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5. WEAR SUNSCREEN AND SHADES
UV rays are 36% more intense at altitude. Protection from the sun's intensity will truly help you perform better no matter what
the occasion. Wear sunscreen or UV protective clothing. And
don't forget a hat!
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I WANT MORE
BLOG
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Climbing Higher

### **Chapter 1 - Our Commitment**

We are committed to you climbing higher, playing harder and traveling without concern for your breath, and we know that Altigen ™ will assist you, your teammates in sports and your loved ones in being able to maximize your enjoyment no matter what altitude oriented physical rigors you are placing on the body! You'll find in this e-book not only the 10 Tips to Perform Better at Altitude in Sports, Travel & Play, but also a little bit more about Alitgen™. Most of our new customers, have a few questions, and we wanted to be sure you had all of the information you needed!

### Chapter 2 - History:

YAO, the headquarters of Altigen™ is located in Denver, Colorado known as the mile high city (5280 ft above sea level). In response to patients' needs for sports performance at altitudes from 5280 ft. up to beyond 14,000 ft.( the height of some of the peaks close by in the Rockies) and the simple needs of visiting family and friends coming from sea level to breathe easy both while touring Denver and visiting the nearby ski resorts on the mountains, Daniel Hudson, LAc formulated Altigen™.

The formulation took place from 2002-2005 and was refined between 2005 & 2006. Twelve years later, Altigen™ is a leading global herbal altitude performance and illness remedy.

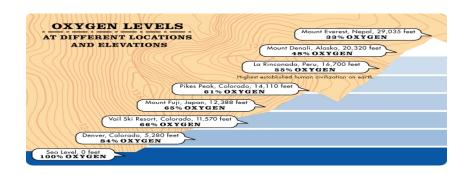
### Chapter 3 - How it works

Altigen<sup>™</sup> is the all-natural supplement that optimizes one's use of oxygen, minimizes fatigue and can pre-empt to help relieve symptoms related to altitude adjustment such as dizziness, shortness of breath, headache and nausea.

Your body can take days to adapt to high altitude, resulting in lingering exhaustion, headache and irritation. Altigen™ works quickly to strengthen the body's ability to handle high altitude activity. The adaptogenic herbs, American ginseng and rhodiola, are known in Chinese medicine to help the body effectively recover from stress (induced by exercise or activities at altitude) by binding oxygen to iron more efficiently, keeping the blood oxygenated.

#### In Traditional Chinese Medicine terms, Altigen™:

- •Strengthens heart
- •Nourishes lungs
- •Soothes stomach
- Improves circulation
- Assists adaptation



### Chapter 4 - Herbal Formulation

All of the herbs in Altigen™ are procured either from the wild or sustainable farms in Central Asia. Altigen™ is comprised of 7 prized botanicals combined for both their empirical properties to aid in hypoxic or oxygen lacking environments and the physiological synergism created by putting these specific herbal medicines together.

### Chinese Name:

- •HONG JING TIAN
- •XI YANG SHEN
- •DANG GUI
- •SAN QI/TIAN QI
- •HUANG QI
- •BAI ZHU
- •BALHE

### **Botanical Name:**

- •RHODIOLA CRENULATA
- •AMERICAN GINSENG
- •ANGELICA SINENSIS
- •PANAX NOTO-GINSENG
- •ASTRAGALUS ROOT
- •ATRACTALODES ROOT
- •BROWN'S LILY BULB

### Chapter 5 - Using Altigen™

Using Altigen™ is simple and can be started upon arrival or 2-3 days prior to visiting your high altitude destination. Altigen™ may even make your flight more comfortable.

Take 3 tablets with water, 2-3 times a day. Continue using Altigen™ for the duration of your stay.

Consider the size, constitution, intensity of the activity and altitude where one plans to sport, travel or play. These factors can influence one's decision to increase or decrease this base level of ingestion. If you are currently taking prescription medication, as always, consult with your health care provider before using Altigen™.

# Chapter 6 - Physiological Symptoms of Altitude Sickness

While air is comprised of several gases, including oxygen, nitrogen, and carbon dioxide, oxygen is most important for survival. You'll find it easy to breathe at sea level, which has the most oxygen, but at higher elevations you may feel like you are gasping for air or struggling to breathe.

### Head

Brain swelling may develop due to the buildup of fluids and reduced blood flow to the brain.

Depending on the individual, this can begin to happen at altitudes as low as a mile high, 5,280 feet. As a person ascends to higher elevations, between 8,000 and 10,000 feet, this brain swelling may likely cause cerebral edema, headache, fatigue, confusion or delirium, memory loss, and loss of balance.

