

The Nordic Secret

VIRILAZER™

Increases performance – mentally, physically and sexually!

An increasing number of people are suffering from chronic fatigue, apathy, decreased sexual drive, disturbed sleep and muscle aches. The reason behind these symptoms is often a combination of too much physical and mental stress. In short-term the amount of neurotransmitters is decreased, and eventually the hormonal balance is shifted in a negative direction.

NutriVision has thus developed a product that stimulates depressed neu-

rotransmitters and lets the hormones regain a healthy balance. Administration of the product can almost immediately be noticed in terms of improved well-being and performance -mentally, physically and sexually!

To accomplish this feat an ingredient used by the Vikings and Laplanders has been used in conjunction with a high-tech compound that has been thoroughly investigated in large European clinical trials.

- **In Virilazer only the finest source of raw materials have been used.**
- **The ingredients have been chosen to support different metabolic pathways, creating a very powerful formula without harmful side effects.**
- **No ingredients, including the capsules, are derived from animal sources.**

Rhodiola rosea (a.k.a. Artic root and Golden root) is an adaptogen, but in contrast to e.g. ginseng the effects are, for most people, noticeable within 30 minutes¹. R. rosea grows primarily in dry sandy ground at high altitudes in the Arctic areas of Europe and Siberia, but also in Alaska and northern Canada. This was the favourite herb of the great Swedish physician and naturalist Linnaeus who gave it the name Rhodiola rosea in the 18:th century. He noticed it was used by Laplanders to increase stamina², but actually the Vikings had used this herb some 500 years earlier to enhance their physical strength and endurance.³ In 1755 R. rosea was included in the Swedish Pharmacopoeia.

Between 1725 and 1960 various medicinal applications of R. rosea appeared in the scientific literature of Sweden, Norway, France, Germany, the Soviet Union, and Iceland. Since 1960, more than 180 pharmacological, phytochemical, and clinical studies have been published.⁴ Although R. rosea has been extensively studied as an adaptogen with various health-promoting effects, its properties re-

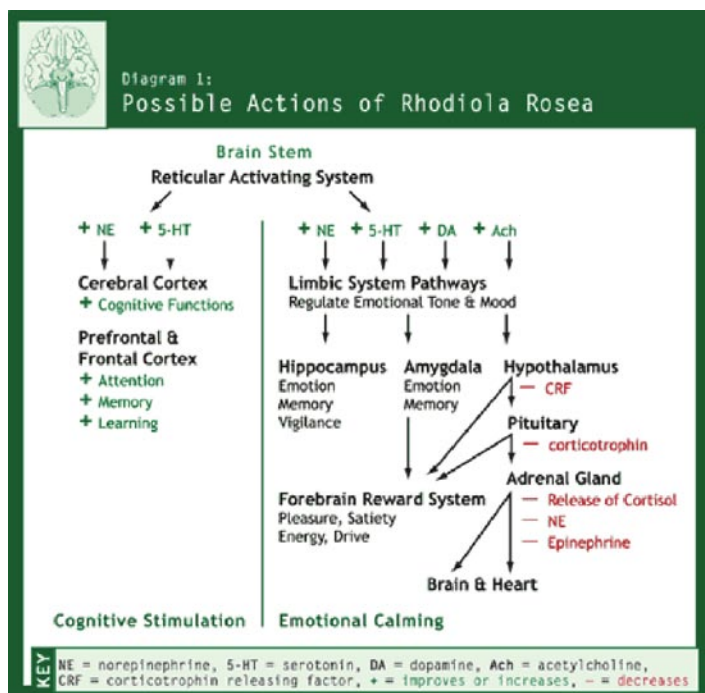
main largely unknown in the West. In part this may be due to the fact that the bulk of research has been published in Slavic and Scandinavian languages.⁴

An important mechanism is to support the production and release of various neurotransmitters,⁵ but also to increase the amount of beta-endorphins (see figure 1). These morphine like substances improve well-being and reduce pain in a natural way without harmful side effects. Beta-endorphins are also released during exercise and this can explain why you feel good by being physically active regularly. When the release of beta-endorphins and neurotransmitters fail your energy level and mood starts to decline. Activities, such as sex, are no longer enjoyable.

