

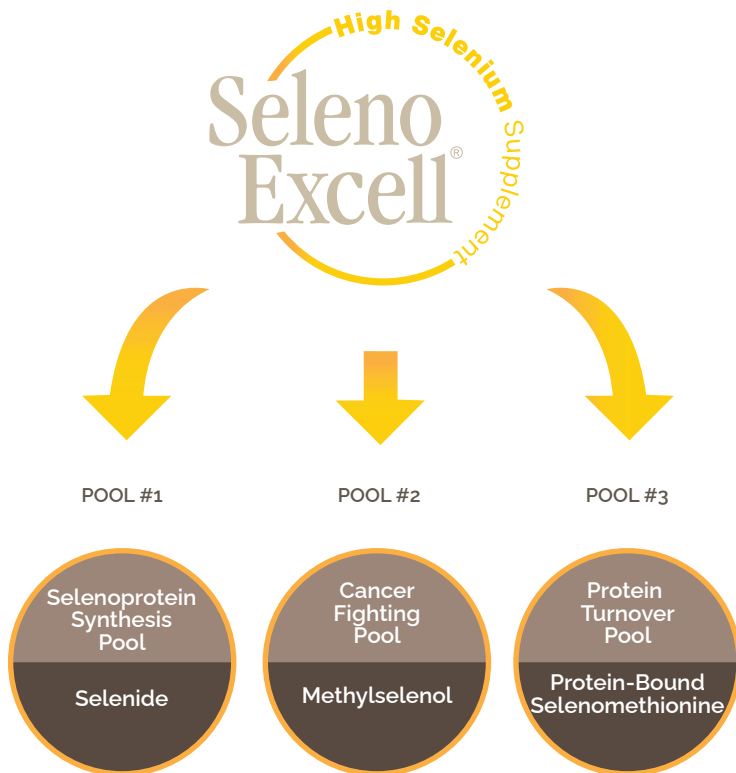
Does form make a difference?

The way in which our bodies utilize nutrients suggests why form makes a difference by providing critical information on the value of using a personalized nutrition matrix when formulating condition-specific products.

How SelenoExcell® works:

SelenoExcell® is produced to be quickly and easily absorbed by the body to effectively promote health and reduce the risk of disease. **The combination of the three natural food-forms of selenium found in SelenoExcell® - selenomethionine, selenocysteine, and methyl-selenocysteine - directly feed the three metabolic pools that efficiently utilize these forms compared to synthetic types.** This means that SelenoExcell® is an outstanding fit in terms of absorption, metabolism, and partitioning as the body successfully adapts to shifts in selenium intake and metabolic demand.

The utilization of selenium by the body is hierarchical. The top priority is to have dietary selenium fill the selenide pool (pool #1) to drive the synthesis of the 25 selenoproteins in the body. These selenoproteins are the reason why selenium is essential for health, because they serve specialized functions such as providing critical antioxidant protection and regulation of thyroid gland function. One of the selenoproteins, selenoprotein P, enables the liver to package and shuttle selenium to other tissues in the body, especially the brain, kidneys, and testis. Methyl-selenocysteine in SelenoExcell® feeds the cancer-fighting methylselenol pool (pool #2) more directly than other selenium forms.



What forms of selenium are found naturally in the human diet?

When we consume plants in our diet, selenium is predominantly in the form of selenomethionine. Plants also contain smaller amounts of selenium in the form of methyl-selenocysteine and selenate. When we eat meat, our selenium intake is predominantly in the form of selenomethionine and selenocysteine. Brazil nuts and tuna represent foods with the highest selenium content which is also predominantly in the form of selenomethionine. SelenoExcell®, as a mixture of natural forms of selenium, mimics the way that selenium is naturally presented in our food. Because SelenoExcell® directly feeds the three metabolic pools that orchestrate the body's utilization of selenium, SelenoExcell® is considered an excellent choice to supplement selenium for health promotion and disease prevention.

Selenium status: Is it important?

Research has revealed numerous beneficial effects of correcting low selenium status, including increased antioxidant protection, improved immune function, and the support of thyroid health. Maternal and infant health also appear to be selenium-sensitive, with studies indicating that supplementation with high selenium yeast can significantly lower the risk for pre-term birth and the serious complication of elevated blood pressure and protein leakage from kidneys known as preeclampsia.

Form Matters



High Selenium Yeast

SeMet
L-selenomethionine

Amino Acid
Chelate

Sodium
Selenite

Food-form Mineral



Clinically Validated
Research / Peer Reviewed



FDA Qualified Health Claim



FDA GRAS (GRN 260)



Multiple Selenium Forms



Feeds Metabolic Selenium Pools

Selenoproteins Synthesis Pool 1



Cancer-fighting Pool 2



Protein Turnover Pool 3



Reduces Oxidative Stress



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cypressingredients.com

For more information contact us at hello@cypressingredients.com