At extreme altitudes, the buildup of fluids can lead to loss of consciousness, requiring immediate medical attention.

### Heart and Circulation

At high altitudes, people complain of "dry air". This is caused by a decrease in the relative humidity in the air. Because of low oxygen and low humidity, the breathing rate will increase, causing a rapid loss of moisture in the body. It is vital to consume more water than usual throughout your stay at high altitude.

Fluid loss, due to frequent urination, causes the blood to congeal and clot more easily, which then decreases the absorption of oxygen into the bloodstream. As a result, sudden acute headaches, stroke, and paralysis may occur. The heart will work harder in an attempt to deliver oxygen-deficient blood

throughout the body, but this can cause the organs, including the heart, to back up with the thickened blood, causing heart attack or failure.

### Lungs

Because the blood is oxygen-deficient at higher altitudes, the lungs struggle for oxygen, leading to shortness of breath and an increased breath rate.

Symptoms of pulmonary edema, or the seepage of clear fluids from the blood into the oxygen-exchanging sacks of the lungs, can occur at altitudes as low as 6,000 feet. These symptoms can become more pronounced at higher altitudes, and can lead to acute pulmonary edema. Common complaints at high altitude include upper respiratory infections, and persistent dry cough, caused by the body's loss of fluids.

Altigen<sup>™</sup> can optimize oxygen efficiency and reduce swelling of the brain at any altitude, but it has not been formulated to counteract the kind of severe pulmonary and cerebral edema that occurs as "very high" and "extreme high" altitudes.

### Bladder

Urinary frequency increases at altitudes of 10,000 feet and higher, which can result in a two percent loss in body weight. The body's need to urinate is a good sign that altitude adjustment is imminent. It is important to replenish the body's fluids when at high altitude.

### **Extremities**

When venturing to altitudes above 15,000 feet, the face, hands, ankles and feet may retain fluids and become swollen.

### Skin

Oxygen deficiency at extreme high altitudes can cause cyanosis, or a bluish skin tint. The skin also suffers exposure to increased ultraviolet rays at higher altitudes. In particular, the properties of the rhodiola plant, which blooms above 10,000 feet in the Himalayan mountainsides and is the leading ingredient in Altigen, can guard the skin against radiation from the sun.\*

\* This statement has not been evaluated by the Food and Drug Administration

# Chapter 6 - Symptoms of Altitude Sickness

### <u>MILD</u>

Nausea
Fatigue
Headache
Nosebleed
Dehydration
Loss of appetite
Sleep difficulties
Shortness of breath

#### **ACUTE**

Delirium
Confusion
Acute headache
Loss of memory
Inability to sleep
Unconsciousness
Difficulty urinating
Labored breathing

### Chapter 7 - Questions & Answers

#### Is altitude really a problem and should I take precautions?

Yes, even at Denver's mile high altitude (5280 feet above sea level), travelers and athletes complain of symptoms such as shortness of breath, mild headache and nausea. It is estimated that some 30% of visitors to Colorado's famed cities and resorts will experience some degree of altitude sickness that will affect their ability to either vacation, sport or conduct business. This equates to hundreds of millions of dollars in lost revenue and time for visitors, businesses and residents.

### When should I take Altigen™?

Altigen<sup>™</sup> can be taken several days before or upon arrival to your destination. Athletes and travelers to high altitude as well as numerous studies have demonstrated greater benefits when using Altigen<sup>™</sup> 2 or more days prior to ascent.

#### Can I take Altigen™ if I am using prescription medications?

While Altigen is considered a very benign and safe formulation and there have been no reported side effects to date, it is recommended that you check with your health care provider before taking Altigen.

# Are any of the ingredients in Altigen<sup>™</sup> banned for use by competitive athletes?

To date and to our knowledge, competitive athletic groups at any level consider the ingredients in Altigen™ benign and not banned for use. As always, it is prudent to check with the regulatory authority in question.

#### Are there any dangerous stimulants in Altigen™?

No, Altigen<sup>™</sup> does not contain dangerous stimulants such as ma huang, caffeine, guarana or any other herbs generally considered unsafe. In fact, just the opposite, Altigen's<sup>™</sup> formulation and dosage are considered benign and safe. Altigen<sup>™</sup> was formulated to support and strengthen your body without over stimulating it.

# Can I use more than the recommended dosage of 3 tablets 2 times daily?

Yes, the recommended dosage is the minimum required dosage to have the desired altitude adjustment effect. It is acceptable to use a higher dosage. Consider the size, constitution, intensity of the activity and altitude where one plans to perform sports, travel or play. These factors can influence one's decision to

increase or decrease the above recommendations.

