



Oxygen For Life SA
"The Cellfood® Company"

Corporate Profile



OXYGEN
FOR LIFE®

**Your Foundation
To Good Health**



Oxygen For Life Board of Directors

03 Board Of Directors

Executive Directors



Paul J Matulovich
B.Comm. (Managing)



John B Verhoog
(Quality & Assurance)



Gavin E du Plooy
(Marketing)

Non-executive Directors



Mike J Matulovich
B.A. M.B.L. (Chairman)



Dumisani N Dlamini
(Vice-chairman)



Laurice Matulovich



Cynthia N Gumede



Dr. Jeff Levin
B.Sc. B. Arch M.Sc. (Nutrition) DNM



We believe so strongly in the power of oxygen and cellular nutrition that we have built our entire business around it.

Life's Work

04 Life's Work

Our purpose is to commercially promote:

the enhancement of the health and wellbeing of people, animals and plants

By the distribution of unique products from natural sources that deliver oxygen and nutrients at cellular level; and the guidance and education (knowledge and skills transfer) of people

For the overall and sustained upliftment of mankind and our environment.

Our philosophy is simple

We believe that all organisms (human, animal and plant) have been designed with adequate intelligence to be able to build, cleanse, restore, reconstruct, protect, strengthen and balance themselves, provided they receive proper care and essential nutrients.

Our philosophy is also based on what Hippocrates, the father of medicine, said in 460 BC: "Let your food be your medicine, let your medicine be your

food"; and the fact that oxygen is the most important element or nutrient for healthy living.

At Oxygen For Life SA we are committed to the ongoing testing and researching of our products. We are also constantly searching for new applications and the more cost-effective usage of our products; and appoint independent professional and scientific researchers for this purpose.





Quality of Life

Oxygen For Life SA is committed to the process of Black Economic Empowerment, and is positively BEE orientated. We believe in building up those who were previously disadvantaged in the South African Economy, and have had BEE shareholders for several years. Oxygen For Life SA has been BEE certified and has achieved a level 6 scorecard.

Employee Assistance and Social Responsibility Programmes

At Oxygen For Life SA, we believe in not only promoting wellbeing both through our products and our actions.

We have many Employee Assistance Programmes for the upliftment of our employees, and provide counselling, finance and support in the personal finance, educational, medical, and nutritional arenas. To ensure their optimal health and

wellbeing, all employees receive a bottle of Cellfood® every month, and can purchase products at staff prices for their families. Furthermore, all Oxygen For Life SA employees will be participating in ownership of the company via an employee trust fund.

We are also actively involved in many Social Responsibility Programmes, ranging from providing financial and product support for organisations such as the Mother Teresa Homes and NAPWA (National Association of People Living With AIDS); to supporting animal welfare organizations such as the South African Guide Dogs Association.

In recognition for what Oxygen For Life SA is achieving, we have won several awards from our local Mogale City Chamber of Commerce; winning the most prestigious award as Top Company of 2006.



Mike & Laurice Matulovich holding the Mogale City Chamber Awards

05 Quality of Life





We do not get enough oxygen

Life Issues

06 Quality of Life

Great sources of oxygen are being compromised

- Oxygen-regenerating rainforests are being destroyed by felling
- Oxygen-producing sea algae are being destroyed by pollution.

Over ten years ago, when scientists analysed the oxygen content of air bubbles trapped in ice-core drillings in Antarctica, they found that the earth's atmosphere previously comprised 38% to 50% oxygen. Gradually (particularly during the past 200 years), increasing pollution and the reduction of rain forests (and other natural producers of oxygen) have decreased the level of atmospheric oxygen to below 21%. Our bodies are not designed to perform optimally in such low levels of oxygen.

Other factors that can cause oxygen depletion:

- Emotional stress
- Physical trauma
- Infections
- Medicines
- Smoking

“We can look at oxygen deficiency as the single greatest cause of all disease”

Dr Stephen Levine, renowned Molecular Biologist and author of “Oxygen Deficiency, A Concomitant to All Degenerative Illness”.

Along with the problem of a lack of oxygen, our bodies also need to contend with the build-up of toxins and acid waste caused by:

- Breathing polluted air
- Drinking water and other liquids that contain detrimental chemicals and/or are contaminated with hazardous waste
- Eating foods that are:
 - * depleted of minerals due to over-use of chemical fertilizers and pesticides that damage the productivity of land
 - * force-reared on medications, growth hormones and stimulants and other chemical interventions
 - * over-refined, over-cooked and have excessive fat content
 - * grown, preserved and prepared using harmful chemicals, additives and cooking processes.

Chronic oxygen deficiency at cellular level leads to the accumulation of harmful toxins and metabolic and acid waste in our bloodstreams, cells, tissues and organs, which may cause:

- Mutation of cells and therefore degenerative disease and ailments
- Slowing down of metabolism and weakening immune system - decreased ability to protect from disease and ageing
- A breeding ground being created for harmful bacteria, viruses and pathogens.

