

Celebration™ Supports Immune Response, Vitality and Endurance*

TARGETED BODY SYSTEM: OVERALL WELLNESS, IMMUNE SYSTEM, VITALITY, VEGAN FRIENDLY*

In 1993, during the Chinese National Games, a group of women athletes broke nine world records. Afterwards, they commented that they had been taking **cordyceps** regularly. It has been reported that cordyceps enhances physical stamina, making it very useful for the elderly and athletes alike.

During the last decade, growing interest in cactus has resulted in a large number of scientific studies regarding the composition and bioactivity of cactus and cactus compounds. The numerous studies on **prickly pear** (*Opuntia ficus-indica*) cactus have concluded that metabolic regulators, immune responses, anti-inflammatory properties, and biological activity have preventative potential.

E. EXCEL has teamed up **cordyceps mycelium**, **prickly pear cactus**, along with a well-known adaptogen-**American ginseng**, to provide our most celebrated product. This premium blend is designed to support the immune system with the natural power of high-quality botanical ingredients. Caring for the immune system is crucial and includes many factors, such as a diverse, plant-strong diet, adequate sleep, stress management, and regular exercise. This premier signature product includes **prickly pear cactus**, **cordyceps mycelium** and **American ginseng**, which work in harmony with a healthy lifestyle to help promote and stimulate immune responses, energy, vitality and endurance. Health is worth a Celebration™!*



CORDYCEPS MYCELIUM



PRICKLY PEAR CACTUS



AMERICAN GINSENG



Primary Structure Function Support:

1. Helps support normal immune function (responses)*
2. Promotes energy, vitality and endurance*
3. Supports overall good health, well-being, and overall wellness*
4. Supports normal anti-inflammatory functions*

Additional Structure Function Support:

1. Supports healthy cardiovascular function*

Supplement Facts

Serving Size: 1 Packet 0.6 oz (18 g)
Servings per Container: 30

	Amount Per Serving	% Daily Value**
Calories	70	
Total Fat	0 g	0%
Cholesterol	0 g	1%
Sodium	10 mg	0%
Total Carbohydrates	17 g	6%
Dietary Fiber	0 g	0%
Total Sugars	3 g	
Includes 2 g Added Sugars		4%
Protein	0 g	0%
Celebration™ Blend	13.7 g	
Prickly Pear Cactus (<i>Opuntia ficus-indica</i>)		†
<i>Cordyceps spp.</i> Mycelium		†
American Ginseng (<i>Panax quinquefolius</i>) Root		†
Lemon (<i>Citrus limon</i>) Fruit		†
Orange (<i>Citrus sinensis</i>) Fruit		†

** Percent Daily Values are based on a 2,000 calorie diet. Not a significant source of fat, cholesterol, fiber, sugar, or protein.
† Daily Value not established.

Other ingredients: Fructose, Maltodextrin, Natural Orange Flavor, Stevia.

30 - 18 g packets | Code: 100155

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THE SCIENCE BEHIND THE INGREDIENTS

Cordyceps mycelium:

"High up in the mountains of China grows one of the most valued mushrooms: *Cordyceps sinensis*. Growing in trying conditions has endowed *Cordyceps sinensis* with resilient qualities, and eating it can increase one's vigor and tenacity.

For centuries, *Cordyceps sinensis* has been used in traditional Chinese medicine (TCM) to improve respiratory health and nourish the kidneys. According to the book *Beng Cao Cong Xin* (New Compilation of Materia Medica). Written during the Qing Dynasty, *Cordyceps sinensis* helps to protect the lungs and is beneficial for the kidneys. It replenishes vital energy, helps to stop bleeding, and reduces phlegm. It also helps to relieve cough and ease swallowing. *Cordyceps sinensis* has long been regarded to possess capabilities to nourish the body and promote longevity."

"Wild cordyceps grows in mountainous regions, at an altitude of about 3,000 to 4,000 meters above sea level, and can only be harvested during the rainy season. Moreover, cordyceps is very hard to find; one has to keep one's face close to the ground to be able to spot it.

These harsh growth conditions make wild cordyceps difficult to collect. Despite a huge market demand for it, wild cordyceps is extremely rare and cannot be cultivated. Hence, cordyceps is very expensive. The quality of cordyceps available for sale also tends to vary widely, and the market is flooded with counterfeit cordyceps. However, the general public is unable to differentiate the authenticity and quality of cordyceps.

In recent years, the market has been filled with cordyceps contaminated by heavy metals in the soil of producing areas as well as cordyceps with lead inserted into it to increase weight and boost profits. These situations pose dangerous health threats to consumers."

"The mycelium of *Cordyceps sinensis* can be cultivated. This is made possible by separating the mycelia from wild *Cordyceps sinensis* and culturing them under proper conditions. The mycelium acquired through this method has considerable nutritional value. Only cordyceps mycelium of certain verified species of cordyceps shares similar nutritional value with *Cordyceps sinensis*.

