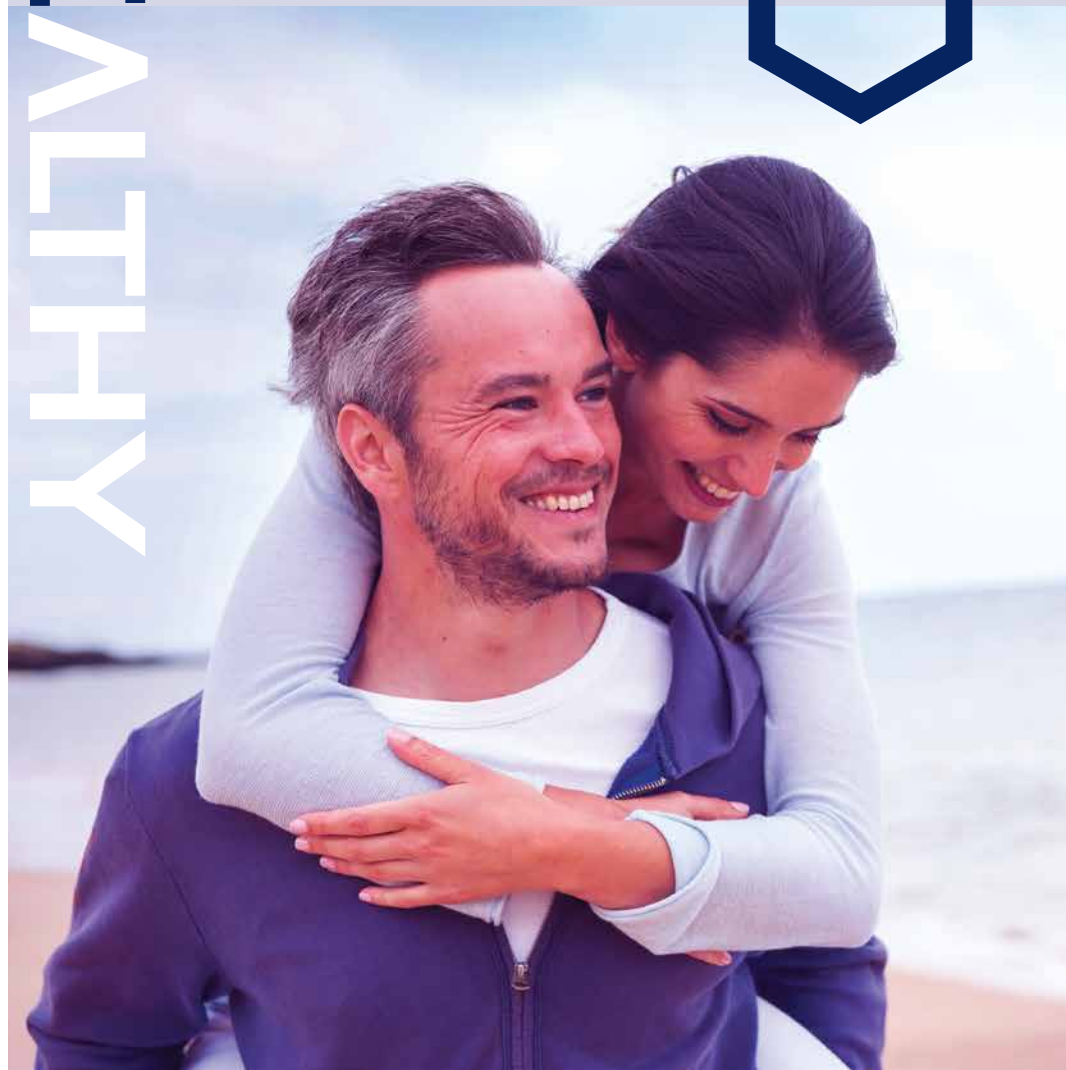
HEALTHY CELL MEMBRANE



UNHEALTHY CELL MEMBRANE



HEALTHY



SUPPORTING HEALTHY CEREBRUM FUNCTIONS

Phosphocholine Complex® is a potent formulation that assist in the rapid delivery of choline to the brain across the blood brain barrier and directly boost the production of acetylcholine.

Acetylcholine is an important component in the cerebrum, acting as a neurotransmitter and is vital in determining cognitive functions. A deficiency in acetylcholine could lead to poor concentration, slow or confused thinking, forgetfulness, difficulty in recall, mood changes, stress and memory impairment.

Benefits Phosphocholine Complex® in supporting Cerebrum Functions;



