

# How Prime One Works:

## Stage 1

### The Alarm Response

When confronted with everyday pressure (stressors), our body immediately reacts with anxiety and alarm. This is when the body releases its fight- or-flight-related hormones that choke and starve cells (and the body system to which cells belong) of their energy.

## Stage 2

### Resistance or Adaptation

The body must learn to cope with these everyday stressors. It can continually fight stress, eventually weakening and exhausting the body's resources, or it can adapt to the stress-causing problem and return the body to its natural and healthy resting state.

## Stage 3

### Exhaustion

Prolonged exposure to a stressor (physical, emotional or environmental) causes a depletion of energy reserves, and the body no longer has energy to adapt. This begins to damage a person's health (reduced performance, immunity, disrupted sleep, disease and a speeding up of the aging process).

### The Exclusive

### Brekhman Formulation

Prime One is formulated through a secret blend of rare plants called adaptogens. Adaptogen research began with Dr. Israel Brekzman...the father of adaptogens and creator of Prime One. Through Prime One, he created the strongest, most effective blend of adaptogens in the world...a blend that cannot be duplicated.

## Stage 4

### The Prime One Solution

Prime One acts immediately on the cellular level allowing your body full access to energy. This process takes place in every cell in the body, keeping all your cells healthy. Ultimately, through Prime One use, the entire body will normalize itself and achieve balance along with substantial energy, vitality and strength.



# The knowledge of **science** The secrets of **nature**

In the late 1940's, the famed Russian scientist **Dr. Israel Brekhman**, was sent on a research expedition to the Primorye—a lush rainforest located along the China-Russia border—to study the unusually long lifespan of the area's people and animals. From observing their living habits, he noticed one constant—the consumption of certain rare plants. Dr. Brekhman began extensive studies on these plants, which he eventually penned "adaptogens" for their unique ability to help the host adapt to stress. Dr. Brekhman believed that by consuming adaptogens, a living person could significantly improve his/her health, athletic performance and life expectancy.

Intrigued by the possibilities of his discovery, the Soviet government commissioned Dr. Brekhman to develop a formula, consisting of adaptogens, for use by its government elite and athletes. For 45 years, Dr. Brekhman conducted 3,000 studies on 2,500 plants and isolated an adaptogenic formula that is 3.5 times stronger than any of the original plants tested. Prime One is the only product in the world that includes Dr. Brekhman's exclusive formula!



**Experiment: 35 weightlifters and wrestlers and 36 gymnasts used an ingredient in Prime One. Data collected indicated an improvement in the general mental and physical state of the test subjects, increased their work capacity and decreased their fatigue as opposed to a placebo group.**

**This is just one of the over 3,000 references of the world's scientific literature to the ingredients of Prime One. If it can work for those people, imagine what it can do for you!**

## Prime One adaptogens

The ingredients in Prime One and Prime One Concentrate include the oldest secrets of nature; Dr. Brekhman combined them with the latest advances of science:

### Acantho Root

*(Eleutherococcus senticosus)*

Normalizes body systems; reduces stress; increases stamina and work capacity.



Acantho Root

### Chinese Magnolia Vine

*(Schizandra chinensis)*

Increases physical productivity, attention and work capacity; combats fatigue and exhaustion.



Chinese Magnolia

### Manchurian Thorn Tree

*(Aralia mandshurica)*

Promotes increased physical and mental acuity.

### Ural Licorice Root

*(Glycyrrhiza uralensis)*

Enhances skin tone and provides support to the immune system.



Maral Root

### Maral Root

*(Rhaponticum carthamoides)*

Improves muscular performance; improves circulation and mental acuity.

### Golden Root

*(Rhodiola rosea)*

Increases stamina, concentration and endurance.

### Cinnamon Rose

*(Rosa majalis; Rosa cinnamomea)*

Equalizes body systems; provides antioxidant, multi-vitamin activity.



Cinnamon Rose

### MA Complex™ (Prime One only)

A proprietary blend of golden molasses and adaptogens that enhances all other nutrients.

## What real people say about Prime One

### World Class Hurdler:

"I have been taking AMS products...My personal best in the 400 meter hurdles went from 49.19 sec to 48.82 sec. As a result, I am now ranked number 10 in the world."

*Kemel Thompson, Olympic Athlete*

### There is Nothing Like Prime One:

"I am doing things in the gym I've never done before. My endurance has skyrocketed. Prime One is incredible. No company in the country has anything like it. There is nothing that can touch it."

*Rocky Tilson, World Class Weightlifter*

### Rapid, Healthy Weight Loss:

"With the new energy Prime One gave me, in four months, I dropped from 220 to 195 pounds."

*Preston Fields, Fitness Gym Owner*

### More Life-Altering Success Stories...

"I train harder, recover faster, and have less muscle soreness. I'm 50 years old, and I compete against women as young as 17, yet with Prime One, I have more endurance now than they do!"

