

## RAW CoQ10™ FAQ's – August 2011

### 1. What is CoQ10?

A: CoQ10 is a fat-soluble antioxidant and electron transporting coenzyme that is well known for its role in the respiratory chain, the production of cellular ATP, and as an effective scavenger of oxygen-free radicals.<sup>†</sup>

CoQ10 is found in every cell of the body and helps synthesize energy. CoQ10 is most highly concentrated where energy is needed, i.e. the heart. CoQ10 is manufactured in the heart, liver, kidney and pancreas. Its primary function in cells is in generating energy. CoQ10 plays a unique role on the electron transport chain and no other molecule can perform this function. In its reduced form (ubiquinol), CoQ10 acts as an important antioxidant.



### 2. Which form is better ubiquinone or ubiquinol?

A: CoQ10 can be converted from the reduced form (ubiquinol) to oxidized form (ubiquinone) and vice versa in the body as needed. This is a unique characteristic of redox pairs; however, Ubiquinone form is the form found naturally in animal fat.

### 3. Why are people deficient in CoQ10?

A: The body normally produces sufficient CoQ10, although some medications such as statins may interfere with this process. CoQ10 levels in the body also decline with age and heart disease. Only small amounts of CoQ10 are available in food, mainly in organ meats such as heart and liver from beef and chicken. Consequently dietary supplements are the most common way to increase the body's CoQ10 levels. In summary, there are three major factors that lead to deficiency of CoQ10 in humans: insufficient dietary CoQ10, reduced biosynthesis and increased utilization by the body.

### 4. Why do people take CoQ10 supplements?

A: People take CoQ10 for a variety of reasons, but the most common reasons relate to clinical studies supporting heart health, antioxidant support and cellular energy. Patients prescribed a statin medication or taking red yeast rice are most frequently advised by their health care practitioner to take CoQ10 daily in meaningful doses as a natural complement.

### 5. What is RAW CoQ10™ from Garden of Life?

A: Garden of Life RAW CoQ10™ is a powerful formula that delivers 200mg of RAW CoQ10 per serving. As CoQ10 is fat-soluble, RAW CoQ10™ utilizes a unique lipid delivery system featuring RAW cold-pressed chia seed oil which provides significant levels of omega 3-6-9 fatty acids. RAW CoQ10™ supports cardiovascular system health, cellular energy production and antioxidant protection.<sup>†</sup>

**6. How much CoQ10 does RAW CoQ10™ provide?**

A: RAW CoQ10™ is one of the most potent supplements available, providing 200 mg of RAW Food-Created CoQ10 per serving (1 liquid capsule).

**7. What is the form of CoQ10 in RAW CoQ10™?**

A: It is Ubiquinone, the natural whole food form. Ubiquinone is synthesized by the body, stored in the outer membrane of the mitochondria and used in the synthesis of 95% of the energy (ATP) the body makes. The body decides which form it needs and readily converts Ubiquinone to Ubiquinol back and forth as required.

**8. What are RAW Food-Created Nutrients™?**

A: RAW Food-Created Nutrients™ are individually created through microorganism (*Saccharomyces cerevisiae*) cultivation which typically allows for the natural creation of known and yet to be discovered Code Factors™ such as live Probiotics, Bioactive Glycoproteins, Bioactive Lipoproteins, Bioactive Enzymes, Glucomannan, SOD, Glutathione, Beta-glucans, Lipoic Acid, Essential Trace Minerals, Glutamine, Polysaccharides and CoQ10.

**Supplement Facts**

Serving Size 1 Capsule  
Servings Per Container 60

	Amount Per Serving	% Daily Value
RAW Cold-Pressed Chia Seed Oil	404 mg	+
Omega-3s (as alpha-Linolenic Acid)	260 mg	
Omega-6s (as Linoleic Acid)	73 mg	
Omega-9s (as Oleic Acid)	30 mg	
Other Omegas	41 mg	
RAW CoQ10*	200 mg	+
<b>RAW Organic Fruit &amp; Vegetable Juice Blend</b>	30 mg	+
Organic Strawberry (fruit), Organic Cherry (fruit), Organic Blackberry (fruit), Organic Blueberry (fruit), Organic Raspberry (fruit), Organic Beet (root), Organic Carrot (root), Organic Spinach (leaf), Organic Broccoli (flower & stem), Organic Tomato (fruit), Organic Kale (leaf), Organic Red Cabbage (leaf), Organic Parsley (leaf), Organic Brussels Sprout (leaf), Organic Green Bell Pepper (fruit), Organic Cucumber (gourd), Organic Celery (stalk), Organic Garlic (bulb), Organic Ginger (root), Organic Green Onion (root), Organic Cauliflower (flower & stem), Organic Asparagus (flower & stem)		
<i>Saccharomyces boulardii</i>	25 mg	+

+ Daily Value not established.

**9. What are the benefits of consuming a RAW supplement?**

A: Raw foods and botanicals are teeming with digestive enzymes that help the body break down and assimilate nutrients. Garden of Life is leading the raw nutrition movement and has developed an extensive offering of RAW supplements. When it comes to supplementation, RAW means:

- Uncooked, untreated, unadulterated
- No binders or fillers
- Live probiotics and enzymes

**10. What other key ingredients does RAW CoQ10™ provide?**

A: RAW CoQ10™ includes a RAW and unique lipid delivery system; this is very important because ubiquinone is fat soluble. We chose RAW cold-pressed chia seed oil because it is one of the richest sources of omega 3, 6 and 9 fatty acids compared to other beneficial seed oils; chia seed is a rich source of ALA, adding nutritional value to the product.

