

# EXHIBIT 1



# ADVANCED MEDICAL NUTRITION FOR ALL CANCER PATIENTS

## Our Solutions

CellMark answers the 'Day of Diagnosis' question "What do I do now?"



Fact: 20-40% of cancer deaths are from malnutrition (cachexia) not cancer and the medical community agrees that nutritional intervention is imperative. **CellAssure™** is an innovative **medical nutrition drink** designed for the needs of all cancer patients battling the detrimental effects of cancer and cancer treatments (surgery, radiation, chemotherapy and emotional turmoil).



**Cognify™** is the world's first product designed specifically to alleviate chemo brain (chemo fog) signs and symptoms. Our patent pending formulation enhances neurocognitive functioning while providing enhanced neuroprotection.



## About Us

Know more about our company



Serving the medical community and their patients at the highest level is at the core of our DNA. Our passion for delivering products that profoundly impact patients total health drive our founders, formulators and scientists to push the boundaries of **medical nutrition** to new heights every single day.

*Fueling The Fight Against Cancer*

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While most people think that their 'Day of Diagnosis' is when their battle with cancer begins – we know better. We know that on the 'Day of Diagnosis' that patients are already compromised and their nutritional challenges have already started and their need for medical nutrition is now! We know it is far better to be proactive than reactive and that is why our products are designed to help you bring the fight to cancer from day one!

### Problem worth solving

- Over 14 Million diagnosed with cancer in 2014.
- 'Day of Diagnosis': "What do I do now?".
- 20% – 40% of cancer patients die from malnutrition (cachexia) not cancer itself.
- Up to 82% of chemo patients have 'chemo brain'.
- 'Chemo brain' may last up to 10 years.

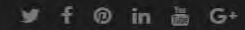
#### CONTACT INFORMATION

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#### OTHER LINKS

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## What is Medical Nutrition?

**Medical Nutrition** is a therapeutic composition formulated to meet the nutritional needs of patients with specific medical conditions in a manner that supports their physical sustenance, treatment protocol, and symptom management. Unlike general nutritional supplements, *Medical Nutrition* products are composed of ingredients clinically proven to improve the treatment of and recovery from specific conditions and are therefore utilized as part of the treatment plan for specific diagnoses under the supervision of an accredited healthcare provider, a registered dietitian, or professional nutritionist.



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## CellAssure – Medical Nutrition Drink for Cancer Patients

### What is CellAssure?

[CellAssure Brochure](#)



The most common question for cancer patients on their 'Day of Diagnosis' is "what do I do now?" or even more important "what can I do now?" The answer is simple and complex at the same time – prepare for the fight of your life and plan on winning! Keeping yourself as healthy as possible to be able to withstand the rigors of chemotherapy, radiation, surgery and the emotional stress is absolutely essential.

CellMark Biopharma™ developed a revolutionary new medical nutrition drink, CellAssure, designed for the needs of all cancer patients battling the detrimental effects of cancer and even the side effects from cancer treatments. CellAssure's clinically proven ingredients were scientifically formulated to deliver an unheard of level of health, protection and quality of life for our patients.

**Fact: 20-40% of cancer deaths are from malnutrition (cachexia) not cancer and the medical community agrees that nutritional intervention is imperative.**

CellAssure is a simple once a day drink created from direct requests by physicians, dietitians and patients battling cancer.

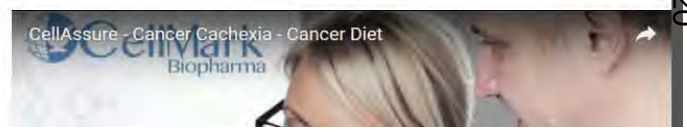
### CellAssure includes ingredients clinically proven to:

- Exhibit anti-cancer and anti-tumor properties
- Improve immune system response
- Maintain or increase appetite
- Increase LBM (lean body mass)
- Reduce stress / anxiety and lower cortisol levels
- Provide relief with nausea/vomiting and diarrhea
- Mitigate anemia and improve liver function
- Help reduce inflammation and possibly even pain



Keeping in mind the fact that up to 40% of cancer deaths are from malnutrition (cachexia – the skin and bones look we have all seen) and not cancer itself – it is absolutely critical to put the power of medical nutrition to work immediately. Keeping yourself healthy to be able to fight cancer is absolutely essential and avoiding cachexia can be every bit as important as your chemotherapy and radiation regimens. Many cancer survivors will tell you that chemo and radiation were more difficult for their body to handle than the cancer.

