Heart of the Matter

During the embryonic period, a fetus’s brain and spinal cord form first followed by its very principal organ, the heart. From that point on, the heart starts its life-long work with a dedicated loyalty for the body as it becomes one of the major organs regulating overall health, quality and longevity of human life. However, due to a number of reasons, cardiovascular disease has become one of the leading causes of death in the U.S. killing one person every four hours. In the United States, heart related disease factors for almost 30% of the combined death toll for the entire nation. Financially, heart related problems are also a major expense in health care services and medications costing over $316 billion dollars in the year 2010 alone.

Many improper life styles such as inactivity, obesity, cigarette smoking, etc. have been known as major risk factors that lead to these life-threatening cardiovascular problems. Among many of these factors, high blood pressure is also clinically recognized as one of the highest causes for over 30% of all heart related problems. All agree that preventive practices are the best choices for protecting this delicate organ from aforementioned risk factors.

Kardi-Ar: (a conjunction of the words cardio and arginine)

From the beginning of its inception, Inno-Vita has been addressing the importance of preventive measures in order to maintain a healthy heart by introducing very effective heart products such as Heart-Flo and Ser-Culate. Recently, more research efforts and resources have been dedicated in order to develop a more prevention-focused product based on new heart benefitting substrates and modern discoveries. This new product has proven to provide superior benefits to heart health, enhancing immune response, reducing toxins in the body, improving athletic performances, improving hair and skin health, helping short-term memory, and elevating daily energy. Introducing Kardi-Ar.

Health Benefits of Kardi-Ar

L-Arginine is the semi-essential amino acid which is the key ingredient in Inno-Vita’s Kardi-Ar formulation. Recent research and discoveries that were carried out by three prominent scientists† on the effects of L-Arginine, precursor for endothelium-derived nitric oxide (EDNO), have brought a sensational awareness of the benefits especially on the cardio vascular system to the scientific world. Furthermore, nitric oxide was re-recognized as an important signal molecule for unexpected heart problems including angina pectoris and myocardial infarction. These scientists discovered that this simple molecule nitric oxide is responsible for the relaxation of muscle cells, more importantly; it soothes heart muscles and vascular vessels as a vasodilator. Today it is recognized that the body produces nitric oxide on its own and that adding more to one’s system have presented a considerable benefits for heart health.

Production of Nitric Oxide (NO) in Arteries

- **Intima**: Blood vessel’s innermost lining. The endothelial cells release nitric oxide.
- **Media**: Middle layer of blood vessel containing smooth muscle cells.
- **Adventitia**: Outer layer of the blood vessel.
- **Nitric Oxide**
- **Arterial Lumen**
- **Smooth Muscle Cells**
- **Endothelial Cells**
- **Red Blood Cells**

(Continued on back)
Great too!

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Inno-Vita is excited

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flavoring without the requirement of
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technical team took the challenge and
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Arginine is still considered an
esential amino acid meaning that
it must be supplied by food and/or
in supplemental forms. L-Arginine is
found in various high protein food such
as dairy, beef and poultry products,
wheat germ, and nut products but
it is not possible to obtain adequate
amounts of L-Arginine from these foods
alone which will present a significant
nutritional and therapeutic result.

**Does the body synthesize enough L-Arginine by itself?**

Even though, some degree of
disagreement is still being reported,
L-Arginine is still considered as an
essential amino acid meaning that
it must be supplied by food and/or
in supplemental forms. L-Arginine is
found in various high protein food such
as dairy, beef and poultry products,
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amounts of L-Arginine from these foods
alone which will present a significant
nutritional and therapeutic result.

One dosage of Inno-Vita’s Kardi-Ar
provides 5000 mg of L-Arginine.
Two forms of Arginine are commonly
used in the supplemental forms,
L-Arginine hydrochloride and freebase
L-Arginine. Most people prefer
L-Arginine hydrochloride because it
doesn't taste bad when compared to
freebase L-Arginine. However, it is

known that L-Arginine hydrochloride is
less effective than freebase L-Arginine
and often cause a stomach irritation
for sensitive people so Inno-Vita
chose to include freebase L-Arginine.
We know that freebase L-Arginine
could further complicate an already
challenged issue of taste, but Inno-Vita's
scientific team took the challenge and
devoted its resources and research
efforts to overcome this product's
flavoring without the requirement of
masking with inorganic and unnatural
sweeteners, flavors, and or texturing
ingredients. Inno-Vita is excited
to present Kardi-Ar as a highly
and therapeutic L-Arginine product that
is not only priced appropriately, but tastes
great too!

