

JUVICELL

www.juvice.com



Company profile

JUVICELL



JUVICELL is a company comprised of a team of scientists and innovators that share a passion for improving human lifespan and healthspan. Through their research into aging, the team has identified ten clinically proven, safe and effective longevity-enhancing ingredients, which they believe pave the way for the first-ever longevity supplement of its kind. “Due to the thorough research behind JUVICELL, it stands as a cutting-edge longevity nutraceutical that aims to support a longer and healthier life.”

The idea for JUVICELL first originated in 2019 and was brought to fruition in 2020 by a US-German co-operation of scientists and like-minded investors with a strong personal interest in the space of longevity. Co-founder, Erin Sharoni (pictured), holds the strong ethos that “age is just a number” and is committed to prolonging and improving healthspan and lifespan. Erin is a Biology Master’s degree candidate at Harvard University, where her thesis work is focused on epigenetics and longevity, and she is passionate about bringing longevity opportunities to a wider market.

The JUVICELL formula is based entirely on research conducted in peer-reviewed studies. The company emphasises that they have done the research so the customer does not have to. The product was developed, and will be regularly updated, by top anti-aging and longevity scientists. JUVICELL’s scientific advisory board includes Roger A Fielding, PhD, Professor of Medicine at Tufts University School of Medicine, Simin Meydani, PhD, Senior Scientist and team leader of the Nutritional Immunology Team at the Jean Mayer USDA Human Nutrition Research Center on Aging (HNRCA) at Tufts University, and David Walker, PhD, professor in the Department of

Integrative Biology and Physiology at UCLA. With the support of the scientific advisory team, JUVICELL believes its unique 10 key ingredient formula to continue to support health and lifespan.

“The scientific revelations and breakthroughs in the longevity industry have been enormous over the last decade (Hallmarks of Aging, research into compounds that have a beneficial effect on aging, etc.). JUVICELL was born from the desire to find a way to help the average person benefit from these advancements.” Erin Sharoni.

To prove the effects of their product, JUVICELL are conducting a preclinical study with The National Institute on Health and Science on Aging (INRCA) in Italy to confirm the effects of JUVICELL on various physiological markers of aging. The results of this study will be shared as they emerge.

JUVICELL, designed in Germany, and manufactured in Germany and the US, is sold exclusively via the JUVICELL website at www.juvicecell.com. The product complies with the quality manufacturing standards of the US Food and Drug Administration (FDA) and the European Medicines Agency (EMA). The company’s manufacturing facilities are in New Hampshire, US and Worms, Germany.

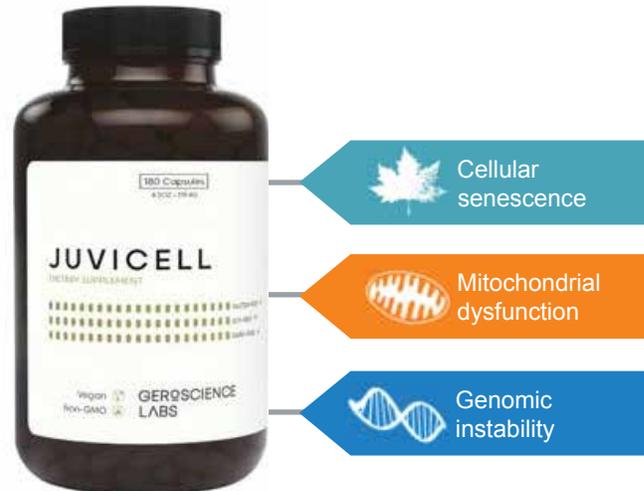
JUVICELL receives and reviews a COA (Certificate of Analysis) for each batch of every raw ingredient of JUVICELL, conducted using HPLC (high performance liquid chromatography) and MS (mass spectrometry). In addition to raw material batch testing, JUVICELL conducts regular external raw material and finished product testing via third-party laboratories, such as GBA Group and LGC Group.