With CellAssure we have literally taken almost every single cancer fighting nutraceutical and nutritional supplement (proven clinically) and put them together in one simple and





convenient medical nutrition product. You would literally have to buy 74 bottles of various products to come close (not equal) to the therapeutic value of CellAssure. The cost of those competing products alone is over \$800.00 (nearly \$600.00/month more than CellAssure). For about the simple cost of a drive-thru meal (\$8/day) you will provide your body with the most advanced medical nutrition designed specifically to fuel the fight against cancer!

[Click here to visit our online store.](#)

CellAssure provides 26 grams of pharmaceutical quality ultra-micro filtered pure whey protein isolates for optimal absorption and retention of lean body mass, unique complex carbohydrates for consistent sustainable energy and ZERO sugar (cancer cells thrive on sugar). There is no other product on the market that comes even close to that, but those necessary and critical components are only scratching the surface of why CellAssure delivers more to the cancer patient than all others combined!

"Weight loss occurs in up to 87% of people with cancer. Cancer patients are at risk for malnutrition resulting from the disease itself, from anticancer treatments such as surgery, radiation, and chemotherapy; and/or from anorexia and cachexia due to emotional stress and anxiety."

Cancer is a multi-faceted disease that attacks the body in many ways causing multiple serious side effects, each which needs to be addressed strongly in order for the patient to maintain their health. CellAssure's mission is simple – keeping cancer patients as healthy as possible so their oncologist can kill their cancer with the least amount of side effects/health issues/problems.

## Why is CellAssure essential from your Day of Diagnosis?

With figures showing as much as 40% of cancer deaths are from malnutrition (cancer cachexia), the medical community agrees that nutritional intervention is imperative. Cachexia is a series of metabolic changes in the cancer patient's body. Cachexia is initiated when proinflammatory cytokines and other catabolic factors, such as proteolysis-inducing factor and lipid-mobilizing factor are released in tissues and in circulation. Increases in stress, anxiety, cortisol levels, inflammation and decreases in appetite, nutrient absorption, and liver function add to this hypermetabolic scenario.

*"Cancer weight loss is associated with poor outcomes for cancer patients—reduced response to therapy, reduced ability to deliver full doses of chemotherapy, stoppages of cancer therapies, increased toxicity, more complications and infections, lower quality of life, and reduced survival."*

Cancer cachexia is far more complex and different than other types of weight loss (malnutrition or starvation) and it cannot be reversed by the simple addition of extra calories. CellAssure™ is targeted medical nutrition for these specific inflammatory triggers and all their resultant metabolic abnormalities!

*Proper identification of nutrition problems and treatment of nutrition-related symptoms have been shown to stabilize or reverse weight loss in 50% to 88% of oncology patients.*



## How did we create CellAssure?

CellMark Biopharma™ had to create a medical nutritional product the likes of which the world has never seen. CellAssure had to go far beyond the simple meal replacements and nutritional drinks that are currently on the market. How did we accomplish what was previously impossible?

We had to do something that most companies forget to do: look at the patient as a whole being – a human being – with very specific needs. Our global team of experts had to come up with a specific and complete set of questions that no-one has asked before. Questions from the perspective of physicians, dietitians, scientists and most importantly the cancer patient themselves, questions you **NEED** answered such as:

- What can CellAssure do to massively impact a cancer patient on 'Day of Diagnosis'?
- What specific caloric and nutritional needs do I have as someone diagnosed with cancer?
- What kind of nutritional support can help my immune system in an appropriate manner as someone who is diagnosed with cancer?
- Are there specific active non-drug ingredients that have been clinically proven effective in the fight against cancer?
- How can I keep my appetite up so as not to lose too much weight or get cachexia?
- Can CellAssure help with my patients stress and anxiety or even their cortisol levels?
- Can our formulation help patients with nausea/vomiting and diarrhea?
- Can our formulation help reduce inflammation and possibly even pain?
- Can we densely pack calories into a revolutionary drink without adding massive sugar like the competitors (which of course is the main nutritional source of cancer cells)?
- Can CellAssure help mitigate anemia and improve my liver function?

CellMark Biopharma's team answered all those questions and more to give patients more than just a fighting chance – we gave them a teammate to fight for them and win with them!

What are the clinically proven ingredients in CellAssure?





for angioprevention and antiangiogenic therapy." *Oncogene* 24.7 (2005): 1188-1202. [read more...](#)

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## When do I start taking CellAssure?

While most people think that their 'Day of Diagnosis' is when their battle with cancer begins – we know better. The fact is on the 'Day of Diagnosis' their body has already been compromised and their nutritional challenges have already started. Cancer has already started waging war and the need for additional nutritional medication is now!

*"Recent findings show that impaired immune response and muscle degradation may already occur before the onset of weight loss. Therefore it is of great clinical importance to provide the optimal nutritional support as early as possible, preferably starting at diagnosis."*

The time to bring the fight to cancer is starting with the 'Day of Diagnosis' and continuing that fight until you have complete victory.

