



ASEA a SCAM – Really?

In the light of new irrefutable scientific evidence, “You don’t have to take our word for it!”

I’ve been a truth-seeker my whole life. Custom and tradition has its place, but when the light of new revelation shines, I’m not one to continue calling the earth flat when the overwhelming evidence is to the contrary, no matter how many of my friends, family and peers continue to embrace outdated knowledge.

As such, I’ve not been afraid to step outside the box of conventional thought...about religion, politics, health, business, etc. I’ve even told my kids that when I kick the bucket, I want to be cremated and my ashes spread to the four winds of the earth. After all, of the 5 letters in my last name, there is w, e, n, s...one for each point of the compass, with an i for “international” thrown in. I didn’t want to be crammed into a box in life; I sure don’t want to be in death.

Consequently, I’ve encountered what business author, Eric Worre, warned about in his marketing best-seller, *Go Pro*, “You must accept a temporary loss of social esteem from ignorant people.” I love what Will Rogers said about that nearly 100 years ago. “Everybody is ignorant, just on different subjects.” I’ll even take it a step further. Some people aren’t content to simply be ignorant...they’re even opinionated about it. Nothing stymies progress in any endeavor like opinionated ignorance

Being ignorant isn’t a knock on anyone. But failing to acknowledge it is arrogantly foolish and intellectually crippling.

There’s just too much stuff “out there” to know, all of which can be divided up into three categories.

1. The stuff you know.
2. The stuff you don’t know.
3. The stuff you don’t know that you don’t know...by far, the largest category.

For most people, even those with multiple letters behind their name, including “D’s”, the science of Redox Signaling Molecules fits into category number 3. So when a company like ASEA shows up on the landscape claiming to have produced what “conventional” science has believed to be impossible, opinionated ignorance flows abundantly, especially on the bathroom wall of the universe – the internet.

The genuine truth-seekers will discover exactly that – the truth. The old adage will prove true – *When the student is ready, the teacher appears*. The know-it-alls will never be ready. Instead, they will smugly wrap their cloaks of intellectual self-righteousness around their minds, cover their eyes and plug their ears, as if crying out, *“Don’t bother me with the facts; I’m already comfortably with my convictions.”*

To the genuine truth-seekers, I want to offer some independent, scientific validation of what tens of thousands of us around the world have known experientially for the past five years. And that is – ASEA is real and is NOT merely salt water (from Salt Lake City).

First, there's a growing awareness that some of the self-proclaimed “expert” alternative health-bashing bloggers out there are literally quacks themselves. I won't give their link because clicking on it only increases their web-presence, adding to the illusion that they are indeed experts on a particular topic. They appear to have scientific credibility but, upon closer examination, are sorely lacking it.

Since anyone can post about anything they want on the world wide web (the internet), and since once it's posted there, it's almost impossible to remove, some have literally carved out a living by making quack reports on..well, just about anything. You name it – from Aardvark to ZZ Top and everything in between including God, Apple Computers, Vitamins, Microsoft, Mother Theresa, Space Travel, everything imaginable has a scam quotient on the bathroom wall of the universe. And a surprising number of otherwise bright people think, “It must be true – it's on the internet.” It's almost like Google and the King James Version are on equal footing. Except that Google probably ranks a little higher.

As a layman, here's how I suggest people evaluate ASEA's technology.

First, go to this government website, an extensive depository of peer-reviewed medical research. PubMed.gov If you do a search for "redox signaling" there are 12,575 listings, as of today. It's one of the fastest growing areas of medical research so the number of entries is going up almost by the day.

There is now another independent source of information about Redox Signaling Molecules (RSM), showing the impact of these mighty molecules on a variety of the body's systems - cardiovascular, skin, immune, endocrine, musculoskeletal, etc. You can find this at TheRedoxDoc.com.

So, the question then is whether or not ASEA's product is indeed a source of RSM, as they claim. Or is it just expensive salt water? The tens of thousands of us all over the world that have been using it know it's not just salt water but the question has now been answered irrefutably in a scientific way. As an old surfer, I've swallowed my share of good old fashioned salt water...didn't have near the health benefit for me as I've had with ASEA. That's enough proof for me that ASEA is NOT just salt water. But, hey, what do I know...I'm just an old surfer and was probably smoking something at the time. And when I did, trust me, I inhaled.

There is a world renowned pharmaceutical testing laboratory located in the "Research Triangle" near where I live in North Carolina, so named for the high concentration of scientific and medical research institutions surrounded by 3 world class universities - UNC, Duke, NC State - in the 3 surrounding cities of Raleigh, Durham and Chapel Hill. The testing laboratory is BioAgilytix (www.bioagilytix.com).

They are partner to 8 of the top 10 global pharma and biotech companies, testing and validating the composition, quality and integrity of their products. Fifty percent of their employees hold PhD/Masters degrees and average 15 years of post graduate scientific experience.

When they tested ASEA this is what their task was:

1. To validate ASEA internal redox quality and validation testing procedures
2. Test and verify that both ASEA and RENU 28 contain redox signaling molecules

This is what their findings were.

