



MOXXOR®

PURE & NATURAL FROM NEW ZEALAND

MOXXOR GLOSSARY OF TERMS

GLM's:

Greenlip Mussels

Greenlip Mussels (*Perna Canaliculas*) is a bivalve mollusc of the family Mytilidae native to New Zealand that is characterized by a green color around the edges of its shell.

ALA:

(Alpha-Linolenic Acid)

The precursor to all omega-3s which has become popular for promoting cardiovascular health and combating numerous inflammatory conditions.

SDA:

(Stearidonic Acid)

An omega-3 which is primarily touted as a precursor to EPA.

EPA:

(Eicosapentaenoic Acid)

An omega-3 fatty acid and precursor to DHA. It has in particular been acclaimed for mental health benefits.

DHA:

(Docosahexaenoic Acid)

An omega-3 fatty acid that is very prevalent in the human brain and retina and has been extensively studied for cardiovascular health, mental health, child development benefits, as well as, diabetes prevention.

ETA:

(Eicosatetraenoic Acid)

An omega-3 fatty acid that has only naturally been found in any significant quantity in New Zealand's Greenlip Mussel. Studies indicate possible benefits for a broad range of inflammatory conditions.

Antioxidant:

A molecule that inhibits the oxidation of other molecules. Antioxidants have been the subject of numerous preventive health studies and are broadly used to preserve foods.

Folate:

A naturally occurring and biologically active vitamin of the B complex found in numerous foods but particularly green leafy vegetable. Among other functions folate is necessary for production and maintenance of new cells, preventing changes to DNA, and creation of red and white blood cells.

PCB's:

(Polychlorinated Biphenyls)

Are synthetic organic chemical compounds that had numerous industrial uses until banned in the US in 1979 and the Stockholm Convention on Persistent Organic Pollutants in 2001. Research has tied PCBs to cancer.



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- Excipient:** An inactive substance formulated for the purpose of bulking-up formulations that contain other active ingredients. Also referred to as diluents and fillers.
- Vitamin K:** A structurally similar group of fat-soluble vitamins that the human body needs to biosynthesis certain proteins required for blood coagulation, and vascular biology. Also known as phyloquinone, phytomenadione, or phytonadione,
- Oleic Acid:** A naturally occurring Omega-9 fatty acid that is a major component of olive oil from which it derives its name. Diets rich in oleic acid have been tied to improved blood circulation and insulin sensitivity.
- Carotenoids:** Naturally occurring organic pigments (red, orange or yellow) derived from plants and other photosynthetic organisms that are split into two groups, xanthophylls and carotenes. Studies suggest carotenoids offer protection against macular degeneration, cardiovascular disease and some forms of cancer.
- Lutein:** A plant based xanthophyll of yellowish or reddish color which has received considerable attention for its potential to improve visual function and possibly curtail age-related macular degeneration
- Zeaxanthin:** A xanthophyll and chemical cousin of lutein which produces a yellowish pigment in fruits and vegetables. Like lutein it is considered to be an antioxidant beneficial for ocular health.
- Astaxanthin:** A carotenoid produced by microalgae which provides the reddish tint in ocean life like salmon and crustaceans. Recently, astaxanthin has become the subject of intensive study for its strong antioxidant capacity, its potential support of cardiovascular, immune and neurological health and anti-inflammatory benefits