INTRODUCING NAD+ (NICOTINAMIDE ADENINE DINUCLEOTIDE)

What is NAD+?
Nicotinamide adenine dinucleotide (NAD+) helps you rebuild cellular function to improve your energy, cognitive function, and cellular health and is found in every single living cell. It is a central metabolic coenzyme/cosubstrate involved in cellular energy metabolism and energy production. NAD+ not only helps convert food to energy but also plays a crucial role in maintaining the health of our cells, tissues, and bodies from aging and disease.

NAD+ Levels as We Age:
As we age, we see a gradual decline in cellular NAD+ levels. NAD+ plays a crucial role in the production of our body’s main source of energy, ATP. Decreased NAD+ levels can lead to our cells not functioning properly which can lead to lower energy levels, cognitive decline, and age-related diseases. By the time we become middle-aged, levels of NAD+ have fallen to half of our youthful levels, resulting in loss of optimal cell function. By increasing NAD+ levels we can help restore optimal cellular function which will improve energy, cognitive function, and cellular health.

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<th>BENEFITS</th>
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![Decline of NAD+ Levels with Age](image)

*Clinical studies for Nicotinamide adenine dinucleotide (NAD+):*

*Clinical trials:*
- [PMID 3295155](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3295155/)
- [PMID 4497425](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4497425/)

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