We need oxygen for life

Because of a growing oxygen deficiency, we are functioning less and less effectively. We need oxygen for life, health and energy. We need a simple, effective supplement that can supply us with more oxygen and nutrients at cellular level.





The following is an extract from the book "Cellfood® – Vital Cellular Nutrition for the New Millennium"

by Dr David S. Dyer (Feedback Books, Inc.).



Oxygen For Life

"Oxygen, carbon, hydrogen, nitrogen and sulphur are the five basic elements of all life. Of all the elements that support life, oxygen is the most abundant. Oxygen is essential for combustion (oxidation), and acts as a disinfectant, deodorizer, sanitizer and preserver. Oxygen makes up almost 50% of the earth's crust by weight, 42% of all vegetation, 85% of seawater, 46% of igneous rock and 47% of dry soil. This colourless, tasteless and odourless element, so essential to life, comprises 65% of our body.

"We can live a few days without water, and a few weeks without food, but only a few minutes without oxygen. All functions of our body are regulated by oxygen. It must be replaced on a moment-to-moment basis, because 90% of our life energy depends on it. Oxygen energizes cells so they can regenerate. Our body uses oxygen to metabolize food, and eliminates toxins and waste through oxidation. Our brain needs oxygen each second to process information. In fact, all of our organs need a great deal of oxygen to function efficiently.

The ability to think, feel, move, eat, sleep and even talk, all depend on generated energy from oxygen.

"Oxygen is the only element capable of combining with almost every other element to form the essential components necessary to build and maintain our body. For instance, oxygen + nitrogen + carbon + hydrogen = proteins. Oxygen + carbon + hydrogen = carbohydrates. Oxygen + hydrogen = water. The combination of oxygen in the air, water, proteins and carbohydrates creates life energy. None of this energy could be produced without oxygen."

"Without oxygen we could not have the grand experience called life."

Revered doctors concur with Dr Dyer, and have published:

"The primary cause of cancer is the replacement of normal oxygen respiration of body cells by anaerobic cell respiration." Dr Warburg strongly believed that oxygen was beneficial to people suffering from cancer. Dr Otto Warburg, Nobel Laureate in 1931 and 1944.

"All chronic pain, suffering and diseases are caused from a lack of oxygen at the cell levels".

Dr Arthur C. Guyton M.D & Dr John E. Hall Ph.D, Textbook of Medical Physiology, 15th Edition, 2003, W.B Saunders Co.

"In all serious disease states, we find a concomitant low oxygen state... Low oxygen in the body tissues is a sure indicator for disease...Hypoxia, or lack of oxygen in the tissues, is the fundamental cause for all degenerative disease".

Dr Stephen Levine, Renowned Molecular Biologist and Author of Oxygen Deficiency: A Concomitant to All Degenerative Illness).

07 Oxygen For Life





Life-Giving

Get more oxygen

08 Life-Giving Life Science

Cellfood® feeds the body's cells through its truly extraordinary formulation. By using groundbreaking water splitting technology, cascades of life-giving oxygen are provided directly to the cells in the body. What's more, Cellfood® helps the cells properly absorb and assimilate the nutrients we take in.

The oxygen, combined with hydrogen and 129 vital nutrients (78 elements and minerals, 34 enzymes, 17 amino acids) and electrolytes assists the body to clean, tone and build cells and tissues throughout the day. Because the body sees the liquid Cellfood® as normal body fluid, it allows the nutrients to be rapidly absorbed into the bloodstream and assimilated into the cells.

The body is then able to burn up and clean harmful toxins and waste from the body, restore cellular damage, strengthen the immune system, and balance the body's physical, electromagnetic, biological and chemical levels.

Life Science

Cellfood® - what the experts say



“Everett Storey’s proprietary Cellfood® formula is a result of 42 years of research and in fact, it takes 9 months to create each batch! Made from the finest plant substances, it’s a formulation capable of holding its powerful elements in full solution and delivering them through ingestion to every single cell in the human body. This miraculous formula supports and enhances nutritional bio-chemical activities and brings to our diet what modern living and technologies have stripped away”. Dr David S. Dyer, Cellfood® – Vital Cellular Nutrition for the New Millennium. Feedback Books, Inc.

“Cellfood® dissociates water (in the body and the aqueous solution of the cell) into nascent oxygen and hydrogen, and individual body cells are nourished by a steady stream of 78 essential elements maintained in free solution (in Cellfood®). This is due to the presence of free hydrogen and oxygen (created by Cellfood®), which provides the oxidation and reduction in a chain reaction that eliminates toxins. Tissues are rebuilt, and then good nutrition completes the process. Minerals are necessary for 95% of your body’s daily functions. Minerals are life sustaining. Much of the natural trace mineral content has been lost from today’s food supply due to depletion, poor crop rotation, loss

of valuable topsoil due to flooding and over-irrigation”.

Everett Storey, inventor of Cellfood®, from his book Beyond Belief, published in 1982 by Feedback Books.