IMPROVES



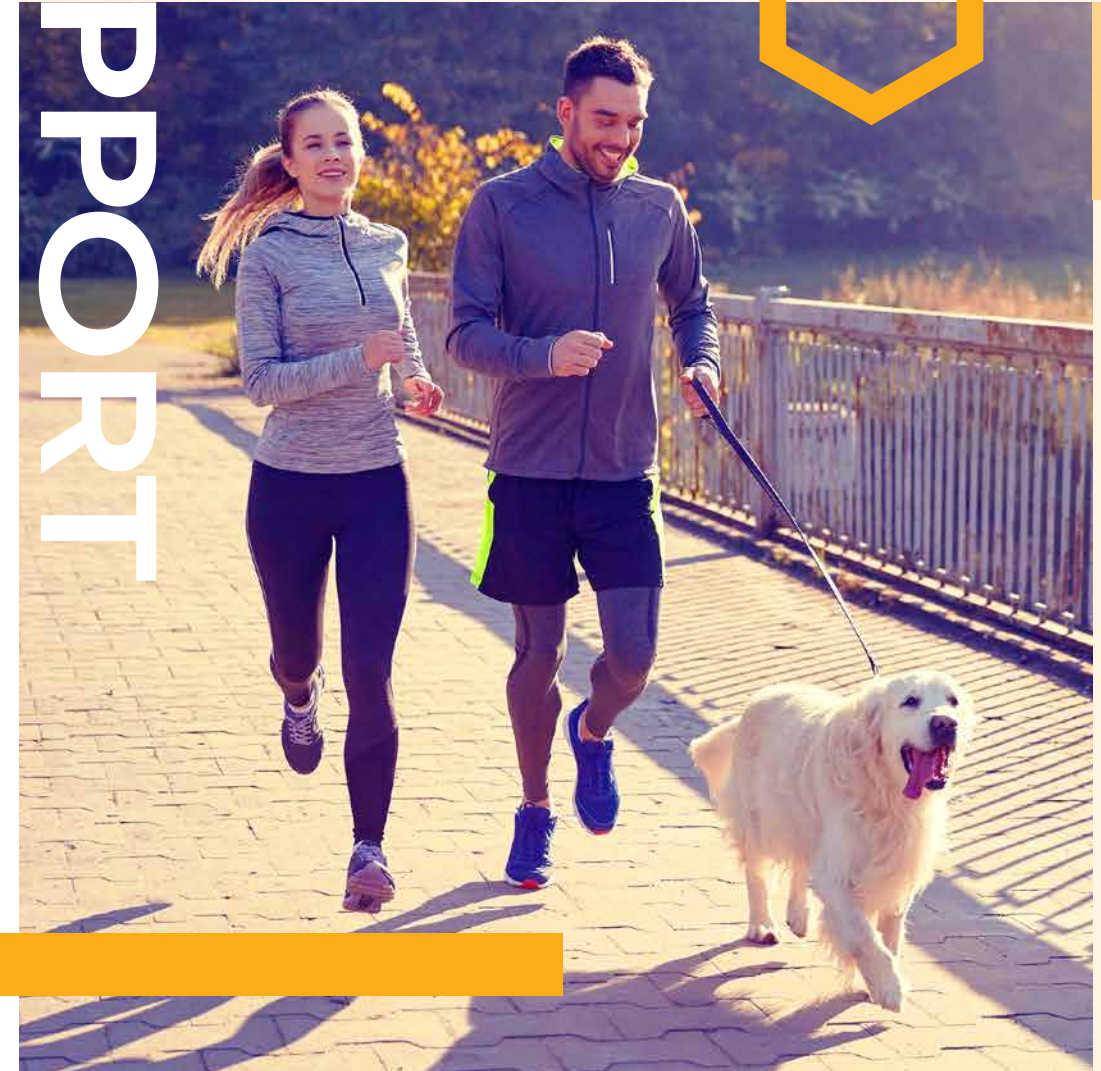
PROMOTING HEALTHY CHOLESTEROL BALANCE AND MAINTAIN VASCULAR HEALTH

Phosphocholine Complex® can support cardiovascular health by maintaining cholesterol metabolism circulation in the body. With its ability to help inhibit the absorption of cholesterol in the intestine, PCX can also accelerate the function of protein in the body by converting cholesterol to bile acid, thus, maintaining a healthier overall cholesterol level in the body.

- Promoting healthy levels of cholesterol.
- Being an important component of High Density lipoprotein (HDL), transporting cholesterol from the artery to the liver.
- Combining cholesterol and triglycerides to form Very Low Density Lipoprotein (VLDL).
- Reducing arterial plaque.
- Support healthier homocysteine level in the blood.

As a precursor for Betaine production, PCX is an effective agent for decreasing plasma homocysteine by converting it to methionine., reducing the risk factor in several disease states.

SUPPORT



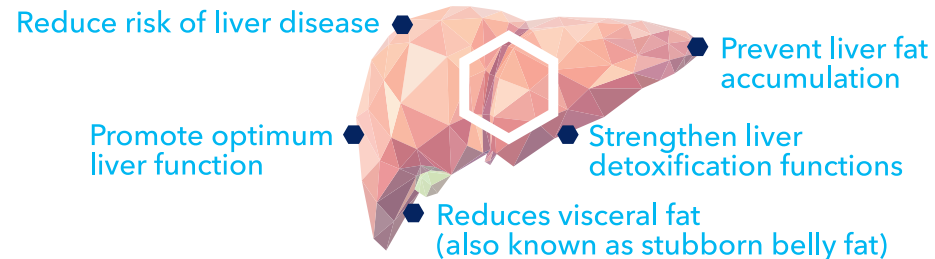
SUPPORTING HEALTHY LIVER FUNCTIONS

Phosphocholine Complex® promotes the transportation of lipids/ cholesterol away from liver to be broken down into fatty acid that is used by muscles cell as for energy sources.

It also promotes optimal liver plasma membrane fluidity and integrity which protects the liver against lipid peroxidation caused by free radical and oxidative insult.

Phosphocholine Complex® also increases the availability of choline and methionine in the body, an essential nutrient that supports Phase 2 Liver Detoxification.

Phosphocholine Complex® benefits in support of Liver Health;



STRENGTHEN

Outstanding Support In Reducing Visceral Fat

Phosphocholine Complex® is both lipophilic and hydrophilic, thus having an emulsifying function that can fully mix water and oil in the body, assisting in our body's processing and movement of fat. PCX further promotes the metabolism of fat, converting excess fat into glucose to be utilised by the body, thus helping to lose that excess weight for a slimmer, healthier body.

**ATTAIN THAT VIBRANCY AND ACTIVENESS
IN YOU TODAY WITH CELEVA SWITZERLAND**





www.swissceleva.com