JUVICELL for Longevity: Target Hallmarks of Aging

Cellular senescence, mitochondrial dysfunction, and genomic instability

JUVICELL aims to address several of the hallmarks of aging. Cellular senescence, mitochondrial dysfunction, and genomic instability are three hallmarks that the product may act on via its proprietary combination of ingredients. For example, Fisetin can block the PI3K/AKT/mTOR pathway, increase catalytic activity of hSIRT1 and inhibit inflammatory molecules. It is currently being used in clinical trials to explore its ability to slow the aging process through its senolytic, anti-inflammatory, antioxidant and immune-supporting properties.



Flagship Product Deep-Dive

JUVICELL: Product Description

JUVICELL is largely comprised of well-studied polyphenols which have been shown in studies to mediate various mechanisms associated with longevity. Two hallmarks of aging, cellular senescence and genomic instability, may be directly addressed by JUVICELL's ingredients. Fisetin is classified as a senolytic, meaning it has the capacity to eliminate senescent cells. Resveratrol and pterostilbene are potent antioxidants that work in combination to combat reactive oxygen species (ROS)-induced mitochondrial damage and to support genomic stability by activating key longevity enzymes called sirtuins.

JUVICELL: Pre-Clinical and Clinical Studies

Juvicell are currently conducting a preclinical study with The National Institute on Health and Science on Ageing (INRCA) in Italy to confirm the safety profile and effects of JUVICELL on various

physiological markers of aging via non-invasive functional tests & measurements and blood & biomarker testing.

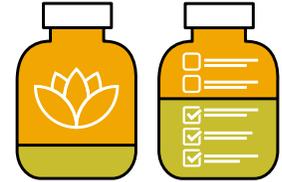
The study will be conducted in aged mice and the specific aims include determining: (1) what effects the JUVICELL supplement has on various markers of physiological and cognitive aging in mice, (2) what effects the JUVICELL supplement has on various markers of physiological and cognitive aging in mice when the senolytic compound fisetin is removed from the formulation, and (3) what effect(s) a reduced dosage of the JUVICELL supplement has on various markers of physiological and cognitive aging in mice.

The results of this study are intended to evaluate JUVICELL as a novel phytochemical supplement that has the potential to confer physiological and cognitive improvements, supported by the inclusion of senolytic compounds that mediate the effects of senescent cells accrued during aging.



JUVICELL: Ingredients and Dosage

Ingredient	Description
Glucosamine 1000mg	https://juvicell.com/our_science/glucosamine-modulating-health-and-lifespan/
Curcumin 800mg	https://juvicell.com/our_science/curcumin-in-healthy-ageing-longevity/
Quercetin 582mg	https://juvicell.com/our_science/quercetin-flavonoid-antioxidant-longevity-compound/
CoQ 10 300mg	https://juvicell.com/our_science/health-and-lifespan-influence-of-coenzyme-q10/
Fisetin 250mg	https://juvicell.com/our_science/fisetin-a-potent-natural-compound-with-a-strong-safety-profile/
Resveratrol 143mg	https://juvicell.com/our_science/resveratrol-how-does-it-affect-lifespan/
Green-Tea-Extract 122mg	https://juvicell.com/our_science/green-tea-extract-an-ancient-compound-for-health-longevity/
Pterostilbene 50mg	https://juvicell.com/our_science/pterostilbene-like-resveratrol-but-more-potent/
Sulforaphane 30mg	https://juvicell.com/our_science/sulforaphane-broccoli-for-anti-ageing/
Piperine 2.5mg	https://juvicell.com/our_science/curcumin-in-healthy-ageing-longevity/



JUVICELL: Safety and Risks

JUVICELL is recommended for healthy adults, ages 18+. While no patterns of side effects or contraindications have been observed, they recommend that anyone with health issues, questions or concerns should consult their healthcare practitioner before taking JUVICELL. For example, green-tea-extract should be reduced by those with low iron levels or thyroid issues. The company also advises that anyone taking any medications, prescription or over-the-counter, should consult with their healthcare provider before taking JUVICELL.

JUVICELL: Target Market

JUVICELL believes that it is never too early to begin supplementing for longevity and all healthy adults (18+) can benefit from anti-aging interventions.

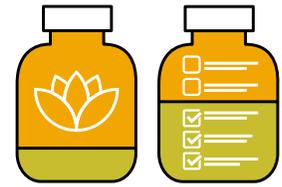
“While the focus is often on early prevention in younger years, it’s never too late to turn back the biological clock! Ageism is real, but it doesn’t have any basis in science. In fact, did you know that many of the studies on anti-aging ingredients show significant efficacy in middle age? In this sense, age really is just a number. Whether you are 28 years old or 68 years old, JUVICELL works to support your healthy lifestyle choices.”

