

# ASEA™

*Extraordinary Company  
Breakthrough Products*





# ***The Breakthrough***

Scientists have known for decades that redox signalling molecules (also called cell signalling molecules) facilitate communication between cells, helping to protect, rejuvenate, and keep cells functioning at optimal levels.

ASEA's revolutionary technology replicates the body's own cell signalling molecules. This process has been used to develop products that contain these life-sustaining molecules.

## **The Science of Redox Signalling**

Although you may not have heard of redox signalling before now, it's not a new area of science. The field of redox has been researched for decades, multiple Nobel prizes have been awarded for discoveries related to it, and upwards of 10,000 peer-reviewed scientific papers have been written on the subject.

## Supporting Your Cells

Redox signalling technology is available to everyone in RENU 28 Revitalizing Redox Gel and RENU Advanced Intensive Redox Serum, two groundbreaking topical redox products that promote the health of your skin.

ASEA products go beyond cell signalling. Its cutting-edge technologies extend to other cellular support products to create a complete approach to overall health.

Whether you need a topical redox boost or anti-ageing for your skin, ASEA offers products that work where your body needs the most attention.

Now you can supplement your body's own redox signalling molecules from the outside in with RENU 28 Revitalizing Redox Gel and RENU Advanced Intensive Redox Serum for overall health that starts in the cells.

You also have access to cutting-edge technologies formulated into products that work hand in hand with cell signalling to enhance your wellbeing.



20 mL / 0.7 fl. oz.



Revitalizing Redox Gel  
Gel Revitalizador Redox  
Gel Revitalisant Redox

80 mL / 2.7 fl. oz.

## Cellular Support from the Outside In

ASEA's patented redox signalling technology is revolutionising the way we think about skin health. Cell signalling molecules have been clinically proven to benefit cell communication and renewal for a healthy, youthful appearance.

No more covering up or tightening or spot-moisturising. This is foundational skin health built on breakthrough science.

### RENU 28 and Intensive Redox Serum

In our quest for healthier-looking skin, we have an endless sea of products to swim through, from the affordable to the expensive, from the soothing to the superficial. All claim to offer a healthier appearance. But how many of them help your skin not only look healthier but actually register measurable improvements to skin health?

For that, you need something that impacts your skin cells, where skin health begins. RENU 28 and Intensive Redox Serum are key components in RENU Advanced, the first and only redox skin and body care system—a proprietary offering that provides all the benefits of cell signalling plus exclusive redox-friendly, anti-ageing blends.

With RENU 28 and Intensive Redox Serum, you can apply active cell signalling molecules directly onto your skin to improve it at the cellular level. Formulated with patented redox signalling technology, these products have been shown to make visible differences in skin by actually making skin cells healthier. There's nothing equal on the market.



## RENU Advanced Intensive Redox Serum

Intensive Redox Serum is an ultra-concentrated anti-ageing skincare product designed to revitalise and support skin renewal. With powerfully acting redox signalling molecules, this facial serum targets even the most challenging imperfections associated with ageing.

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### Get Your Cells Talking

Youthful cells renew much quicker than ageing cells. Active cellular communication is key for renewal of healthy, beautiful skin.

Without cell signalling molecules, skin cells can't communicate. ASEA's patented redox signalling technology has been clinically proven to benefit cell communication and renewal for a healthy, youthful appearance.

### 30-Minute Benefits

- › Visibly more radiant skin
- › Smoother skin to ease appearance of fine lines, wrinkles, and puffiness

### Directions

Use morning and evening after applying RENU 28 Revitalizing Redox Gel. Apply to specific areas of concern.



## RENU 28 Revitalizing Redox Gel

RENU 28 Revitalizing Redox Gel harnesses the power of redox signalling technology in a light, fast-absorbing gel designed to support healthy cell renewal. This whole-body skincare product works to add smoothness, even texture, and revitalise skin health.

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### Skin, Rejuvenated

The skin's natural ability to rejuvenate declines over time. Infants' skin cells turn over about every 14 days. In adulthood, that time increases to 28 days and continues to lengthen. By age 50, skin cell turnover can stretch to as long as three months.

But with daily application of RENU 28, you're supplying your skin with rejuvenating redox signalling molecules that improve your skin at the cellular level.

No matter what your trouble spots may be, whether it's unevenness or dryness or fine lines—and no matter where on the body they are—RENU 28 can help.



## Skincare for Skin Everywhere

RENU 28 is not just for your face. This skincare breakthrough uses a patented process that replicates the body's own redox signalling molecules to revitalise your skin's health and appearance, with an increased ability to withstand everyday stressors.

