Harnessing the multifactorial Hallmarks of Disease to drive sales and brand growth.

Greg Macpherson
Founder SRW Laboratories

Natural Health Summit August 2022

Talk summary

Back to the Future Part 1. 30 years in 30 seconds

Back to the Future Part 2. The next 30 years

Harnessing the 9 Hallmarks of Aging

Translating the Hallmarks of Anything

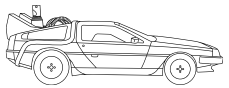
A functional medicine perspective

Validation

Brand, Provenance and Proof = Success

- **Graduated Pharmacy School** 1991
- **Founded Pharmacy One** 1996
- **Founded Pharmacy Direct** 1997
- **Founded MPS Ltd** 2005
- **Consultant and then CEO; MitoQ** 2012
- **Founder SRW Laboratories** 2020
- **Invited to Singularity U** 2022

Back to the future.
Part 1. 30 years in 30 seconds



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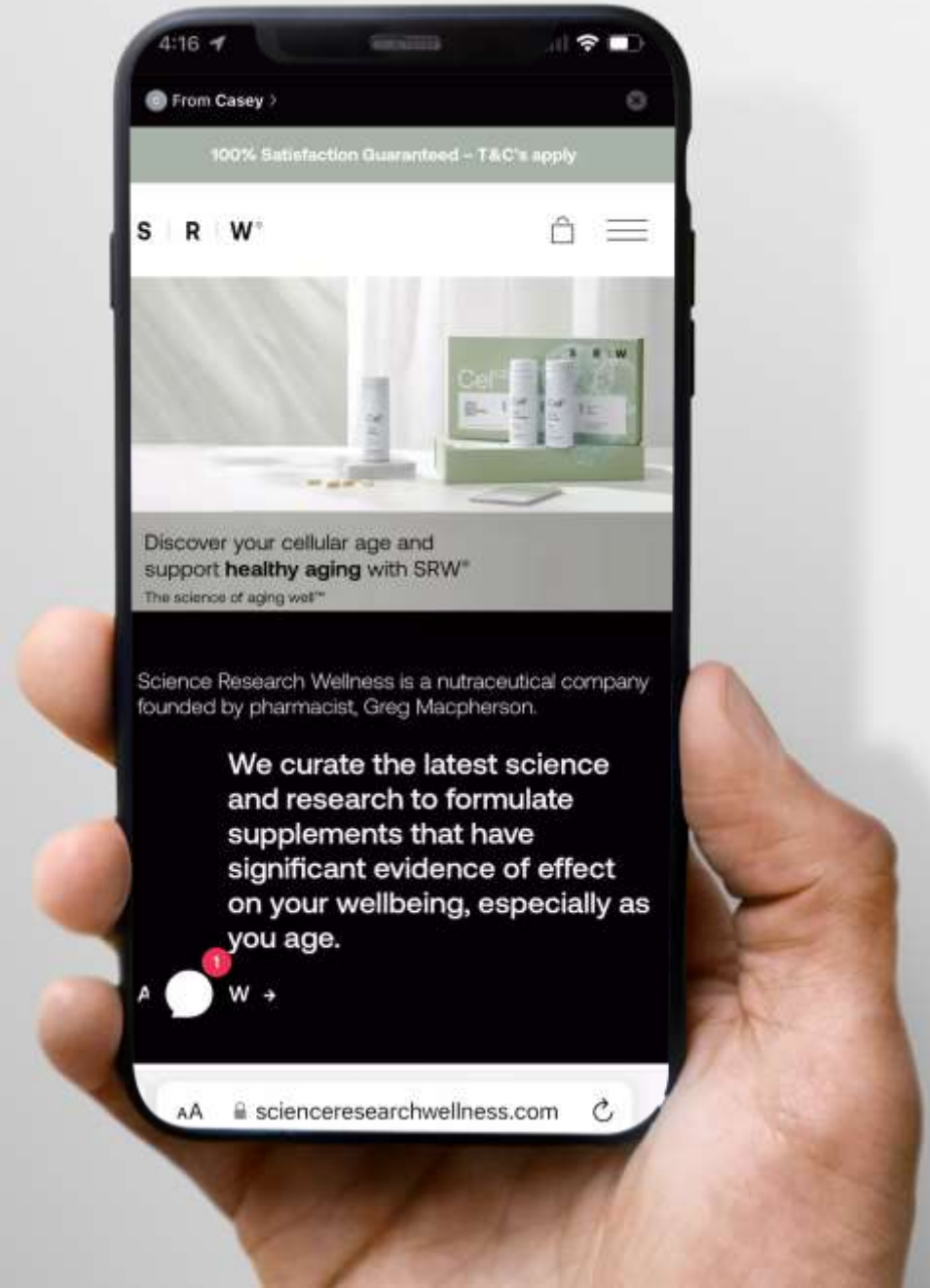
The science of aging well