Of over 400 species of cordyceps, only about 10 species have nutritional value, and different species have different nutritional value. The nutritional value of cordyceps is determined by the amount of cordycepin (a polysaccharide) it contains; there is little health benefit if the level of cordycepin is too low.

Therefore, only cordyceps strains whose species, source and cordycepin concentration have been authenticated are of premium quality and have high nutritional value" (Chen, Jau-Fei, PhD. *Nutrition, Immunity, Longevity* 2015).*



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THE SCIENCE BEHIND THE INGREDIENTS



Cactus (*Opuntia ficus-indica*) Pad:

2000

"When most people think of cacti, they think of a prickly weed that grows in the desert. Many people don't even consider the cactus a plant, let alone a nourishing food. However, cacti have numerous nutritional benefits. In the southwestern United States, where they grow naturally, cacti are often used in gardens or yards to brighten up the landscape with their rare and exotic flowers. Besides their decorative uses, however, cacti have been long used by man as food. For some populations of Latin America, the fruit of the cacti are virtually the only type of food available for as long as two months of the year. Despite its thorny exterior, the flesh of most cacti is soft and gel-like and contains an amazing number of nutrients and minerals. The fruit of some cactus plants is similar to that of watermelon, containing a large percentage of water, sugar and other nutritive materials. Cacti are also a rich source of phytochemicals, unique compounds that provide excellent nourishment for the body and particularly beneficial for the immune system" (Chen, Jau-Fei, PhD. *Nutritional Immunology* 2000).

2004

"Cactus has a long history of use as a food. Despite its prickly exterior, cactus has soft and succulent flesh and is very rich in phytochemicals and minerals. The processing of cactus for food purposes requires great knowledge and skill. It is very important that the right species and right parts of the cactus are chosen. Within the thick, waxy cuticle of the cactus stem, for example, there is a thick membrane that helps prevent water loss from the cactus. When the membrane is consumed in large amounts, it produces a laxative effect. Once the gel has been isolated from the cactus, it must be filtered to remove impurities and cellulose. It is then processed into liquid form. Upon removal, the gel of the cactus oxidizes rapidly. Therefore, processing must take place as soon as the gel has been extracted from the cactus in order to produce the purest and most delicious extract possible. In fact, cactus may be the most perfect food in nature. Research shows that when applied to the skin, cactus extract acts as a moisturizer and helps prevent water evaporation from the stratum corneum layer. In doing so, cactus extract may improve the skin's barrier function, an action that over time may prevent fine lines and wrinkles caused by free radical damage. In addition to their moisturizing abilities, the nutrients found in cactus extract provide numerous benefits to the body. The cactus contains large quantities of phytochemicals and high levels of antioxidants, which may enhance the body's immune functions" (Chen, Jau-Fei, PhD. *Enjoying Health and Longevity with Nutritional Immunology*, 2004).

2015

"Cactus is an amazing plant that can survive in the harsh desert. The Mexican people view it as a beautiful symbol of life and hope,

and they use it widely for food and medicine. Cactus is also highly regarded in traditional Chinese medicine (TCM). Written during the Qing Dynasty, Beng Cao Gang Mu Shi Yi (A Supplement to the Compendium of Materia Medica) recorded that cactus has a mild taste and is cold in nature, can promote the flow of qi (vital energy)..." "Moreover, it is low in calories and sodium. The excellent nutritional value of cactus is recognized across different cultures around the world.

The cactus fruit has a prickly exterior. Apart from its rarity, the cactus fruit is difficult to harvest and requires a long growing period. Like the cactus, the cactus fruit needs a minimum of four years to grow and ripen before its nutrients can be tapped.

Cactus has a long history of use as an ornamental plant and as food. Despite its prickly exterior, cactus has soft and succulent flesh and is very rich in phytochemicals and minerals.

It is very important to choose the right species and right parts of the cactus. Within the thick, waxy cuticle of the cactus stem, for example, there is a thick membrane that helps prevent water loss from the cactus. Consuming this membrane in large amounts produces a laxative effect. Once cactus gel has been isolated from the interior of the cactus, it must be filtered to remove the seeds and cellulose and then processed into liquid form. Upon removal, the gel of the cactus oxidizes rapidly. Therefore, processing must take place immediately after the gel has been extracted from the cactus to produce the purest and most delicious extract possible.

Even the harvesting hour can be critical. Research shows that it is best to harvest cactus pads earlier in the day because the acidity is the lowest at that time, which is better for health. During processing, it is best to avoid overheating cactus. Excessive heat may reduce nutrient content and degrade fiber content.

