



NAD+

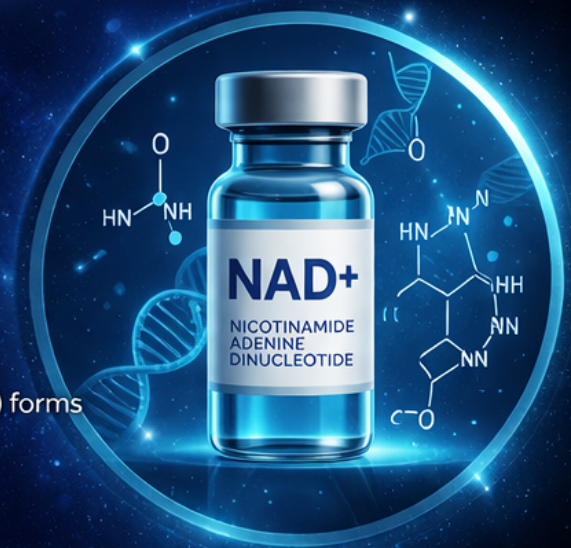
Cellular Health Molecule

What is **NAD+**?

NAD+ (Nicotinamide Adenine Dinucleotide) is a coenzyme found in all living cells that is essential for cellular energy production and various metabolic processes.

Key points:

- Stands for Nicotinamide Adenine Dinucleotide
- Vital for cellular energy production in the form of ATP
- Converts between oxidized (NAD+) and reduced (NADH) forms
- Declines with age and certain diseases, leading to cellular dysfunction
- Research interest in boosting NAD+ levels for health and longevity



Roles of **NAD+** in the Body

- 1 Cellular Energy Production**
Generates ATP through oxidative phosphorylation
- 2 DNA Repair**
Activates PARPs (poly ADP-ribose polymerases) for DNA repair
- 3 Sirtuin Activation**
Activates sirtuins, proteins involved in aging and longevity
- 4 Metabolic Regulation**
Regulates metabolism via targeting enzymes
- 5 Cellular Stress Response**
Enhances cells' capacity to cope with stress

Potential Benefits of **NAD+** Supplementation

- ✓ Enhances cellular energy and metabolism
- ✓ Supports healthy aging and longevity
- ✓ Improves cognitive function and brain health
- ✓ Helps in recovery from exercise and physical performance
- ✓ Aids in DNA repair and promotes cellular health
- ✓ May reduce inflammation and support immune function

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