**Inno-Vita’s Kardi-Ar as an
Immune Enhancer**

The recent studies have demonstrated
a significant benefit in improving the
compromised immune system that
is commonly found with people who
are coping with other serious illnesses.
Inno-Vita's Kardi-Ar helps the body
synthesize more T-cells, one of two
lymphocytes found in the white blood
cells which help improve the body’s
natural immunity and lower infection
rates.

**Inno-Vita’s Kardi-Ar and Muscle
Building**

Amino acids are the building blocks for
protein, especially L-Arginine in Kardi-Ar
is a key amino acid that helps to increase
protein synthesis and muscle mass that
are often desired by those who maintain
active lifestyles or regularly undertake
strenuous exercise.

**Other Benefits of Kardi-Ar**

Inno-Vita’s Kardi-Ar is very beneficial for
depression, memory problem, anti-
aging, sleep and stress management,
erectile dysfunction and fertility.

**Clinical suggestion:** When Kardi-Ar
is taken for aiding growth hormone
synthesis, it is recommended to take
away from meals because other amino
acids and carbohydrates included in
food will elevate the body’s own levels
of insulin production and some studies
suggest that the higher levels of insulin
may interfere with the body’s synthesis
of the growth hormones created from
L-Arginine decreasing its effectiveness.

**Inno-Vita’s Kardi-Ar and Growth Hormone**

A growth hormone is stimulated by
L-Arginine. As we grow older, the
body’s own natural growth hormone
secretion is gradually diminished.
Therefore, cosmetic and medical growth
hormone therapies have become more
widespread but various side effects of
growth hormone injections have also
become alarming. When taken
with Inno-Vita’s Pituitary, Kardi-Ar will
provide the body adequate amounts of
L-Arginine that will help the body and
the pituitary gland in the forming of its
own natural growth hormone. Kardi-Ar
benefit on growth hormones can be
enhanced when it is complemented
with Inno-Vita’s B-Comp as studies have
proven that choline and B5 (pantothenic
acid) stimulate the growth hormone
synthesis from L-Arginine.

**Other Health Beneficial Key Ingredients in Kardi-Ar**

L-Citrulline – Arginine can be
synthesized from L-Citrulline by
the sequential enzymatic activities of
argininosuccinate synthase and
argininosuccinate lyase. More
importantly, as the clinical studies
have illustrated, L-Citrulline acts as an
important catalyst in the nitric oxide
forming process from L-Arginine. As
a result, it helps the body extend its
capability of nitric oxide production
by prolonging the healthy benefits of
nitric oxide for over 20 hours.

**Carnitine**

Carnitine is the essential compound
that is required to bring fatty
acids inside mitochondria so fatty
acids can be utilized in the energy
production cycle (The Citric Acid
Cycle). Therefore, fat in the food is
properly metabolized and triglycerides
in the blood are reduced resulting in
lowered bad cholesterol and increased
cardiovascular health.

**Lutein and Lycopene**

Recent clinical studies have shown
that lutein is beneficial for preventing
clogging of carotid arteries and help
reduce the risks factors of heart attack.

**Bioperine and CoQ10**

When CoQ10 and Bioperine combined
together, the absorption ratio and
effectiveness of CoQ10 is significantly
enhanced. CoQ10 is an important
antioxidant that lessens and reduces
the oxidative damages within the heart
muscle cells.

† Doctors Robert F. Furchgott, Louis J. Ignarro
and Ferid Murad were awarded the Nobel Prize
for Physiology or Medicine for their discoveries
concerning nitric oxide and its function as a
molecule in the cardiovascular system.

**This statement has not been evaluated by the Food
and Drug Administration. This product is not intended
to diagnose, treat, cure or prevent any diseases.**