Regarding the importance of hydrogen (also produced at cellular level by Cellfood®), which is needed by the body to build and repair the immune system, the body’s organs and cell structure, Everett Storey wrote, “The winding road to health leads ever uphill from some form of hydrogen, probably Deuterium (its most versatile isotope) which is about to be recognized as the creative and sustaining force of all life”.

In 2001, the University of Pretoria’s Institute for Sports Research conducted comprehensive double-blind clinical testing on Cellfood® and Cellfood® SPORT {Previously branded as SWITCH®} (another Oxygen For Life product), and showed many beneficial effects; for example: Increased oxygen intake (VO₂ Max), decreased lactic acid accumulation, increased iron (Ferritin) levels, normalising of all haematological values, and much more. [92 parameters were tested, and a full report is available from Oxygen For Life SA].



As the most advanced nutritional supplement, Cellfood® supplies the body with the essential nutritional building blocks needed to maximise quality of life. All the unique products distributed by Oxygen For Life SA are based on Cellfood® 's revolutionary

technology of supplying oxygen, hydrogen and essential nutrients at cellular level. The products are bottled locally with strict quality control and in keeping with Good Manufacturing Practices.



Life Force Products

Health Care Products

09 Life Force Products



Cellfood® - the award-winning oxygen mineral nutritional supplement that supplies oxygen and nutrients at cellular level, for assisting the body in:

- Oxygenating the bloodstream and every aerobic cell in the body.
- Cleansing, restoring, regenerating and building cells.
- Balancing and re-energising the immune system.
- Scavenging free radicals.
- Improving brain activity, reducing stress and fatigue, and improving the quality of individual health.



Cellfood® REPAIR - a Silica Strengthening Formula that provides support for:

- Firm & youthful looking skin
- Luxuriant & shiny hair
- Strong & healthy nails
- Healthy nervous system & sexual system
- Healthy heart & brain functioning; and
- Healthy bones, joints, cartilage, teeth, gums, muscles & connective tissue.



Cellfood® LONGEVITY - a DNA Regenerating Formula that assists the body in:

- Slowing down the ageing process by reducing homocysteine in the bloodstream
- Extending longevity by supplying the cells with nucleic acids for regenerating the DNA of cells; and
- Supplying the cells with additional cellular energy (ATP).





Life Force Products

10 Life Force Products



Cellfood® SPORT - a Performance Formula which works remarkably by assisting the body in:

- Increasing energy & endurance
- Reducing muscular cramps
- Improving recovery time
- Increasing oxygen intake
- Increasing energy delivery to working muscles
- Delaying the onset of fatigue; and
- Optimizing the utilization of fat as an energy source.



Cellfood® SHAPE - Cellfood® SHAPE is a Body Toning Formula for assisting metabolic processes in:

- Burning excess fat
- Firming and toning the body; and
- Increasing energy.



Cellfood® SKINCARE – an Oxygen Mineral Gel to be applied to the skin to assist with:

- Restoring & nurturing
- Repairing & rejuvenating; and
- Nourishing & protecting.





Products For Animals

11 Products For Animals



Cell-Pet® - a liquid, highly concentrated, super-energized, colloidal oxygen mineral nutritional supplement to maintain a pet's peak performance and general well-being.

- Oxygenating the bloodstream and every aerobic cell in the body.
- Balancing and re-energising the immune system.
- Maintaining general well-being.



Cell-Vet® - oxygen mineral nutritional supplement for animals that supplies oxygen and nutrients at cellular level, for:

- Oxygenating the bloodstream and every aerobic cell in the body.
- Decreasing mortalities.
- Decreasing feed consumption, and feed conversion ratio.
- Cleansing, restoring, regenerating and building cells.
- Balancing and re-energising the immune system.
- Maintaining general well-being.



Cell-Chic® - a unique liquid oxygen mineral supplement, in a super-energized concentrated colloidal form for:

- Increasing oxygenation in the bloodstream.
- Reducing distress, disease & mortalities.
- Improving health & condition of pigeons.
- Strengthening systems, e.g. immune system.
- Maintaining general well-being.



Open-All® - oxygen mineral soil regeneration and treatment product, for:

- Opening up, permeating and flocculating soils, e.g. clay and hardpan.
- Normalising soil pH and reducing excess alkalinity.
- Improving soil percolation, thereby eliminating water puddling.
- Improving water retention.
- Reducing fertilizer requirements.
- Removing salts (from overuse of chemical fertilizers) and other contaminants (polluted water tables) from root zones.
- Improving productivity of soil because of plant nutrient additives.



For detailed product information, please contact Oxygen For Life or visit our website:
www.oxygenforlife.co.za

We look forward to partnering with many others in enhancing the health and wellbeing of people, animals and plants through our unique and groundbreaking products.

Oxygen For Life, Cellfood, Cellfood REPAIR, Cellfood LONGEVITY, Cellfood SPORT, Cellfood SHAPE, Cellfood SKINCARE, Cell-Pet, Cell-Vet, Cell-Chic and Open-All are registered trade-marks.



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Oxygen For Life SA (Pty) Ltd

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