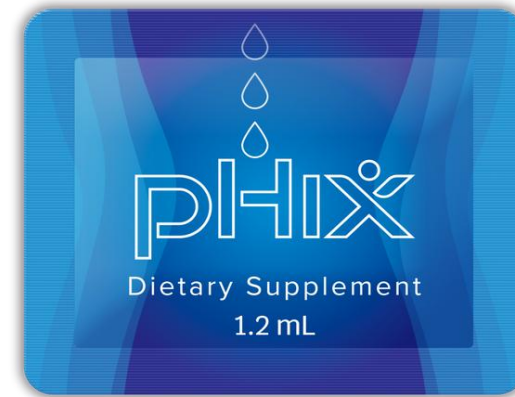


pHix



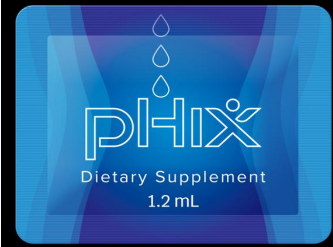
This is the “Bitter to Better” Blueprint!

Dr Ben Bowers

The Four Core Metabolic Cellular Healing Stack

**“Powerful on their own.
Transformational together.”**

Dr Ben Bowers



The Ultimate List of pHix Benefits:

“Not a stimulant. Not a fad. Just deeply functional, science-backed activation.”

METABOLIC BENEFITS

Activates Brown Fat Thermogenesis

Turns on BAT to burn calories and generate heat – similar to cold exposure or high-intensity interval training.

Result: More metabolic activity, especially around the abdomen and organs.

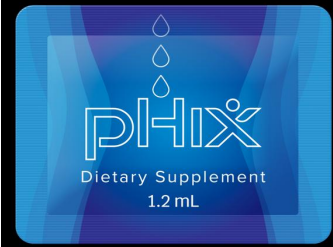
Reduces Visceral Fat

Human trials show statistically significant reductions in *visceral adiposity* and *total fat area* at 8 and 12 weeks.

Improves Fat Oxidation & Lipid Metabolism

Enhances mitochondrial efficiency and β -oxidation pathways.

Shifts the body from fat storage to fat burning mode.



The Ultimate List of pHix Benefits:

METABOLIC BENEFITS

Improves Insulin Sensitivity

Enhances glucose uptake by tissues and reduces insulin resistance.

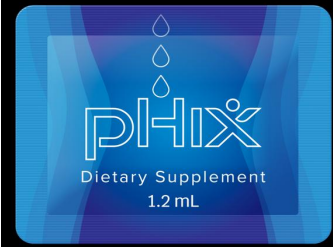
Helps stabilize blood sugar and avoid reactive hypoglycemia.

Reduces Post-Meal Glucose Spikes

Bitter acids can modulate GLP-1, smoothing the glycemic curve after meals.

Suppresses Cravings & Hunger Signals

Acts on ghrelin, leptin, and the vagal-hypothalamic circuit to promote satiety and reduce appetite.



The Ultimate List of pHix Benefits:

NEUROCOGNITIVE & MOOD SUPPORT

Boosts Cognitive Performance

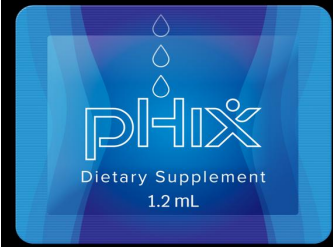
Clinical trials showed improvements in memory, processing speed, and attention span in older adults.

Reduces Brain Inflammation

Crosses the blood-brain barrier and calms microglial activation via NF- κ B, or nuclear factor kappa B inhibition.

Increases Brain-Derived Neurotrophic Factor (BDNF)

Supports neurogenesis, learning, and long-term mental resilience.



The Ultimate List of pHix Benefits:

NEUROCOGNITIVE & MOOD SUPPORT

Calms the Amygdala / Stress Circuit

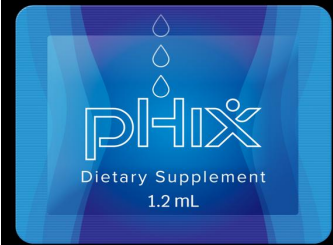
Helps reduce fear-based reactivity and improve stress adaptability.

Improves Mood & Reduces Irritability

Decreases β -endorphin spikes, promotes vagal-parasympathetic tone – leading to emotional calm.

Lowers Anxiety Without Sedation

Does not act like a benzo or SSRI – regulates from the *bottom-up* via gut-brain signaling.



The Ultimate List of pHix Benefits:

ANTI-INFLAMMATORY & IMMUNE MODULATION

Lowers CRP, IL-6, TNF- α and other Cytokines

Bitter acids suppress systemic inflammatory messengers at the genetic expression level.

Reduces Oxidized LDL and Rancid Fatty Acid Effects

Antioxidant support helps repair endothelium and reduce cardiovascular risk.

Restores Endothelial Function

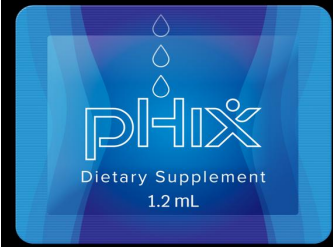
Improves nitric oxide balance, blood flow, and vascular compliance.

Balances Th1/Th2/Th17 Immune Responses

Supports autoimmunity balance and dampens chronic immune hyperreactivity.

Inhibits Mast Cell Activation & Histamine Overload

May benefit those with MCAS, hives, or food-triggered histamine reactions.



