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## NITRIC OXIDE (NO) MIRACLE MOLECULE

### Photon Genius Encourages The Most Production of Nitric Oxide Naturally

*"From diabetes to hypertension, cancer to drug addiction, stroke to intestinal motility, memory and learning disorders to septic shock, sunburn to anorexia, male impotence to tuberculosis, there is probably no pathological condition where nitric oxide does not play an important role. Only recently (within the last 25 years) discovered as a product of enzymatic synthesis in mammals, there are more than 114,000 scientific papers dealing with this remarkable molecule with most of these published within the last eight years."*

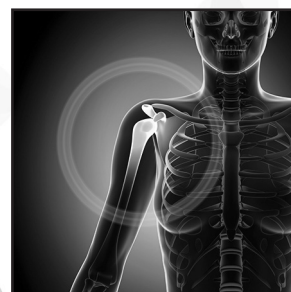
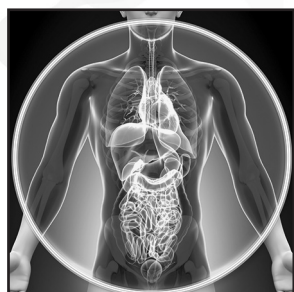
<http://nitricoxidesociety.org/>

#### What Scientists Know About Nitric Oxide:

- 1) The Nitric Oxide produced flits about the body at speeds almost too fast to measure. One researcher finds it difficult to understand,

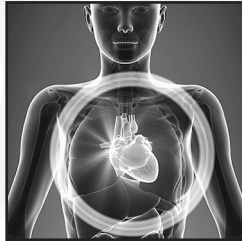
*"it is everywhere and it's nowhere. It appears to travel just below the speed of light. As soon as it delivers its message by photon light it disintegrates and is gone."*

- 2) This is a free radical creator and identifier determining which bad cells are to be destroyed. Nitric Oxide is involved in the process to oxidize the bad fats and toxins in the body. Without this technology we continue to develop a toxic dump in our body.
- 3) Nitric Oxide plays a role in regulation of brain activity and (detection of) inflammation of brain plaque.
- 4) Nitric Oxide plays a part in inhibiting and blocking inflammation of wounds and tissues for all diseases with a lot of research for Alzheimer's, Parkinson, Arthritis & Cancer.
- 5) Nitric Oxide facilitates the changing & maturing of thought into action.



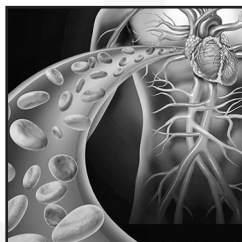
## **GREAT FOR THE HEART**

**(Prevents & Reverses Heart Disease)**



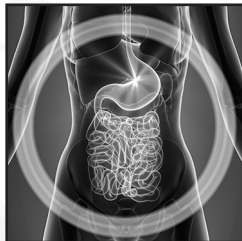
Nitric Oxide relaxes arteries, thereby helping to maintain normalizing blood pressure improving Heart function. This directs the beating of the heart, triggering the heart to beat faster or slower. This result is the mechanism relaxing the heart known as the endothelium-dependent relaxing factor. Lack of oxygen constricts the heart. (This "Genius" dynamic affect on the body carries oxygen in and carbon dioxide out.)

## **CHOLESTEROL MANAGEMENT**



Nitric oxide is a substance, composed of one atom each of nitrogen and oxygen, that sends signals to dilate your blood vessels. It is beneficial to blood pressure, prevents artery hardening and improves blood flow to organs. Nitric oxide is produced in the endothelium, the lining of your blood vessels. It produces a free-radical scavenger that helps to lower serum cholesterol and prevent "bad" LDL cholesterol from oxidizing and becoming worse.

## **IMPROVES DIGESTION & INTESTINAL FUNCTIONS**

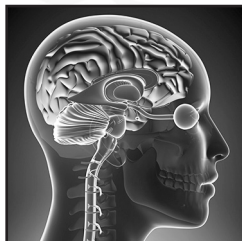


Nitric Oxide helps regulate healthy intestinal functions and improves digestion. The stomach needs blood to digest food and make nutrients available. It's not hard to see how Nitric Oxide, with its ability to increase circulation, would be critical to digestion.

Gastrointestinal functions are regulated by autonomic (involuntary) and enteric (voluntary) nerves, and local hormones. Nitric oxide is believed to play a critical role in

several of these major gastrointestinal functions like motility, secretion, digestion, absorption and elimination.

## **NERVE CELLS & BRAIN COMMUNICATION**



(Improves Memory Function)

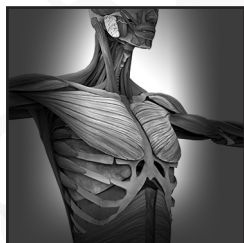
Nitric Oxide produces a messenger molecule allowing nerve cells and the brain to communicate with each other. This molecule is used by the brain to encode long-term memory and ensure blood flow to brain cells.

## OPENS LUNGS AIRWAYS



Nitric Oxide helps control the lung airways, allowing one to breathe easier and avoid lung problems. Nitric Oxide delivers oxygen to our cells and ferries carbon dioxide back to the lungs for discharging and regulates all cell function and communication.

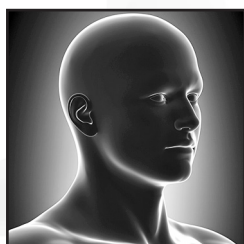
## HUMAN GROWTH HORMONE



(Boost Muscle Growth)

Nitric Oxide stimulates the body into releasing the all-important human growth hormone, a key to longevity as well as improvement in body composition by boosting lean muscle mass and bone density while decreasing fat tissue.