JUVICELL stands out as a novel all-in-one longevity supplement that includes 10 key, research-backed ingredients shown in studies to support healthspan. It includes things like resveratrol, fisetin, quercetin, pterostilbene, sulforaphane and turmeric all in a single dose. JUVICELL believes that many individuals interested in supporting their longevity are probably already taking many of these ingredients. As the first to combine them all into a single product, JUVICELL hopes to become the one-stop shop to support healthspan. The product is also vegan, non-GMO and sustainable.

Success Factors

Team and Reputation

- Co-founder, Erin Sharoni, holds the strong ethos that “aging is treatable” and is committed to improving healthspan and lifespan. Erin spent six years working in finance before making the transition from Wall Street to a full-time career in the creative arts and technology. She is currently on the Leadership Team of the Harvard Biotech Club and is Associate Director of The Incubator program. Erin has served as the Creative Director for biotech company InsideTracker, the US Deputy Editor of DJ Mag, and as a national media personality and journalist. Erin holds a BA with Honors in Studio Art with a concentration in Digital Media, a Genetics and Genomics Professional Certificate from Stanford University, and is currently a Biology Master’s degree candidate at Harvard University, where her thesis work is focused on epigenetics and longevity, and she is passionate about bringing longevity opportunities to a wider market;
- With a background in finance, marketing, and science, Erin Sharoni holds a strong foundation of skills that should be beneficial to a longevity supplement start-up company. It will be interesting to see how her range of skills differentiates and drives JUVICELL amongst the wider competition of combination supplements that are currently being launched into the longevity supplement market;
- JUVICELL has set up a best-in-class Scientific Advisory Board with strong and relevant scientific skills, and is starting to build relationships with universities such as the INRCA in Italy. As a relatively new company, this is a promising start for the team at JUVICELL.



Intellectual Property

- The website provides extensive information on each of the ingredients within JUVICELL, highlighting that only the ones that have been proven to extend lifespan in animal studies have been included in the formula;
- Although each of these ingredients individually hold promise for longevity, there has been no research to date, nor any evidence at this stage that supports the theory that they may work synergistically together;
- JUVICELL are hoping to prove that the combination of their ingredients has an additional positive impact. They are partnering with INRCA to assess the effects of JUVICELL supplementation on various markers of physiological and cognitive aging in mice;
- Results of these preclinical studies in mice, will be important for considerations of JUVICELL efficacy, and the potential additional positive impact of taking the JUVICELL ingredients in combination;
- The product is vegan, non-GMO and sustainable;
- Other longevity supplements are beginning to emerge that also combine multiple ingredients into one, increasing options for these product-types in the market. Supporting evidence of effectiveness and appropriate marketing should assist JUVICELL in differentiating its product from the competition.

Funding

- No information on funding is available at this time.

JUVICELL: success grid

Intellectual property: Information for this page is only available within the full report.	Team: Information for this page is only available within the full report.	Unique value proposition: Information for this page is only available within the full report.
Efficacy: Information for this page is only available within the full report.		Competitive advantage: Information for this page is only available within the full report.
Target: Information for this page is only available within the full report.		Runway: Information for this page is only available within the full report.
Customer segments: Information for this page is only available within the full report.	Channels: Information for this page is only available within the full report.	
Inflection point: Information for this page is only available within the full report.		

 = Positive progress  = Work-in-progress  = Needs attention



About us

The report has been produced by the Market Intelligence Unit of LongevityTechnology – the number one online destination for daily news on the growing longevity market.

As a brand of First Longevity Limited, we bring together innovators and investors to commercialise the companies that will form the longevity economy.