Several human studies show that R. rosea really works. For instance, cognitive performance is improved⁵⁻¹¹, but also physical performance is enhanced.^{10,12} It is remarkable that R. rosea improves performance as early as 1 to 24 hours after intake!^{1,10,11} In contrast, other adaptogens take several weeks before one can expect an effect, and only in con-



ditions such as chronic fatigue, and only in older individuals. Recently it has been shown that *R. rosea* has anti-inflammatory properties¹³. This is great news since inflammation increases the risk of cardiovascular disease. Intake of *R. rosea* facilitates the synthesis of ATP, i.e. improves the energy status of the muscle.¹⁴ Lack of ATP is a common feature of fibromyalgia.¹⁵ Furthermore, the quality of sleep is improved, and the need to sleep is decreased by administration of *R. rosea*⁹. In Scandinavia *R. rosea* is often used as an aphrodisiac. Research supports this use. For instance, in one study, 26 out of 35 men with sexual dysfunction responded to *R. rosea* with substantially improved sexual function, normalisation of prostatic fluid, and an increase in 17-ketosteroids in urine.^{16,17}



This figure is taken from the excellent review on *Rhodiola rosea* by the doctors Brown, Gerbag and Ramazanov. The article can be found at <http://www.herbalgram.org/herbalgram/articleview.asp?a=2333>

Acetyl-L-Carnitine (ALC) is a natural substance. About one fourth of the total amount of ALC in your body is food derived, while the rest has been synthesised within the body. During stressful conditions ALC shift the balance of catabolic and anabolic hormones back to normal.¹⁸ Otherwise the catabolic hormones will get the upper hand, and this leads to obesity and muscle breakdown. Japanese researchers have recently found that chronically fatigued patients are ALC deficient, both in the body and certain parts of the brain.¹⁹ It has been shown that administration of ALC works well in treating the chronic fatigue syndrome,²⁰ actually it works better than the regular pharmaceutical treatment.²¹ In multiple sclerosis (MS) the patients become fatigued, and also in this case ALC seems to be more effective than medicines in regard to mental status.²² ALC is also effective in polyneuropathy,²³ a condition with uncomfortable pain and numbness. This is great news because there is no other effective treatment (unless the reason of the condition is lack of vitamin B12). Furthermore, ALC can protect the mitochondria ("the cellular power plants") in muscles and help them to burn fat. Dysfunctional mitochondria is, today, considered to be a mechanism behind muscle pain, diabetes type II, and early ageing.²⁴

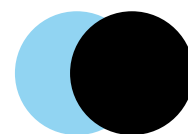
Other evidence regarding the powerful effect of ALC was recently demonstrated in 120 Italian men. They received ALC, testosterone or placebo. Due to the effect on well-being and erection quality the researchers concluded: Testosterone and especially carnitines proved to be active drugs for the therapy of symptoms associated with male ageing²⁵. In similarity with *R. rosea*, ALC improves learning, sleep quality and memory.

Zinc deficiency is common today, especially in patients with muscle pains. There is a correlation between low serum concentration of zinc and experience of pain in patients with fibromyalgia.²⁶

By ingesting *Rhodiola rosea* together with ALC and zinc gluconate several synergistic mechanisms occur. This leads to improved well-being and mental focus, increased desire to exercise, more effective fat burning and less muscle soreness and pain. Last, but not least, the sexual drive is enhanced in both sexes, and the erection quality is improved in men.

Undoubtedly the powerful and synergistic natural compounds in Virilazer is useful for a large amount of people. By using this "Nordic secret" it has never been easier to regain health – mentally, physically and sexually!

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