



# POWERED BY OXYGEN

LiveO2 Adaptive Contrast (AC) combines oxygenation, exercise, hypoxic events, and high intensity intervals to optimally train and energize the body. The sum of these four methods comes together in a 15-minute workout designed not only to save you time but to develop health and peak performance.

**When you only have 15 minutes and you want optimal results, look to LiveO2 Adaptive Contrast.**

**Metabolism Upgrade:** Efficiency of metabolism is controlled by oxygen utilization. When oxygen is abundant, mitochondria carry out aerobic metabolism. The primary step being, the addition of oxygen to the fuel molecule needed to start the Krebs cycle. Aerobic metabolism taking place in our mitochondria is the only net positive means of producing ATP energy. LiveO2 AC training extends the aerobic range by using oxygen concentrated air to reach maximum oxygenation, which is normally un-obtainable when working out intensely.

**Functional Upgrade:** Advanced medical theory views muscles as both generators and areas of energy storage for the body. In other words, aerobic-range exercise creates voltage in the cells that is stored similar to a battery as muscles contract and relax. Further, when this idea is combined with meridian systems, in which large groups of muscles are inter-connected with organs, the act of exercising becomes supportive to the function of the paired organs by increasing the organ's energy also. Training with LiveO2 AC regularly not only exercises muscles but perhaps, more importantly, powers the organ systems the body depends on for ideal function.

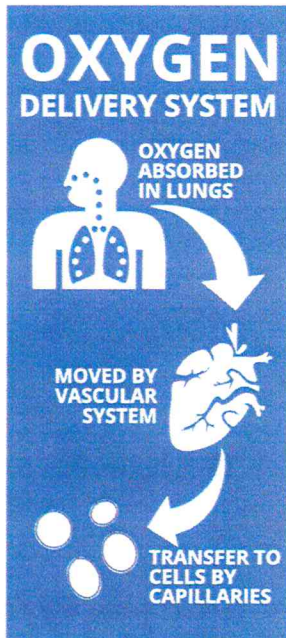
**Performance Upgrade:** When it comes to exercise, high intensity intervals create strong responses, one of which is prompting mitochondrial growth. Most high intensity workouts involve sprints and recoveries that push the body into anaerobic states, causing a recovery issue. With LiveO2 AC the recovery is quick allowing for clean stimulation of systems while still developing oxygen utilization towards its genetic maximum.

**Cardiovascular Upgrade:** The LiveO2 AC progression of high intensity interval training is enabled by switching between oxygen concentrated air and oxygen depleted air. This adaptive method creates higher highs and faster recoveries triggering many physiological benefits. Accelerated gains are achieved when moments of quick recovery follow layers of effort events, teaching the cardiovascular system to act dynamically and grow. Being a stronger breather and having a well-developed ability to deliver blood to tissues unlocks the all-powerful potential of the body.



*LiveO2 Adaptive Contrast is the next evolution to optimally energize your body.*

# YOUR CELLS NEED BREATH



When cells can't breathe—nothing else matters.

For instance, in an emergency, it is vital to confirm that the individual is breathing. When cells (similar to the body) have compromised respiration they function poorly, become ill and die prematurely.

Oxygen travels from the lungs to the tissue in blood, via a complex series of steps. There are many ways this process can fail.

When cellular oxygen delivery is unsuccessful it accelerates health challenges. Hypoxic stress and inflammation

interfere with oxygenation, and push cells into one or more failure modes that manifest as many different symptoms of disease.

## Cell Failure Modes

There are three closely-related cellular failure modes that occur when oxygen does not reach cells.

**Vascular Brownout**—occurs when hypoxic stress events cause inflammation in the vascular endothelium. This shrinks the inside of tiny blood vessels creating a bottleneck. Each obstruction inhibits blood flow that shuts off oxygen to the downstream tissue.

**Local pH imbalance**—the vascular brownout triggers a threefold pH dysfunction. First, anaerobic cells produce lactic acid. Next, anaerobic cells cease production of carbon dioxide. Finally, the bottleneck that obstructs blood flow causes waste products to accumulate. This creates tissue prone to “acid” soreness as the functionality of cells decline. These areas become unhealthy as their energy production is restricted to respiration without oxygen.

**Immune Brownout**—the un-oxygenated region of weakened cells becomes a preferred habitat for parasitic organisms. Reduced cellular oxygen decreases

immune cell mobility. The combination of inhibited blood flow and a toxin rich environment set the stage for localized immune system failure.

These events explain almost any health problem. When cell failure modes are progressing, the entire body starts to fall into a health consumptive pattern. These cell failure patterns are experienced as poor energy, lack of immune function, and degeneration of health.

## Exercising with Oxygen

Cellular respiration is a simple truth: cells that cannot breathe will not function properly. Any care that ignores oxygen as critical for cell function, will never resolve cell failure modes. LiveO<sub>2</sub> is the rebirth of the concept of cellular oxygenation with the goal of restoring cellular oxygen safely, quickly and effectively.

## Hypoxic Stress Triggers:

- Endothelial cell inflammation that leads to a Vascular Brownout
- pH imbalance that reinforces tissue stress and toxin accumulation
- Un-oxygenated areas that become host to many pathogens

The moment you adopt cellular oxygen as a priority in your care, you can start creating better health. Regenerative oxygen levels reverse vascular inflammation, prevent tissue brownouts and fuel immune system mobility.

## Be Empowered

You no longer can hold the assumption that your cells have enough oxygen, simply because you are alive.

**If a body can't breathe—nothing else matters. Your cells need breath!**

Your journey to more effective care just started—you just need one tool—which you already know to be supported by all the science you have ever studied—In life Oxygen matters most!

To learn more about LiveO<sub>2</sub> and how our 15-minute protocols can enable your health, contact us today.