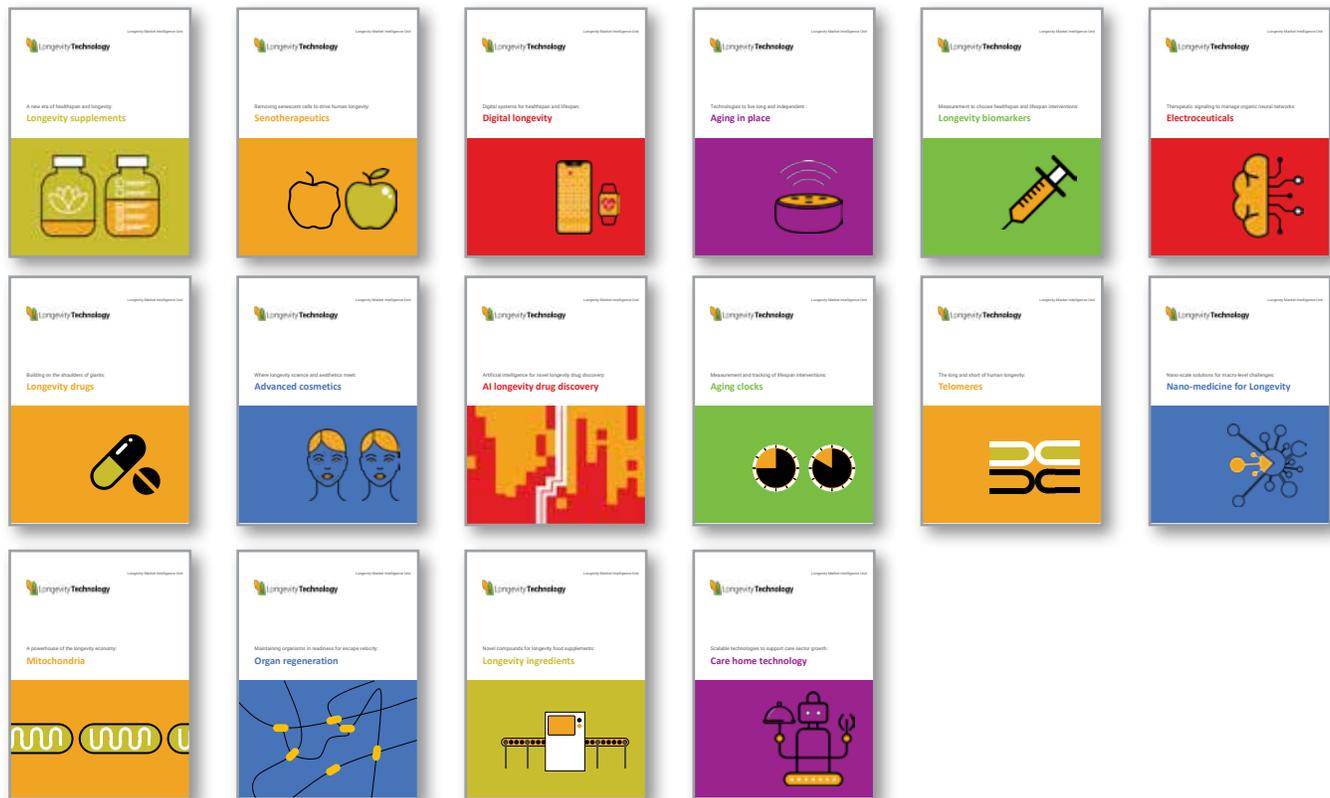
There are already 100+ rejuvenation biotechs working on unique therapies and building R&D pipelines to increase healthspan and lifespan.

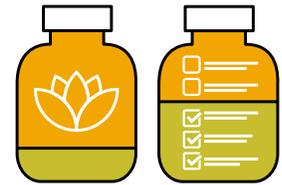
At the same time, all around the world, innovators are releasing nanobots, reprogramming nerve signals and applying AI to create exciting and scalable contributions to human longevity.

As a team we look beyond rejuvenation therapies to embrace other technologies that participate in the longevity investment category: agetech, xenotransplantation, biomarkers, AI, bioprinting, neuroceuticals, GRAS supplements ... over the coming period we will be publishing regular reports.

There are multiple technologies that contribute to the reduction of morbidity and the extension of lifespan: they will provide investors and innovators with both risks and returns. We're here to help analyse, report and educate.

You can find information about our next reports by visiting: <https://longevity.technology/product-category/analysis/>





**We bring together innovators
and investors to commercialise
the companies that will form
the longevity economy.**

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