Specifically designed to work with your skin's natural processes, RENU 28 adds smoothness, evens texture, and increases moisture—resulting in more vibrant, healthier skin.



## Proven Results

RENU 28 provides revitalising support to your skin. Clinical studies have returned amazing results:

### Blood Flow

Stephens & Associates found that with twice-daily application, RENU 28 increased microcirculation to the skin by up to 55%.

### Skin Cell Turnover

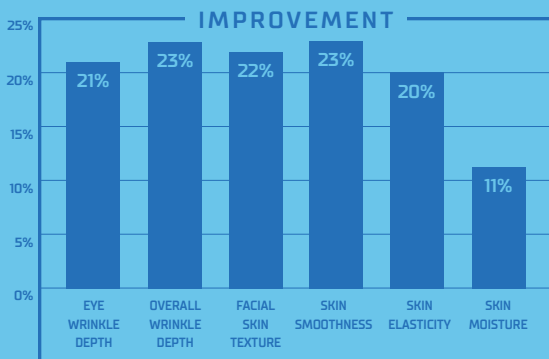
Stephens & Associates conducted a study that showed an increased skin cell turnover rate by 16% with RENU 28.

### Cellulite

Dermatest, a world-renowned dermatological research institute, found that RENU 28 decreased the appearance of cellulite by 16%.

### Facial Skin

Dermatest found further impressive results in a clinical study on facial skin:



RENU 28 earned Dermatest's coveted 5-star clinically tested seal, its highest possible commendation.

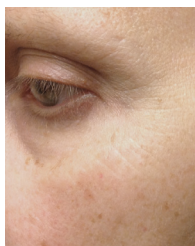


## Before & After

RENU 28 is not only safe but also provides real results through ASEA's patented redox signalling technology. It's non-comedogenic, preservative free, and paraben free.



**BEFORE**



**AFTER**

"RENU 28 has made a difference in lessening the wrinkles of my face."



**BEFORE**



**AFTER**

"RENU 28 clearly reduced the lines and wrinkles in my 65-year-old neck! Thank you for an amazing product!"



### **DIRECTIONS**

Shake tube and gently apply a liberal amount of RENU 28 to cleansed skin twice daily. Use on face and anywhere on your body where healthier-, youthful-, and more vibrant-looking skin is desired. Avoid contact with eyes.

A 12-week dermatological test showed that RENU 28 is effective in reducing the appearance of cellulite and improving skin elasticity. Results were clinically measured.

## Results

- › 15.81% reduction in the appearance of fat lobule size
- › 20.91% increase in skin elasticity



WEEK 1



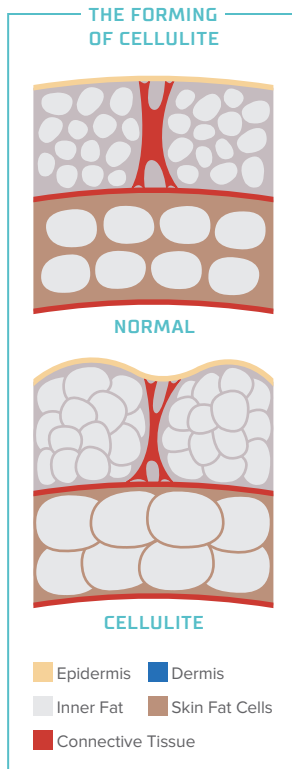
WEEK 12



WEEK 1



WEEK 12



RENU 28's patented process duplicates the body's own redox signalling molecules—cellular messengers—to protect and rejuvenate skin cells and smooth skin.



## RENU Advanced: Get Your Best Skin Back

Everyone is born with smooth, resilient skin. Your cells provide the “fingerprint” for this original beauty. Youthful skin renews itself consistently. Over time, healthy cell turnover slows dramatically. The result is visibly ageing skin. Your original, beautiful skin doesn’t need to be a thing of the past.

Introducing RENU Advanced, the first and ONLY redox anti-ageing skincare system.

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Each product in the RENU Advanced family has received a 5-star accreditation for safety—the highest possible—by leading European dermatological research institute, Dermatest.



# Radiant Skin In Three Simple Steps

ASEA has taken the best of science and nature to create RENU Advanced: all the benefits of redox signalling technology together with exclusive redox-friendly, anti-ageing blends.



## ① CLEANSE

### **RENU Advanced Gentle Refining Cleanser**

Tones and hydrates skin as it washes away dirt, oil, and impurities. Supports healthy cell renewal.