Ample knowledge and skilled technique are needed to process cactus through a series of complex steps before it can be eaten. Plus, it has to be done quickly and carefully to maintain optimal nutritional value. After removing the spines and skin, the cactus gel has to be quickly filtered to remove unwanted substances. The cactus gel has to further undergo particle filtration, microfiltration and ultrafiltration before it is clean, pure, concentrated, and easily absorbed by the human body" (Chen, Jau-Fei, PhD. *Nutrition, Immunity, Longevity* 2015).



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THE SCIENCE BEHIND THE INGREDIENTS

American Ginseng:

"American ginseng (*Panax quinquefolius*) root was once worth its weight in gold. Entrepreneurial Jesuit missionaries cultivated and exported the herb from North America to China in large amounts during the 18th century, selling it for an extraordinary profit. At that time, little was known about the herb except that Native Americans were using it to treat nausea and vomiting."

"American ginseng may be what the body needs when it is under stress. It is well known as an adaptogen – an herb that helps the body adapt to stressful conditions, changing temperatures and fatigue. It can energize when the body experiences tiredness and tranquilize when the body is under stress. By regulating the body's production of stress hormones and protecting the brain's hippocampus from the effects of stress hormones, the substances in American ginseng greatly reduce stress reactions."

American ginseng is a revered herb known to promote energy as well as support the immune system.

"There is still a lot more research to do on American ginseng. This powerful plant food has long been overshadowed by Asian ginseng. However, with a perfect package [of phytochemicals] and polysaccharides, American ginseng is becoming more promising for achieving and maintaining good health-A Nutritional Immunologist's dream" (Chen, Jau-Fei, PhD. *Nutrition, Immunity, Longevity* 2015)!



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QUESTIONS & ANSWERS

Q Why should I take Celebration™?

A The best approach to good health includes supporting a healthy immune system. Celebration™, E. EXCEL's premier signature product contains cactus pad, cordyceps mycelium, and American ginseng, which contain a complex matrix of phytochemicals, and polysaccharides that ingredient research has shown helps promote and compliment a healthy immune response. In addition, scientific research on these individual ingredients have demonstrated effectiveness in supporting the body's normal anti-inflammatory functions, energy, vitality, endurance, overall good health, and well-being.*



Q What companion products can I take with Celebration™?

A Because of the natural powerhouse of ingredients found in Celebration™, it will synergistically enhance any E. EXCEL product. In addition to Celebration™, other E. EXCEL signature products include Daily Nutrition Capsules, Millennium®, Millennium® Red, Millennium® Powder, Millennium® Gold, Poly5®, and toTHINK™.



Celebration™ is formulated with rare and precious cordyceps mycelium, prickly pear cactus, and American ginseng. Poly5® is formulated with five different mushrooms (reishi, maitake, agaricus blazei, shiitake, & coriolus versicolor). Celebration™ combined with Poly5®, provides enhanced immune support because of the variety of polysaccharides found in these different ingredients. Each mushroom is known to have a unique variety of polysaccharide. Each type of polysaccharide has its own unique ability to support the immune system. Furthermore, the amount of polysaccharides used is important, as only a suitable amount will produce optimal effects.*



Q How quickly can I expect to experience beneficial effects from taking Celebration?

A Please remember that our products are not drugs, nor are they a replacement for drugs and are not meant to treat, cure or prevent disease. Our products contain wholesome food ingredients, which support a safe and gradual but significant change, without drug-related side effects. As part of a healthy lifestyle, the results you desire may occur gradually. We encourage you to use our products together with the four pillars of health taught in the science of Nutritional Immunology, which empowers people to improve their lifestyle by: (1) making balanced wholesome food choices, (2) staying positive and happy, (3) regular exercise, and (4) getting sufficient sleep.

Q Will this product interact with any of my medications? Should I take it if pregnant, nursing, or have any health issues?

A While these products contain wholesome food botanicals and natural ingredients, as with any changes to diet or lifestyle, you should consult your doctor before using. If you are pregnant, breastfeeding, or have any health issues, we encourage you to check with your health care professional before use.

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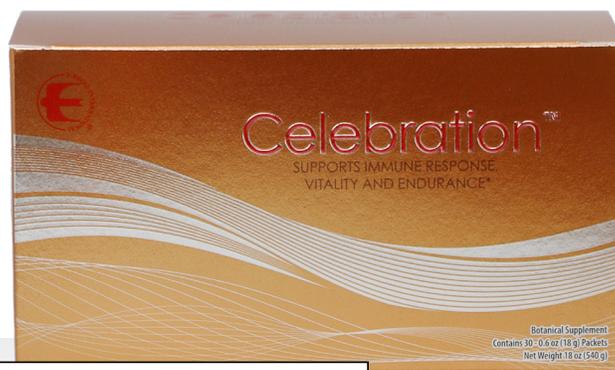
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