



MODERN BIOLOGY - THE BODY'S INTELLIGENCE

Summer not only changes the weather. It also changes how the body works.

We move a little more without thinking about it. Hands and feet become warmer. The walks become longer and many feel that the body feels more alert and more supple. It's easy to think that it's just about the heat.

But, beneath the surface, something much more fascinating is happening.

When we walk, work in the garden, or just enjoy the heat, the blood vessels are working continuously. Every second they adapt to the body's needs. They dilate when the body needs to dissipate heat, increase blood flow to muscles and help transport oxygen and nutrients where they are needed.

It's the body's own intelligence at work. It knows what to do when the heat wave hits.





The body emits heat by increasing blood circulation in the skin

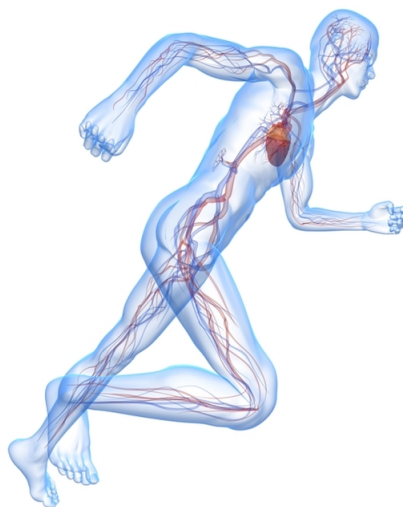
The body knows what to do without you having to think! This is how 1177 (Sweden's national service for health guidance and health information) explains:

"The blood vessels in the skin dilate when you get warm. The blood is led to the skin. Then the skin becomes red and warm. The blood cools down if the temperature surrounding the body is lower. The cooling happens faster if you fan with something. When the temperature rises, the body automatically works to maintain a steady body temperature."

What signals the blood vessels to dilate so that the heat can be led to the skin surface and cooled off? Where excess heat is released while sweating helps the body to cool.

It's an amazing process. But, it also raises a question.

How do the blood vessels actually know they should dilate?



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Nitric Oxide - the body's communication molecule

The answer begins in the walls of the blood vessels, in the innermost, thin layer of endothelial cells.

The endothelial cells produce nitric oxide (NO), a small but powerful signal molecule that **helps the blood vessels** adapt to the body's needs, such as when there is a need to increase blood flow to the skin to transport away heat.

The small molecule nitric oxide (NO) acts as a signaling substance in several important processes in the body. The Karolinska Institute describes nitric oxide like this: "One of its functions is to initiate a signaling cascade that causes the smooth muscles to relax and dilate the vessels, thereby lowering blood pressure."

In 1998, the Nobel Prize in Physiology or Medicine was awarded to 3 American researchers for the discovery of nitric oxide as a signal molecule in the cardiovascular system. This gave researchers new insights.



Knowledge about nitric oxide and its significance continues. Well-known researchers in the field describe nitric oxide as the **body's communication molecule**. "It does everything everywhere! Nitric oxide signals and communicates with cells throughout the body, and can affect the function of virtually all organs - from the brain to the heart, lungs, stomach, and eyes." *(The body's production decreases with age, a significant difference already at the age of 40.)*

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The summer sun does more than produce Vitamin D

New research shows that the skin not only produces Vitamin D. It also acts as a natural **reservoir** for nitric oxide-related substances. When the skin is exposed to **UVA light**, these substances can be released and contribute to the body's normal regulation of blood vessel function. (A tip: help the body, especially during the summer, build up and utilize its "reservoir.")

This shows how closely nature and our own biology are intertwined.



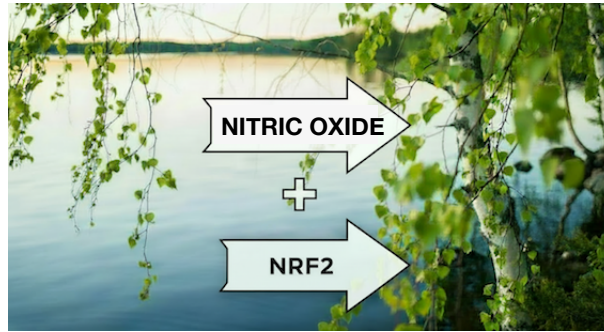
A new puzzle piece from Karolinska Institutet

For many years, researchers believed that nitric oxide only functioned as a gas. Now, new research at Karolinska Institutet has also identified it as a possible signal carrier - **NO ferroheme**.

Here, nitric oxide binds to an iron-containing so-called heme group, which seems to protect the signal and make it more stable.

Professor Jon Lundberg has likened it to a diver traveling protected in a shark cage. The discovery can help researchers understand how the body's signals are effectively transported through the bloodstream.