## ② REPAIR

### **RENU 28 Revitalizing Redox Gel**

Skincare for the entire body that provides redox signalling molecules for smooth, toned skin.



### **RENU Advanced Intensive Redox Serum**

Delivers ultra-concentrated cell signalling molecules to boost anti-ageing benefits.



## ③ REPLENISH

### **RENU Advanced Ultra Replenishing Moisturizer**

Provides everyday moisture while delivering deep hydration and anti-ageing actives for visibly youthful, vibrant skin.





## It's (Not So) Complex

RENU Advanced products contain carefully formulated, natural complexes designed to work with redox signalling technology and your skin.

## RENU 28 & INTENSIVE REDOX SERUM

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### ACTIVE REDOX SIGNALLING MOLECULES

ASEA's proprietary process produces beneficial redox signalling molecules. These cell signalling molecules support communication at the cellular level, improving the healthy, youthful appearance of your skin.

## CLEANSER

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### HYDRATING MOISTURE

Watermelon rind, lentil fruit, aloe leaf juice, and apple combine with vegetable-sourced glycerin for moisture, hydration, and resilience.



### BOTANICAL CELL RENEWAL

Bilberry, sugar cane, sugar maple, orange, and lemon plus botanical alpha hydroxy acids (AHA) help increase the rate of cell renewal.



### FRUIT & SUGAR CLEANSE

Olive fruit and coconut oil, sugar, witch hazel, and wheat amino acids support skin elasticity while gently cleansing and toning.

## MOISTURIZER

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### YOUTHFUL ELEMENTS

A patented blend of jojoba, macadamia, vitamin E, and olive oil with natural moisturising factors (NMF) from olive, coconut, and beet support cellular rejuvenation and youthful moisture levels.



### PRO-BIO OXYGEN

A topical probiotic paired with oxygen attractors—vital for healthy skin and cell renewal—helps reduce the appearance of lines and wrinkles.



### DETOX & DEFENSE

Fragrant star desert plant, olive, and soybean protect moisture, encourage detox, and defend healthy skin barrier for supple, firm skin.

## Proven Results

Independent clinical studies confirm the benefits of ASEA's redox signalling technology for beautiful, youthful skin.

### RENU 28 Revitalizing Redox Gel

#### IMPROVED

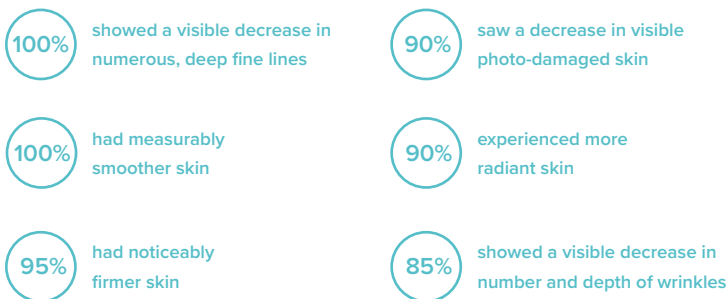


### RENU Advanced Intensive Redox Serum

#### REDUCED



RENU Advanced System independent clinical research results:



Independent clinical study conducted by Stephens & Associates.

Results based on 12-week study of 40 participants using the RENU

Advanced face care system twice per day.





## One of a Kind

ASEA is based on our proprietary breakthrough technology to provide benefits which translate to health at its foundational level. It is the only product of its kind. No one else offers what ASEA does.



# *Serving Amounts*



Drink 30 to 60 mL twice daily—once in the morning and once in the evening.



Consume within one month of opening.



ASEA may be refrigerated for improved taste.





## A Different Kind of Company

Profitable from its first year of business and carrying no debt, ASEA is a global company built on a philosophy that embraces principle over profit. Experienced executives lead with commitment to the company's long-term sustainable growth while maintaining the principles and values upon which the company was founded.



Charles Funke  
Chief Executive Officer



Jarom Webb  
President









The ASEA Advancing Life Foundation provides both funding and labour to support the efforts of charities around the world. In third-world situations, we partner with organisations that address issues such as extreme poverty by partnering with local villagers to develop clean water, infrastructure, and ongoing education. In developed countries, we seek out partners who support the needs and relief of children and families in need. Our newest partner, Operation Underground Railroad, provides support and resources to law enforcement agencies and governments around the world for better combatting child sex trafficking.



**FOR MORE INFORMATION, CONTACT:**

NOTE TO CONSUMER: ASEA 30-day guarantee valid only when purchased through an authorized ASEA representative. Safety and efficacy of product procured via online auction sites or other unauthorized resellers cannot be guaranteed.



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