### Is it acceptable to give my child Altigen™?

Children under the age of 3 we recommend consulting with your Pediatrician first. 3 years and above we recommend 1-2 tablets, 2 times daily. If your child is resistant to taking a pill, you can also crush the tablet(s), discard the coating, and mix into your child's food. (example: apple sauce).

# Chapter 8 - 10 Tips To Perform Better At Altitude in Sports Travel & Play!

First of all we recognize that there are many reasons to be at a higher altitude. For some, you are simply visiting friends or family and want to be able to enjoy your visit while breathing comfortably. Your activities may include simply enjoying your grandchildren at the park, or going to the theater. Others of you will want to take it up a notch and will be doing sporting activities at higher altitudes. The activities could range from a short hike to a peak climb.; a 5 mile bike ride to a multiple pass bike race; a weekend ski trip to a snowboarding contest! Or it could simply be hopping on a plane and coping with the altitude in flight!

The interesting thing is that we all have the same given human body that responds to the effects of altitude in a similar way. So here are some tips to helping your body to perform at its best when you know you will be traveling or performing at altitude.

### 1. LIMIT ALCOHOL

Alcohol deprives the body of water and oxygen. Altitude taxes all of the body's systems. Avoid alcoholic beverages before and during the times you will be at altitude, that includes in flight to reduce risk of altitude sickness.

### 2. DRINK MORE WATER

While working hard at high altitudes our breathing rate will increase, causing a rapid loss of moisture in the body. It is vital to consume more water than usual throughout your journey at high altitude. Additionally, sun exposure can cause an even more rapid increase in dehydration. Double your water intake to keep your body functioning properly.

### 3. LESS SALT AND CAFFEINE

Both salt and caffeine can deplete the body of water which can put more stress on a body already trying to cope with the challenges of altitude. Be attentive to decreasing your intake of salt and caffeine.

### 4. MORE CARBS/LESS FAT

Keep carbohydrate supplements handy or be sure to consume a diet high in carbohydrates, up to 70% of your diet in carbs. High altitude may contribute to your body's depletion of muscle glycogen, especially during strenuous activities. Bonk (*slang* term for hitting the wall or otherwise expiring during a ride. Same as boink) is caused by the body's depletion of muscle glycogen.

Keep carbohydrate supplements handy while riding, especially at high altitudes.

### 5. WEAR SUNSCREEN AND SHADES

UV rays are 36% more intense at altitude. Protection from the sun's intensity will truly help you perform better no matter what the occasion. Wear sunscreen or UV protective clothing. And don't forget a hat!

### 6. WEAR LAYERS OF CLOTHING

The intensity of the weather and sun at high altitude can also play on your physiology. Be sure to wear layers or pack them so that you are adequately prepared for a variety of situations that may present themselves.

#### 7. ASCEND GRADUALLY OR...DESCEND

lin you planning for ascending to higher altitudes. Try to arrive, if you can, 48 hours in advance to allow your body to adapt to the new altitude level. When in doubt, follow the golden rule of healthy ascent. If you are feeling at all queasy or "discombobulated" descend, descend, descend. The best way to re-acclimate is to simply go back down the mountain.

### 8. BE PREPARED FOR WEATHER

Another way to be sure that you maximize your performance is by being prepared. Ah, the boyscout creed! So true. Weather at high altitude can change in moments. Watch the sky for inclement weather that seems to be moving in. Additionally, in conjunction with #6, wearing layers, it won't hurt to bring a windbreaker/light rain gear. Remember. You are a tiny morsel in the soup of a "bad" weather day. Definitely be prepared!

### 9. TRAIN FOR HIGHER ALTITUDE

Can't hurt, might help. There are many workouts that are recommended for high altitude training. We suggest that you take time to research which type of workout fits the activity that you are venturing to undergo at an increased altitude. Preparing your body for the change as best you can can only help...especially if you are coming from sea level!

#### 10. TAKE ALTIGEN™

You better believe it! Altigen, assists the body in adjusting to altitude. Begin taking Altigen™ several days ahead of your expected arrival to your high-altitude destination or event!

# I WANT MORE BLOG

Be sure to check out our **Breathe Easy Blog!** 

AND

### SOCIAL

Become part of our high altitude performance community and follow us on Facebook, GooglePlus and Twitter!







#### **BUY**

That's It, I Want My Altigen™

Here's where you go to begin your purchase of Altigen™.



### **Climbing Higher**

We are here cheering you on, ready to support you in your endeavors, be they work, athletics or pure play. We believe breathing easy is essential to enjoying all of the pursuits you choose.

We'd love to hear from you! <u>How has Altigen changed your life?</u> Be sure to visit us and share your story.

Play Hard. Take Altigen. Breathe Easy. Perform Better.