Back to the future.
Part 1. 30 more seconds.



Massive capital is going towards extending healthspan

All eyes on DNA reprogramming as the solution

Massive socioeconomic value unlocked when its achieved

Current thinking is that within the next 10-20 years we will solve it

The question is, how do we, as a sector, navigate this as an opportunity rather than a threat

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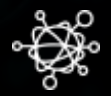

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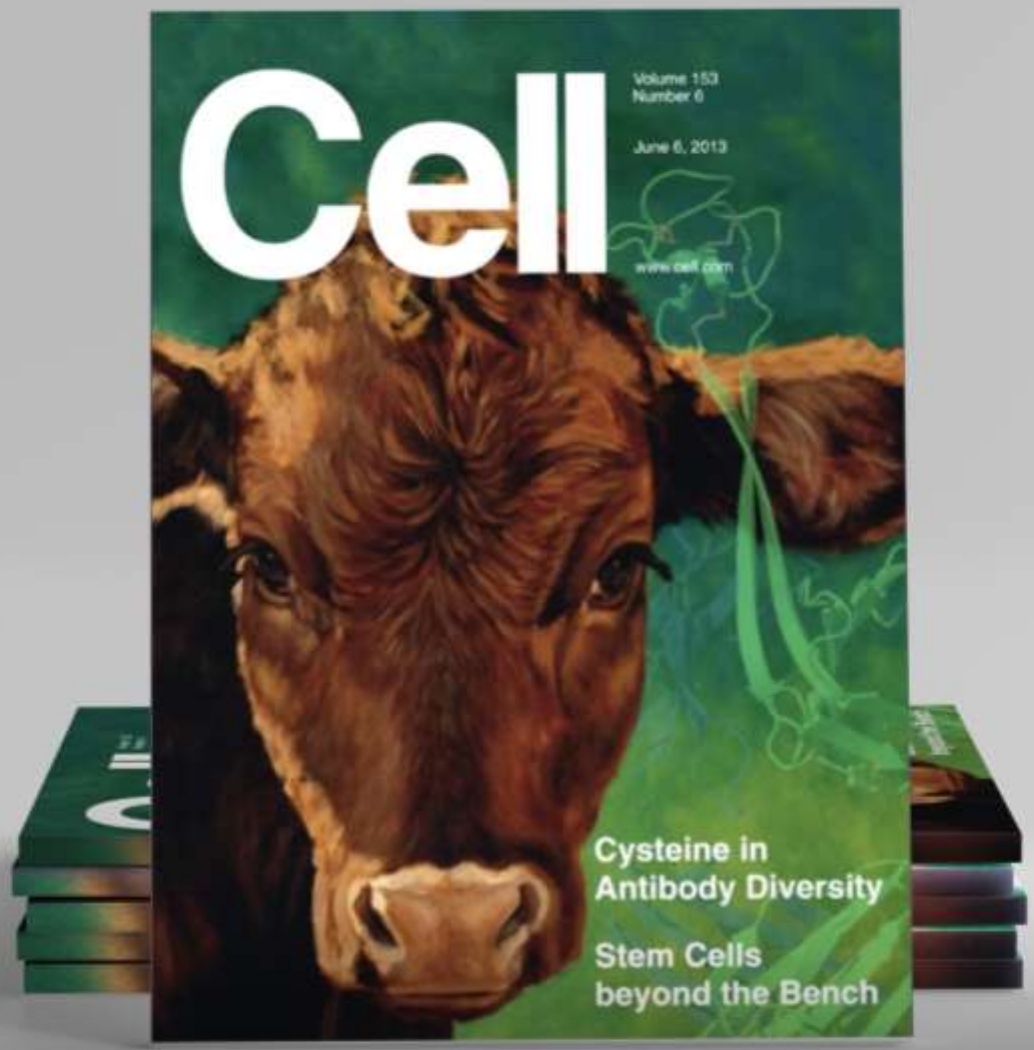