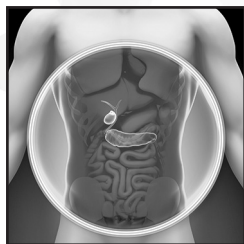
## VITAL ROLE IN THE SKIN



"Over the last 10 years, it has become clear that this extraordinary molecular messenger also plays a vital role in the skin, orchestrating normal regulatory processes and underlying some of the pathophysiological ones."

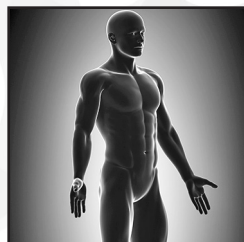
<http://www.sciencedirect.com/science/article/pii/S1089860304000734>

## BLOOD SUGARS REGULATED



Nitric Oxide helps regulate insulin secretion by the pancreas, reducing the risk of diabetes. Diabetes accelerates hardening of the Arteries. Using the "Super Sauna" for increased Nitric Oxide directs the insulin that regulates blood sugar and reduces Lipid peroxidation.

## INCREASED GLUCOSE USE (Weight Loss & Management Too)



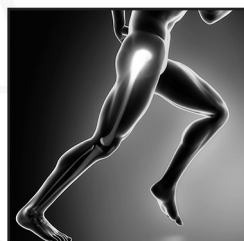
"Those who are looking to burn off body fat may want to think carefully about the benefits of nitric oxide. One study conducted by the American Journal of Endocrinology and Metabolism looked at the impact of the NO precursor L-arginine on glucose metabolism during exercise. They had nine endurance trained males cycle for 120 minutes total which was then followed by a 15 minute max effort cycling period.

During this time glucose levels were measured in the body and it was noted that those who had take L-arginine had a significantly higher glucose rate of appearance, glucose rate of disappearance, and glucose clearance rate. This demonstrates that these athletes were taking up the glucose faster into the muscle cells as the exercise persisted.

In addition to this, this Nitric Oxide molecule also supported the increase of nonesterified fatty acid concentration as well as glycerol in the body, potentially pointing to the burning up of fat as fuel. So those who are looking to burn body fat may have a slight advantage when using this process in terms of using up available glucose in the body and then burning off fat tissues."

<http://www.bodybuilding.com/fun/6-reasons-use-nitricoxide.htm>

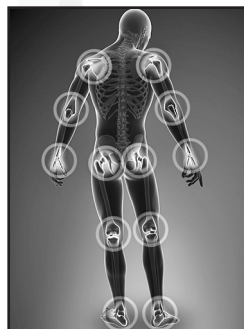
## ELIMINATES SORENESS FROM WORKOUTS & ANTI-AGING



Nitric Oxide helps the body eliminate ammonia that accumulates as a toxic byproduct in muscles from the body's building, sprinting, and other short explosive bouts of exercise. It is, quite literally the Anti-aging process.

What Nitric Oxide does is help to support the amount of blood flow to the tissues by encouraging the smooth muscles in the body to relax, therefore allowing more oxygen delivery to get to the working muscles.

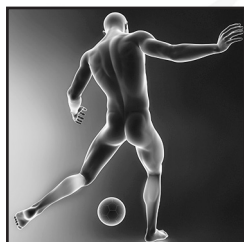
## SPEEDS UP HEALING, REDUCES PAIN & INFLAMMATION



Nitric Oxide triggers the release of Prostaglandins that lower inflammation and pain. Nitric Oxide reduces inflammation and speeds up the rate of healing; reducing pain. The blood-flow pathway is normalized in the presence of Nitric Oxide, which may help to decrease ischemic pain; the nerve transmission pathway, which decreases the irritation of the nerves in the synovium, bone, and soft tissues; the opioid receptor pathway, which might stimulate the body's normal pain reduction pathways; and the anti-inflammation pathway; pain reduction pathways; and the anti-inflammation pathway.



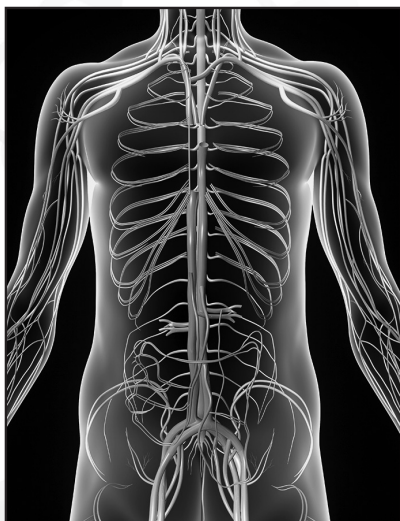
## ENHANCED ENDURANCE PERFORMANCE



If you're an endurance athlete training for a distance event, nitric oxide can also benefit you. Since endurance performance also heavily depends on the amount of oxygen getting to the muscle tissues, blood flow delivering oxygen will help you work longer without tiring out.

Nitric Oxide is the natural performance booster that strengthens your heart, lungs, and nerves, along with every cell in your body. It also allows you to prolong your exercise, and prolonged exercise increases Nitric Oxide levels in your body. It's a virtuous cycle that can lead to improved athletic performance and overall better health.

## CONCLUSION



Nitric oxide truly is a "miracle molecule." Nitric Oxide is important for everyone as it assists the body with not only cleaning the blood up; it also improves the body's:

1. Oxygenation
2. Blood Flow
3. Circulation

Nitric Oxide from Photon Genius sessions is wonderful for athletes looking to improve their performance. Take your workouts to the next level with regular "Super Sauna" sessions. They are great for the whole body from the inside out including the Heart, Lungs, Brain, Blood, Skin, etc. For more information contact us at 877.777.4788 or email [info@photongenius.com](mailto:info@photongenius.com).

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