1. Regarding ASEA: water, diluted in 0.1M Sodium Phosphate Buffer (pH=7.4). **The results indicate that ASEA contains redox signaling molecules.**
2. Regarding RENU 28: diluted in 0.1M Sodium Phosphate Buffer (pH=7.4). **The results indicate that RENU 28 contains redox signaling molecules.**

But don't take my word for it. ASEA and their testing results can now be found on their website at: www.bioagilytix.com/biomarkers/detail?id=1283

Furthermore, an ongoing relationship between ASEA and BioAgilytix Laboratories has been established in order to:

1. Work in unison with ASEA's internal quality team to give scientific validity to ASEA products.
2. Ensure that every product made is of the highest quality and effectiveness.
3. Weekly validate the ASEA products contain redox molecule.

Soon all of ASEA's products and collateral marketing material will begin carrying this label indicating that the product is Redox Certified by them.



In addition to the certification of ASEA's technology by BioAgilytix Laboratories, more independent institutions are studying, testing and validating ASEA's products, including:

Stephens & Associates, a global leader in dermatological research headquartered in Dallas, Texas. (www.stephens-associates.com) Researchers with impeccable credentials conduct their work. The focus of their testing was:

1. Will RENU 28 stimulate skin cell renewal and turnover?
2. Will RENU 28 increase blood flow in the skin?

Why the focus on increased blood flow? Because good blood flow in the skin results in: healthy and radiant skin, even complexion, relief from dry skin, acne clearing up, faster wound healing, stretch mark reduction, decreased cellulite, reduction in spider veins, better circulation in hands and feet, reduced swelling and water retention, reduced numbness in extremities and reduced neuropathy.

Test results showed that:

- Skin cell renewal with RENU 28 was 16% faster!
- Blood flow on the skin after the first application of RENU 28 increased by 49%!

Need more evidence?

The internationally renown German research institute, Dermatest (www.dermatest.de), whose mission is: "Perform scientifically qualified and dermatologically validated testing" on cosmetic products has already gone on record in awarding ASEA's RENU 28 it's coveted 5-Star rating for following skin improvements:

- 21% eye wrinkle depth
- 23% overall wrinkle depth
- 22% facial skin texture
- 23% skin smoothness
- 20% skin elasticity
- 11% skin moisture

Dermatest is now testing RENU 28 for it's effect on cellulite, which is the bane of many, especially women. After only half of the study complete, the results are already spectacular. Stay tuned for the final results.

On top of all that, ASEA's production facility is now fully certified the National Sanitation Foundation (nsf.org), a key stamp of approval to get.

And, ASEA has established two groups of distinguished individuals who will contribute to the integrity of the company's science.

1. ASEA Medical Professional Board

Members of the MPB will be leveraged as internal experts on science and redox. They will:

- Present science and research topics at corporate meetings.
- Provide expertise on research and product issues.
- Appear on corporate websites as advocates of ASEA products and experts in their respective fields.

2. ASEA Science Council

Members of the ASC will be leveraged as 3rd party experts in the science and research of redox signaling. They will:

- Consult with corporate on research direction.
- Serve as 3rd party experts for media opportunities.
- Speak at corporate events on science and research trends and updates.

As you know, any company in the wellness arena has to stay clear of making claims that cross the line of compliance. ASEA understands that very well and does not try to push the envelope. Trying to rein in a bunch of word-of-mouth network marketers is a challenge.

Having said all of that, here's my observation, such as it is:

Well known Christian author, Josh McDowell, once wrote a book on Biblical apologetics entitled, *Evidence That Demands A Verdict*. I'm going to borrow that thought here. When you consider all the independently verified, irrefutable validation of ASEA's technology...you must come to a conclusion-based decision.

On one hand, you've got a government website, and other independent sources, listing the myriad of health conditions that are dramatically impacted by and dependent on the function of RSM. On the other hand, you've got a world renowned, independent science research facility verifying that ASEA's products do indeed contain RSM...AND they're going to ensure the quality and integrity of ASEA's products on an ongoing basis.

Even I can connect those dots!! If my body needs supplementation of RSM, and if this product is a verified RSM supplement...I NEED IT IN ME! Hello! So do you. And so do your family members, your friends, your co-workers. Hey, get it in your enemies...maybe they will no longer be your enemies!

Furthermore, ASEA has wisely and strategically protected their technology and their processes with layer upon layer of patents, ensuring that ASEA will be the ONLY source of RSM on the market. You will not see a knock off of ASEA on the shelves of Costco.

When you couple all of this with the fact that ASEA has now crossed the 5 year threshold, a longevity litmus test in the network marketing industry, and has attained the ranking of being in the top 50 direct selling companies in the US, top 100 globally (<http://www.businessforhome.org/2015/04/asea-70-million-revenue-in-2014/>), it's easy to conclude why there is such a justifiable sense of optimism in the world of ASEA.

The future for our health and our wealth couldn't look brighter!

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