



## Cell Reserve The Patent-Pending Formula in Mulligan Stew!

Cell Reserve is the *patent-pending formula* developed by Kevin Meehan, a respected Naturopathic practitioner and researched Biochemist. This unique formulation is included in all Mulligan Stew products – Premium Baked Kibble for Dogs and Premium Canned Recipes for Dogs.

### What is Cell Reserve?

Cell Reserve is designed to protect the Telomeres – the end caps on all mammalian cells. The Telomere in turn protects the chromosome from damage.

Telomeres are currently recognized as the “clock of aging” within a cell, as well as protection for the body from cancer and other pathologies.

### How Does It Work

Cell Reserve Formula has two primary directives: to initiate the biochemical activation known as mercaptate, by increasing the thiol group compound concentration and to heighten the catalytic response of the four enzyme groups of Glutathione Peroxidase. The second is to address the influencing of premature telomere fragmentation.

### What Is A Mercaptate?

When Glutathione binds to a fat-soluble toxin, it ultimately converts it to a water-soluble form called a mercaptate, allowing more efficient excretion via the kidneys and liver. We can see why mercaptans are an effective tool for addressing hyperlipidemia (an elevation of fats in the bloodstream; cholesterol and triglycerides) and arterial hypertension (high blood pressure).

### What Is Glutathione?

Glutathione is clearly one of the major antioxidants produced in the body. It is important in detoxifying many substances including heavy metals, breakdown by-products of cigarettes, many cancer causing agents and a multitude of pollutants and toxins we encounter every day. Glutathione is understood to be one of the most important antioxidants in the body!

### What Is A Telomere?

Think of chromosomes and DNA as books of information on a shelf. At the end of the shelves or chromosomes are your Telomeres. Telomeres have been currently recognized as genetic “time clocks”. Their structure and the manner in which they maintain a correct degradation sequence has been recognized in gerontology as one of the premier reasons why premature aging occurs. Telomeres have shown to be “vulnerable” to organic peroxides and singlet oxygen species. By increasing the activation of Glutathione Peroxidase groups, reduction of reduced oxygen species which affect the telomere linkage in an adverse way are arrested.

## **Cell Reserve Ingredients Explained**

### **L-Cysteine and L-Methionine**

L-Cysteine and L-Methionine are both sulfur containing side chain amino acids, which support the Glutathione Peroxidase groups. With an increase of toxins within the body, it is imperative to increase the production of Glutathione to protect the cells.

### **Selenium**

The Glutathione Peroxidase groups are selenium dependent enzymes and thus require adequate amounts of this transitional metal for correct structural formation.

### **Alpha, Delta & Beta Carotenes**

Alpha, Delta and Beta Carotenes have exhibited the ability to eliminate singlet oxygen species, scavenge free radicals and halt lipid peroxidation. These processes assist the Glutathione groups in their primary role of reducing toxins.

### **What Is A Singlet Oxygen Species?**

Singlet Oxygen Species often behave like free radicals, and are extremely injurious to cells in the body. Overexposure to the sun and a number of forms of radioactive isotopes and Electromagnetic Radiation (EMR) - microwave radiation from cell phones, cell phone towers, and WIFI might be one of the major causes of Singlet Oxygen Species.

## **The Potential of Cell Reserve**

The potential of this biochemical/genetic influence is far reaching, as the related pathologies associated with premature cell replication has been notably recognized, particularly in neurology and oncology.

Clinical studies are now displaying the therapeutic applications of mercaptans regarding cardiovascular diseases particularly associated with elevated blood sodium levels and blood homocysteine concentrates. Myelin perforations, broad diffuse cerebral plaque and reduced neuronal growth have also shown promising signs of abatement. More clinicals are warranted, but thus far the studies already performed (in vivo) are extremely encouraging.

### **Company Information:**

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