## CellAssure – Fueling The Fight Against Cancer

CellAssure delivers on a level that brings smiles to patients, their families as well as the physicians taking care of them – and as cancer patients we need a reason to smile. We need a reason to believe that we can overcome, conquer and beat cancer head on.

There has never been a product like CellAssure before because there never has been a company like the CellMark Biopharma™.

CellMark Biopharma™ is the leader in advanced medical nutrition for all cancer patients looking for the highest level of proven active ingredients to fuel their fight against cancer in one easy solution. As pioneers in designer nutritional medicine we know there will be imitators so always do your research and you will end up staying with the originators – CellMark Biopharma™.

[Click here to visit our online store.](#)



## FAQ's By Dr. Stan Headley

**1. I know it's recommended to start CellAssure from the very beginning (day of diagnosis of cancer) but I'm half-way through my treatments – should I start now or is it too late?**

It is Never too late to start giving your body the medical nutrition it needs to help in the fight against cancer. Some of the most difficult times for cancer patients are when they are actively undergoing chemo/radiation and CellAssure is designed to help combat the negative effects of those treatments. CellAssure is designed to help the oncology patient at every moment from the day of diagnosis until they are cancer free!

**2. I've already lost a lot of weight and strength – is it too late to try this?**

Although CellAssure's patented formula is designed to help prevent muscle loss and maintain healthy bodyweight and even increase strength, it is never too late to give your body extra nutrition to help slow down and even reverse negative weight loss (LBM and muscle tissue).

**3. I don't have an appetite so I'm not sure CellAssure would be right for me.**

The beauty of CellAssure is that it directly addresses having a lack of appetite in a number of different ways. First CellAssure contains proven ingredients to help increase you maintain or increase your appetite so as to maintain a healthy weight which is essential battling cancer. Second, CellAssure contains ingredients that help reduce stress and anxiety which are often contributing factors to losing your appetite. Third, CellAssure is a great tasting drink which makes consuming it fast, easy and convenient. Many cancer patients only are able to tolerate drinking versus eating – and the bottom line is to simply ensure you are getting enough high-end calories and nutrition to fuel your fight against cancer.

**4. Can I mix CellAssure with almond milk?**





## A Focused Fight Against Chemo Brain

# Cognify™ (Ampheta-GPC)

**Chemo brain** is a common term used by cancer patients use to describe thinking, memory and concentration problems that can occur during, and after, cancer treatment. Chemo brain can also be called chemo fog, Mild Cognitive Impairment (MCI), or chemotherapy-related cognitive dysfunction.

Cognify™ is the world's first product designed specifically to alleviate chemo brain (chemo fog) signs and symptoms. Our patent pending formulation enhances neurocognitive functioning while providing enhanced

neuroprotection.

*Some recent neuroimaging studies have shown visible changes in the brains of patients treated with chemotherapy. Areas of the brain that have to do with learning and memory seem to be the most affected.*

Statistics show that up to 75% of cancer patients may experience chemo brain making it one of the most common side effects reported by cancer patients. For many (up to 35%), this condition persists for months or years following treatment. [Click here to visit our online store.](#)

### Symptoms can include:

- Memory loss – forgetting things like names, places, dates or appointments
- Difficulty finding the right word for common objects
- Difficulty following the flow of a conversation
- Trouble concentrating or focusing
- Difficulty in multi-tasking
- General confusion

Chemo brain generally describes the alterations in cognitive functioning reflecting the CNS toxic effects of systemic chemotherapy. It's been found that 56 of the 132 FDA approved chemo agents are known to be strong sources of oxidative stress (inflammation). Research has shown that these drugs can damage neural progenitor cells.



### Cognify™: The Natural Solution to Chemo Brain

- **Neuroprotection** – protect brain cells/neuro-transmitters against toxins
- **Cognitive Enhancement** – increase cognitive processing and work efficiency





- **Increase Blood Flow** – increase blood flow, nutrients and oxygen to the brain
- **Repair Brain Tissue** – maintain brain cell membranes, repair brain cells & neurons
- **Reduce Inflammation** – decrease inflammation, oxidative stress and inflammatory cytokines
- **Increase Neurotransmitters** – improve cognitive functioning, memory, and processing
- **Promote Neurogenesis** – stimulate the growth of new brain cells



## What are some of the clinically proven ingredients in Cognify™?

Alpha-GPC - Neuroprotection, Cognitive Enhancement

### Alpha-GPC

#### Inclusion Criteria:

- Neuroprotection
- Cognitive Enhancement

Alpha GPC is a natural and highly bioavailable form of choline that assists mental focus. It is also an acetylcholine precursor, and is directly responsible for increased focus, concentration, energy, decision making, and promotion of mental clarity at the pre-frontal cortex part of the brain.