The body's way of communicating depends on protection

Signaling and communication are only half the story. In order for the endothelial cells to continue to effectively produce nitric oxide, they need to be simultaneously protected against the oxidative stress that arises just from us living, exercising, aging and being exposed to everyday stresses.

Here, nitric oxide and Nrf2 meet.

Nrf2 is one of the **body's most important biological defense systems**. When activated, it helps cells increase the production of several protective enzymes, including those linked to **glutathione** - one of the body's most important antioxidants, especially important for endothelial cells and nitric oxide metabolism.



The brain shows why interaction is important

The brain only makes up about two percent of body weight but uses about 20 percent of the body's oxygen and energy consumption. Therefore, both **efficient blood circulation** and a **healthy cell environment** are required for the brain to function optimally.

Research over the past decades has shown that the brain retains an impressive ability to adapt and renew far up in age - a discovery that has changed the understanding of the brain's possibilities.

Renewal requires both optimal **communication** and **protection**. It is especially important during heat waves that the brain gets enough oxygen and nutrients through good circulation.

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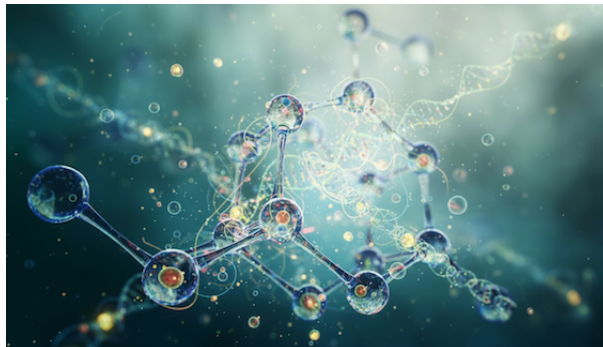


Body Intelligence

The more scientists learn about the human body, the clearer one thing becomes. *Health is about many **biological systems working together**.*

The blood vessels.
The mitochondria.
The immune system.
The antioxidant defense.
Cell signaling.

The body is not built around a single solution. It is built around cooperation.



Our way of thinking

We do not believe that just **one** single ingredient can explain health. The body functions as an intelligent network where communication, protection, energy and recovery interact every second.

Therefore, we try to develop **nutritional concepts** that support several of the **body's own biological processes** at the same time. Some nutrients have been chosen for their interesting interaction with the body's **nitric oxide metabolism and circulation**. Others have been chosen for their interaction

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with the body's own protection systems, where Nrf2 is one of the most studied. The body is amazing but sometimes it needs a little help.

Our task is not to tell the body what to do. Our task is to give it the **right conditions** to do what it already knows.



So we apply the research in practice:

Boost the miracle molecule NO and activate your protective system!

Keep the systems running.

A healthy cardiovascular system is the key to all the body's cells that work around the clock to communicate, repair and renew themselves.

**Are you over 40 years old, or training
and want to influence your results?**

**With the right nutrition, you can influence
the body's interaction!**

CARDICORE – developed with a focus on special nutrients that work in synergy, and that participate in the body's nitric oxide metabolism and normal circulation function.

CN24 – developed with active plant substances that have been chosen for their interesting interaction with the body's own protective systems, where Nrf2 is one of the most studied.

Over the years, our built-in biological systems become "sluggish" and need a little help along the way! Science shows that with the help of optimal nutrition, we can naturally and effectively influence these biological processes.

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“Perfect Duo”

Cardicore + CN24 - best combination for your health!

Give your body the best conditions for good health! It's small, small changes that are needed to make a difference in life and address ill health to welcome health.

Article number: 10-101013



CARDICORE - flow and energy

A scientifically composed formula with complexes of effective ingredients that make Cardicore the world's most unique juice to supplement the body's own production of nitric oxide. Mix a scoop in a glass of water. Drink morning and evening, and feel how good you feel. Article number: 10-051421 / 10-051431, 3-pac: 10-051422 / 10-051432



CN24 - an active form of sulforaphane

We have long experience with sulforaphane. Through joint work with researchers, we developed a formulation where sulforaphane could:

- be stabilized
- be encapsulated in a protective structure
- be preserved in a **biologically active** and **signaling form**.

The result was a formulation that forms the basis for **CN24**. Article number: 10-101010

P.S. Also take care of the skin in the summer with **CARDICORE** and **CN24** - or external and internal cell health!

Long, healthy and joyful life

Modern biology is increasingly showing something important:
**the health of cells and their signals affect biological age
and how the body functions over time.**

What we do today affects how our cells function tomorrow.

Making Connections • Making Sense • Making Winners™

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