# What is CoQ10?

**Co** – stands for "cofactor," it activates the active ingredient
**Enzymes** – produced by the body and necessary for healthy living
**Q** – stands for "Ubidecarenone"
**10** – the number of isoprenoid units in the tail portion of the molecule

## CoQ10 provides health benefits:

1. **At the cellular level.**
2. **For the cells' mitochondria, located throughout the body.**
3. **For the cardiovascular system.**

### 1 Cellular Level

CoQ10 is found in nearly every cell in the body and is important for cellular energy production. It is synthesized in the cells and is involved in electron transport and energy production in mitochondria. All cellular functions depend on the production of adenosine triphosphate (ATP), the primary energy source for many metabolic processes.

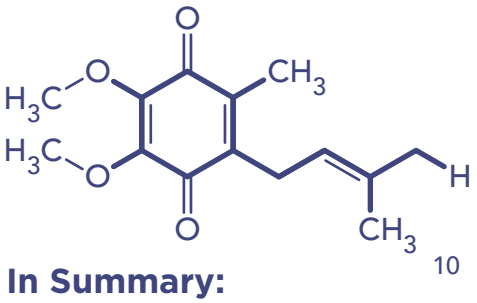
### 2 Mitochondria

CoQ10 ensures that our cells have the necessary energy, promoting overall cellular health and vitality. CoQ10, as a potent antioxidant, safeguards the mitochondria from oxidative stress and helps create a healthy environment for mitochondria activity. Healthy levels of CoQ10 support our capacity for fitness, healthy aging and a healthy metabolism.

### 3 Cardiovascular System

The heart has a high metabolic demand, which is why normal levels of CoQ10 are associated with good cardiovascular health.

CoQ10 serves as an antioxidant. The antioxidant activity in the mitochondria and cell membranes protects against peroxidation of lipid membranes. As CoQ10 concentrations naturally diminish with age, supplementation can help maximize the body's production of CoQ10, promoting one's cardiovascular health.




**In Summary:**
**CoQ10 works to help maintain the strength of the heart muscle and provide antioxidant protection to the cardiovascular system.**



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