Alpha-GPC delivers choline to the brain across the blood brain barrier (BBB) as a precursor molecule to the neurotransmitter (Ach) acetylcholine which is well-documented to support and assist in mental cognition regardless of cause or etiology. In order for a medical supplement to have the greatest positive effects it must be able to cross the blood brain barrier and deliver its therapeutic dose directly to the brain.

Alpha-GPC A study involving 2044 patients suffering from recent stroke or transient ischemic attacks, Alpha GPC was administered on a daily basis after the attack. As a result, 71% of the patients experienced no cognitive decline or forgetfulness. In a large, double-blind RCT involving 261 patients, Alpha-GPC at 1,200 mg/day for six months significantly benefited memory and other cognitive measures.

Neuroprotective properties of Alpha-GPC were further demonstrated in a clinical study with Scopolamine (impairs memory and attention). Alpha-GPC when given prior to scopolamine (cholinergic toxin) administration was able to prevent/minimize the impairment of memory and attention from scopolamine.

Following oral dosing with Alpha-GPC, brain choline levels are markedly elevated within two hours. This means Cognify works quickly and safely to help prevent cognitive decline and increase your ability to concentrate and focus. Alpha-GPC is generally regarded as safe (GRAS) by the FDA. Cognify is another reason to feel confident that you are getting into your body what you should be getting to help you function as yourself!

#### Clinical Highlights:

1. Alpha-GPC increases acetylcholine release.<sup>1</sup>
2. A study involving 2044 patients suffering from recent stroke or transient ischemic attacks, Alpha GPC was administered on a daily basis after the attack. As a result, 71% of the patients experienced no cognitive decline or forgetfulness.<sup>3</sup>
3. Following oral dosing with Alpha-GPC, brain choline levels are markedly elevated within two hours. <sup>5</sup>
4. In a large, double-blind RCT involving 261 patients, Alpha-GPC at 1,200 mg/day for six months significantly benefited memory and other cognitive measures.<sup>7</sup>
5. Alpha-GPC is a rapidly absorbed source of choline, which does not carry the electrical charge of regular choline, making it easier for the compound to cross the blood brain barrier (BBB).<sup>8</sup>
6. Toxicology studies indicate that Alpha-GPC has oral NOAEL (No Observed Adverse Effect Level). <sup>10</sup>
7. Alpha-GPC is generally regarded as safe (GRAS) by the FDA.<sup>10</sup>

#### References:

1. Bruno, Gene. "Age-related Cognitive Dysfunction (Dementia): A Natural Approach." [read more...](#)
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research has shown that these drugs can damage neural progenitor cells. Chemotherapy has been associated with increased levels of pro-inflammatory cytokines which are known to cause cognitive decline in memory, learning and attention. Chemotherapy has also been linked to decreased levels of neurotransmitters and reduced neural repair and plasticity.

## Cognify™: The Natural Solution to Chemo Brain

- **Neuroprotection** – protect brain cells/neuro-transmitters against toxins
- **Cognitive Enhancement** – increase cognitive processing and work efficiency
- **Increase Blood Flow** – increase blood flow, nutrients and oxygen to the brain
- **Repair Brain Tissue** – maintain brain cell membranes, repair brain cells & neurons
- **Reduce Inflammation** – decrease inflammation, oxidative stress and inflammatory cytokines
- **Increase Neurotransmitters** – improve cognitive functioning, memory, and processing
- **Promote Neurogenesis** – stimulate the growth of new brain cells



## What are some of the clinically proven ingredients in Cognify™?

- Alpha-GPC
- Choline-CDP
- L-Theanine
- Vinpocetine

## When & how should my patients take Cognify™ to be most effective?

Cognify™ works on many pathways to help prevent chemo-brain with its clinically proven neuroprotective active ingredients. Although Cognify™ has been shown to help patients already experiencing "chemo brain" or cognitive decline due to cancer/cancer treatments it is far more desirable to take Cognify™ prophylactically prior to chemotherapy. This proactive approach will provide you patient with the ability to deploy the neuroprotective components of our medical nutritional formula and aid in prevention of chemo-brain.

### DIRECTIONS:

**Standard dose is one tablet taken with meal (breakfast) at the start of their day.**

- Your patient should start taking Cognify on your 'Day of Diagnosis'.
- Your patient should continue to take Cognify™ during the entire chemotherapy regimen without stoppage and continue it for 30 days after the last day of treatment for maximum results.
- For added protection and possible greater benefits, you may increase dosage to two tablets during chemotherapy and for one week afterwards, then titrate back to one tablet per day.

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