*Mary Louise Zeller, National Women's Tae Kwon Do Champion*

"I'm an active 70-year-old woman. For the first time in my life, I can now do push-ups from the floor!"

*Blanche Cardell, Glendale, AZ*

"After my first course on the Prime One products, I competed in the Iron Man Triathlon World Championships, and I broke the American record. My time was 23 minutes better than my previous best!"

*Sue Latshaw, #1 US Women's Long-Course Triathlete*

**Need we say more? Prime One works for everyone from the world-class athlete to your next door neighbor.**

# Experience Results... **GUARANTEED!**

Prime One is a totally safe, proven, herbal formula that can deliver significant energy, superior vitality and maximum strength to you! Just take a look at the Prime One lifeline:

*Prime One benefits within*

## 7 days

Within seven days of using Prime One, you could begin to see and feel the following benefits. These benefits should stay with you as long as you continue your use of Prime One:

- Increased natural energy and stamina
- Reduced fatigue
- Enhanced sleep and the body's ability to relax
- Increased endurance
- Elevated mood and decreased anxiety
- Maximized physical and mental performance
- Better attention span and more focused concentration

*Prime One benefits in just*

## 30 days

Within 30 days, Prime One should begin to "silently" work for you on the cellular level of your body. This is when Prime One really begins to work:

- Reduced affects of aging
- Detoxification of the body
- Improved cellular balance
- Better recovery from physical and mental activity
- Protection against free radical damage
- Reduced affects from extreme stress and high pressure situations

*Prime One benefits for a*

## Lifetime!

The benefits that occur in the first 30 to 90 days of taking Prime One should continue to work for a lifetime with the continued use:

- Rejuvenated and strengthened immune system
- Increased long-term endurance
- Less likely to get sick
- Increased longevity
- Greater protection to vital organs and their function
- Increased ability of the body to "adapt" to stress
- Increased T-cells to boost immune resistance
- Greater support to the cardiovascular system
- More regulated menstrual cycle in women

### Empty Bottle Guarantee

Prime One brings balance to your body, your mind, your life. But don't take our word for it. Try Prime One for 30 days. If you're not completely satisfied within 30 days, just return your bottle to your Sales Associate... it's that simple.

## The **Brekhman** Formulas **Prime One**



If you would like more energy, better sleep, improved focus, less tension and anxiety and an increased zest for life, then Prime One is your solution. Developed with over 45 years of research, Prime One is an exclusive formula that can not be duplicated by any other company in the world. Take Prime One daily, and discover how thousands of professional athletes, corporate executives, adults and children have experienced significant energy, vitality and strength!

### Prime One Concentrate

The same adaptogenic formula found in Prime One is also available in a super concentrated form—Prime One Concentrate. A few drops of this amazing product under the tongue can provide instant improved physical and mental performance and relief from stress and anxiety. Prime One Concentrate is the perfect travel size. Keep it in your purse, briefcase, pocket or anywhere for immediate results!



### Prime Plus

Prime Plus is the best-kept secret behind human performance. Whether you are a world-class athlete or just starting an exercise program, a parent on the go, pushing 40-60 hours per week at work, or battling low energy, interrupted sleep and feeling the effects of mental and physical stress, you benefit from Prime Plus. This exclusive adaptogenic formula can help you burn fat, increase lean muscle and speed the recovery process from any mental or physical activity with extraordinary results within seven days. Cycle Prime Plus 15-20 days per month along with Prime One and Prime One Concentrate for maximum results.





What the **experts** have to say...

"Prime One truly is a product for all my patients from the very young to the very old. The results from use have been astonishing. To my knowledge, there is no other product with this much documentation behind it."

**Dr. Jack Barron, M.D., Family Physician**

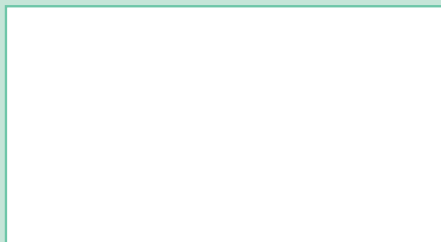
"We have seen some significant results in using Prime One in patients with many of the typical symptoms of stress. I would recommend to all physicians that they consider the benefits for their patients in using this quite incredible product called Prime One."

**Dr. Jon Nelson, M.D., Board Certified in Clinical Neurology and Bariatric Medicine**

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A fifteen year old publically traded company, Advantage Marketing Systems is a leader in the development of exclusive peak performance and weight loss nutritional products and systems. Based in Oklahoma City, AMS is the exclusive provider of the AM-300™ series of weight loss solutions, with over 500 million servings sold. AMS also holds the worldwide distribution rights for Prime One and The Brekhman Formula named after the noted Russian scientist Dr. Israel Brekhman. The Prime One line of plant-based adaptogens was developed for use by Olympic athletes, Navy submariners and Cosmonauts. It is now available to the public in the United States and Canada.

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