Harnessing the 9 Hallmarks of Aging


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The Neuropathological Hallmarks of Alzheimer's Disease

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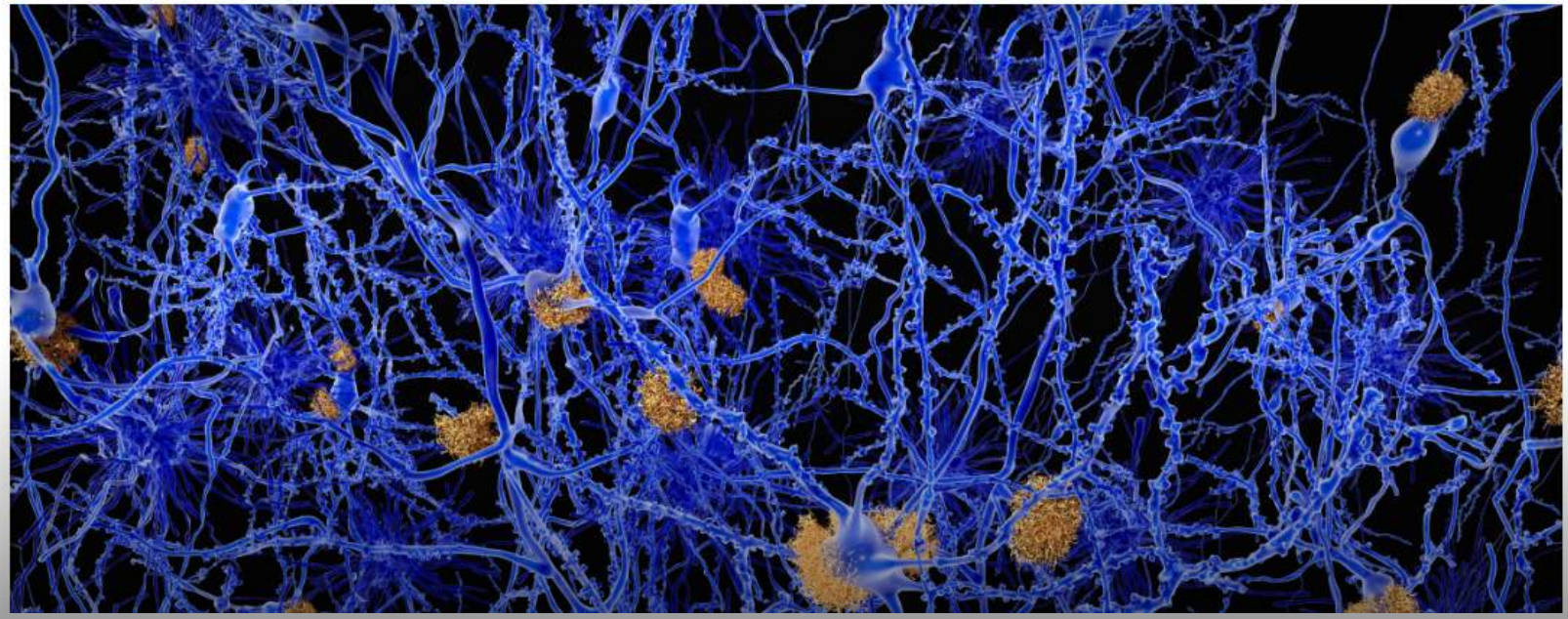

Translating the Hallmarks of Anything

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Mini Review

Hallmarks of Aging in the Liver

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ABSTRACT

While the liver demonstrates remarkable resilience during aging, there is gro
it undergoes all the cellular hallmarks of aging, which increases the risk of liver a
The aging process in the liver is driven by alterations of the genome and epigen
to dysregulation of mitochondrial function and nutrient sensing pathways, leadi
cence and low-grade inflammation. These changes promote multiple phenotypic
cells (hepatocytes, liver sinusoidal endothelial, hepatic stellate and Küpffer cells
hepatic function. In particular, age-related changes in the liver sinusoidal en
significant but under-recognized risk factor for the development of age-relat
disease.

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Thank you