The Ultimate List of pHix Benefits:

DIGESTIVE & GUT HEALTH BENEFITS

Stimulates Digestive Enzyme Secretion

Activates bitter taste receptors in the mouth and gut to release bile, amylase, lipase, etc.

Improves Gastric Motility & Bloating

Enhances peristalsis via vagus nerve signaling and bitter reflex pathways.

Reduces Leaky Gut & Gut-Derived Inflammation

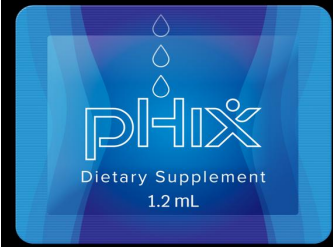
Tightens tight junctions and lowers LPS (lipopolysaccharide) endotoxin translocation.

Balances Microbiome Diversity

Indirectly supports short-chain fatty acid production, especially butyrate.

May Reduce Candida & Gut Dysbiosis

Creates an unfavorable terrain for pathogens through improved bile acid signaling and gut pH.



The Ultimate List of pHix Benefits:

CARDIOVASCULAR & DETOXIFICATION SUPPORT

Lowers Triglycerides and Improves Lipid Profile

May reduce LDL oxidation and promote healthy HDL levels.

Supports Liver Detox Phase 1 & 2 Enzymes

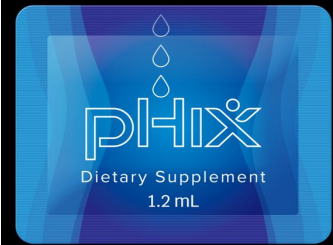
Enhances glutathione-related detox capacity and bile flow.

Improves Kidney and Lymphatic Drainage

Through vagus-parasympathetic activation, supports diuresis and interstitial detox.

Assists Blood Pressure Regulation

Balances sympathetic/parasympathetic tone, which governs vascular resistance.



The Ultimate List of pHix Benefits:

VAGUS NERVE & PARASYMPATHETIC RESTORATION

Enhances Vagal Tone

Increases heart rate variability (HRV), a sign of parasympathetic dominance and stress resilience.

Improves Stress Recovery and Sleep Quality

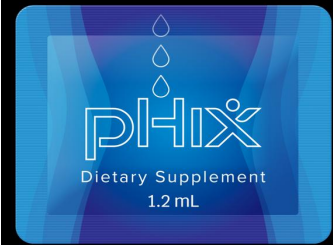
Calms the nervous system, improves cortisol rhythm, and promotes deeper restorative sleep.

Improves Breathing Patterns & Oxygen Uptake

Encourages diaphragm-based respiration via brainstem feedback loops.

Amplifies Mind-Body Awareness and Emotional Resilience

Helps patients become more attuned, less reactive, and more centered under pressure.



The Ultimate List of pHix Benefits:

OTHER FUNCTIONAL BENEFITS

Reduces Water Retention and Puffiness

Supports lymphatic flow and mineral balance.

Helps Regulate Hormonal Fluctuations

Supports insulin-cortisol-estrogen pathways and may benefit perimenopausal symptoms.

Enhances Physical Endurance & Mitochondrial Energy

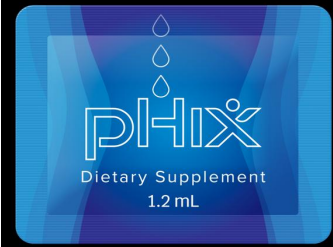
Increases NAD⁺/ATP production, supports oxygen use, reduces fatigue.

Speeds Up Recovery After Illness, Travel, or Overeating

Rapidly recalibrates internal homeostasis.

No Estrogenic Activity

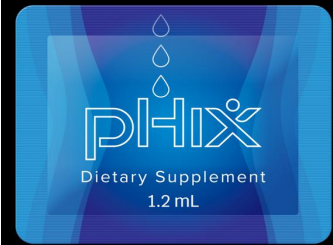
Unlike whole hops extracts, pHix™ is *non-feminizing* and does not upregulate estrogen receptors.



The Ultimate List of pHix Benefits:

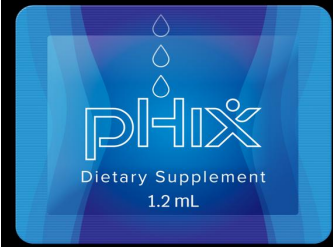
BONUS: PRACTICAL ADVANTAGES

- Gluten-Free, Caffeine-Free, Alcohol-Free
- No jitteriness or crash
- Compatible with keto, paleo, low-FODMAP, or fasting
- Backed by peer-reviewed human clinical trials
- Safe for long-term use with slow, steady gains
- Can be combined with *pHit*[™], *Emulin5*[™], and/or *NZ Fulvic*[™]



Summary: The “Core 5 pHix™ Pathways”

System	Effect
Metabolic	Activates fat burning & satiety
Cognitive	Enhances brain performance & mood
Inflammatory	Reduces systemic inflammation
Digestive	Improves digestion & nutrient uptake
Nervous System	Boosts vagal tone & stress resilience



The “Top 4 Benefits of pHix™”

Here are the top 4 Benefits for of pHix™ for Your Health:

1. Helps to identify and reduce inflammation in the body by metabolizing oxidized low-density lipoproteins – OX-LDL!
2. It helps to clean up or clean out the 4 detoxification pathways for excretion:
 - a) Lungs – breathing out toxins
 - b) Skin – sweating out toxins
 - c) Urine – peeing out toxins
 - d) Defecation – pooping out toxins
3. It has a dynamic effect on cellular apoptosis of the adaptogenic, morphogenic, precancerous cells!
4. Thermogenic activation via the Brown Adipose Tissue to burn the white fat!