**11. Does RAW CoQ10™ include probiotics?**

A: RAW CoQ10™ includes the probiotic *Saccharomyces boulardii* to support digestive health.<sup>†</sup>

**12. Does RAW CoQ10™ contain Organic Fruits and Vegetable juices?**

A: Yes, it contains the RAW Organic Fruit & Vegetable Blend composed of 5 fruits and berries (Organic Strawberry, Organic Cherry, Organic Blackberry, Organic Blueberry and

Organic Raspberry); and 17 vegetable juices (Organic Beet Juice, Organic Carrot Juice, Organic Spinach Juice, Organic Broccoli Juice, Organic Tomato Juice, Organic Kale Juice, Organic Red Cabbage Juice, Organic Parsley Juice, Organic Brussels Sprout Juice, Organic Green Bell Pepper Juice, Organic Cucumber Juice, Organic Celery Juice, Organic Garlic Juice, Organic Ginger Juice, Organic Green Onion Juice, Organic Cauliflower Juice and Organic Asparagus Juice).

**13. What are the benefits of RAW CoQ10™?**

A: RAW CoQ10™ benefits:

- Supports Cardiovascular Function and Heart Health<sup>†</sup>
- Powerful Antioxidant Support—Fights Free Radicals<sup>†</sup>
- Supports Cellular Growth, Energy Production and Physical Performance<sup>†</sup>
- Supports Healthy Aging and Longevity<sup>†</sup>
- Supports Digestive Health—Promotes Regularity, Digestive Comfort and Healthy Elimination<sup>†</sup>

**14. What makes RAW CoQ10™ unique and different from other CoQ10 products?**

A: RAW CoQ10™ is the only RAW CoQ10 available. One capsule provides 200mg of RAW Food-Created CoQ10, a higher amount per capsule than most top selling competitors in the natural product industry; RAW CoQ10™ does this in a natural way that is true to our whole food philosophy. RAW CoQ10™ does not only provide high quality CoQ10 in relevant amounts, it is delivered in a nutritionally significant Omega-3 rich oil base from RAW Chia seed oil vs. a cheap filler oil; it also includes 22 RAW Organically Grown Fruits and Veggies, in addition to live probiotics, providing RAW whole food nutrition without the use of high heat, binders, fillers or carriers. RAW CoQ10™ is suitable for Vegetarians due to the plant-based capsule, when the majority of CoQ10 products utilize beef gelatin softgels. RAW CoQ10™ offers a very competitive price when comparing milligram to milligram of CoQ10, even against inexpensive brands.

**15. Who can benefit from taking RAW CoQ10™?**

A: All healthy adults can benefit from taking RAW CoQ10™, especially consumers interested in promoting a healthy heart.<sup>†</sup> In addition, men and women over 30 years old seeking antioxidant support<sup>†</sup> from CoQ10 supplements will embrace this formula. Consumers that are already taking a CoQ10 supplement may prefer RAW whole food formula.

**16. What is the suggested usage of RAW CoQ10™?**

A: Adults take 1 capsule per day. Best taken with food. Not intended for children.

**17. Are there any cautions or warnings for RAW CoQ10™?**

A: CAUTION: As with any dietary supplement, consult your healthcare practitioner before using this product, especially if you are being treated for ulcers, are pregnant, nursing, anticipate surgery, take medication (particularly blood thinners) on a regular basis or are otherwise under medical supervision. Keep out of reach of children.

**18. Is RAW CoQ10™ gluten and dairy free?**

A: Yes, RAW CoQ10™ is gluten and dairy free.

**19. Is RAW CoQ10™ vegetarian and/or Vegan?**

A: RAW CoQ10™ is considered a vegetarian product; however it cannot be considered Vegan due to the beeswax included under other ingredients.

**20. Does RAW CoQ10™ contain soy?**

A: Yes, RAW CoQ10™ contains natural non-GMO soy tocopherols, which are added to preserve the freshness of the RAW cold-pressed chia seed oil.

**21. What is the purpose of the astaxanthin and natural non-GMO soy tocopherols in RAW CoQ10™?**

A: Astaxanthin is a beneficial natural carotenoid used as a stabilizer for the oil to preserve freshness along with non-GMO tocopherols.

**22. Does RAW CoQ10™ contain binders or fillers?**

A: Unlike many other CoQ10 supplements, RAW CoQ10™ does not contain any binders or fillers.

**23. What are the capsules made of?**

A: The capsules are made of plant cellulose and chlorophyll (used to protect contents from light exposure).

**24. What is the Non-GMO project?**



A: The Non-GMO Project is a non-profit multi-stakeholder collaboration committed to preserving and building sources of non-GMO products, educating consumers, and providing verified non-GMO choices. RAW CoQ10™ is one of the first Garden of Life products to go through the complete process of Non-GMO certification and to include the Non-GMO project logo on packaging.

**25. What does the Vitamin Angels logo mean on the package?**



A: For every RAW CoQ10™ bottle sold, a donation will be made to Vitamin Angels and their Operation 20/20 program to eliminate Vitamin A deficiency in the world by the year 2020.

**26. Does RAW CoQ10™ require refrigeration?**

A: No, RAW CoQ10™ should be stored in a cool dry place both before and after opening.

**27. What is the shelf life of RAW CoQ10™?**

A: RAW CoQ10™ has a 2 year shelf life.

**28. What is the suggested retail price for RAW CoQ10™?**

A: RAW CoQ10™ is available in a 60ct capsule amber glass container, with a suggested retail price of \$49.95 providing a 2 month supply. Only 83 cents per day for 200mg – a meaningful amount of RAW Food-Created CoQ10. This is a value proposition when compared as cost per milligram with other brands in the natural products industry.

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.