

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

—

Greg Macpherson

Founder SRW Laboratories

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

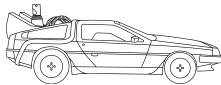
Brand, Provenance and Proof = Success

- **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



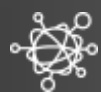
Back to the future.

Part 1. 30 years in 30 seconds

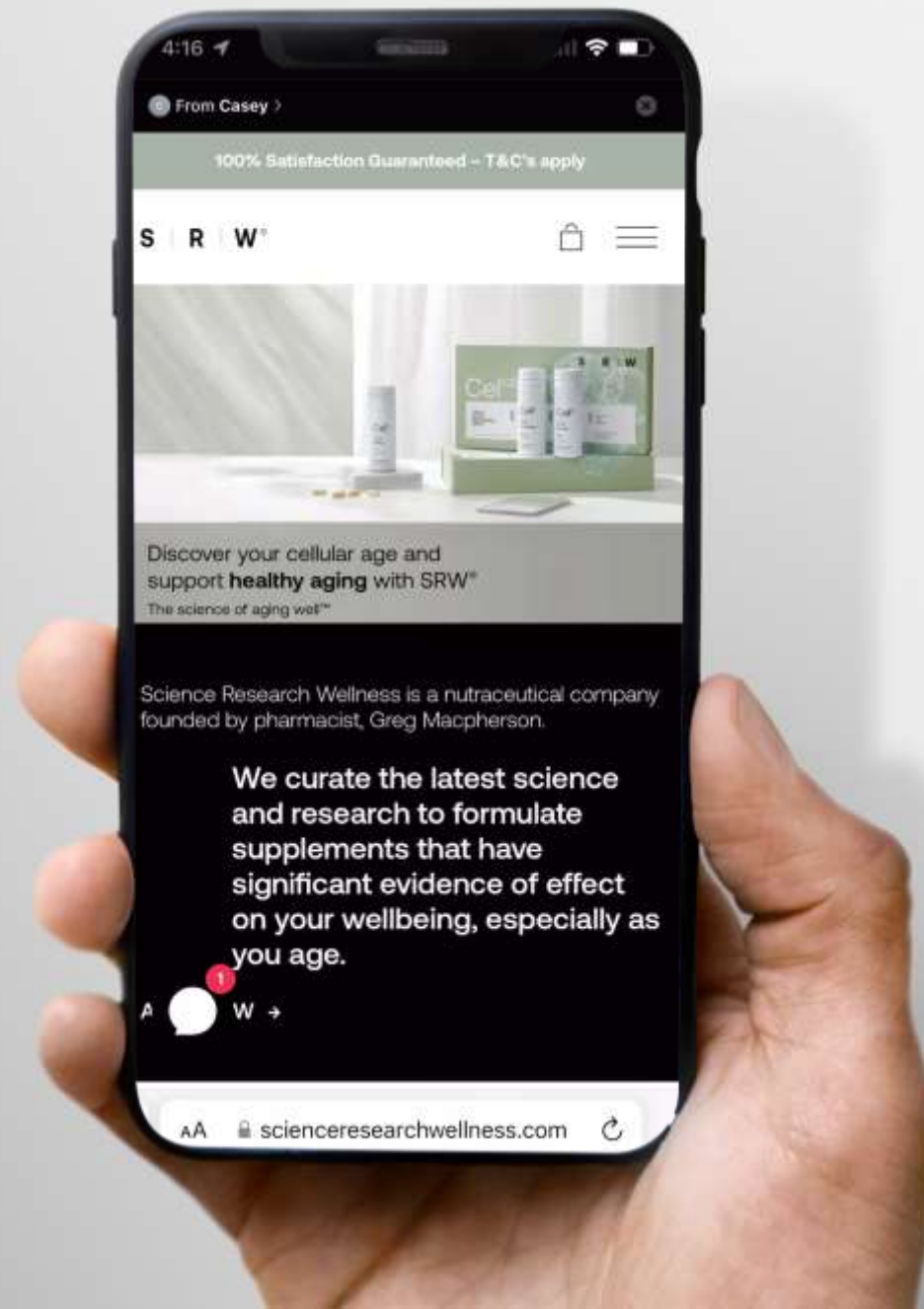


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The science of aging well



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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Part 2. The next 30 years.

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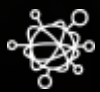
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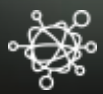
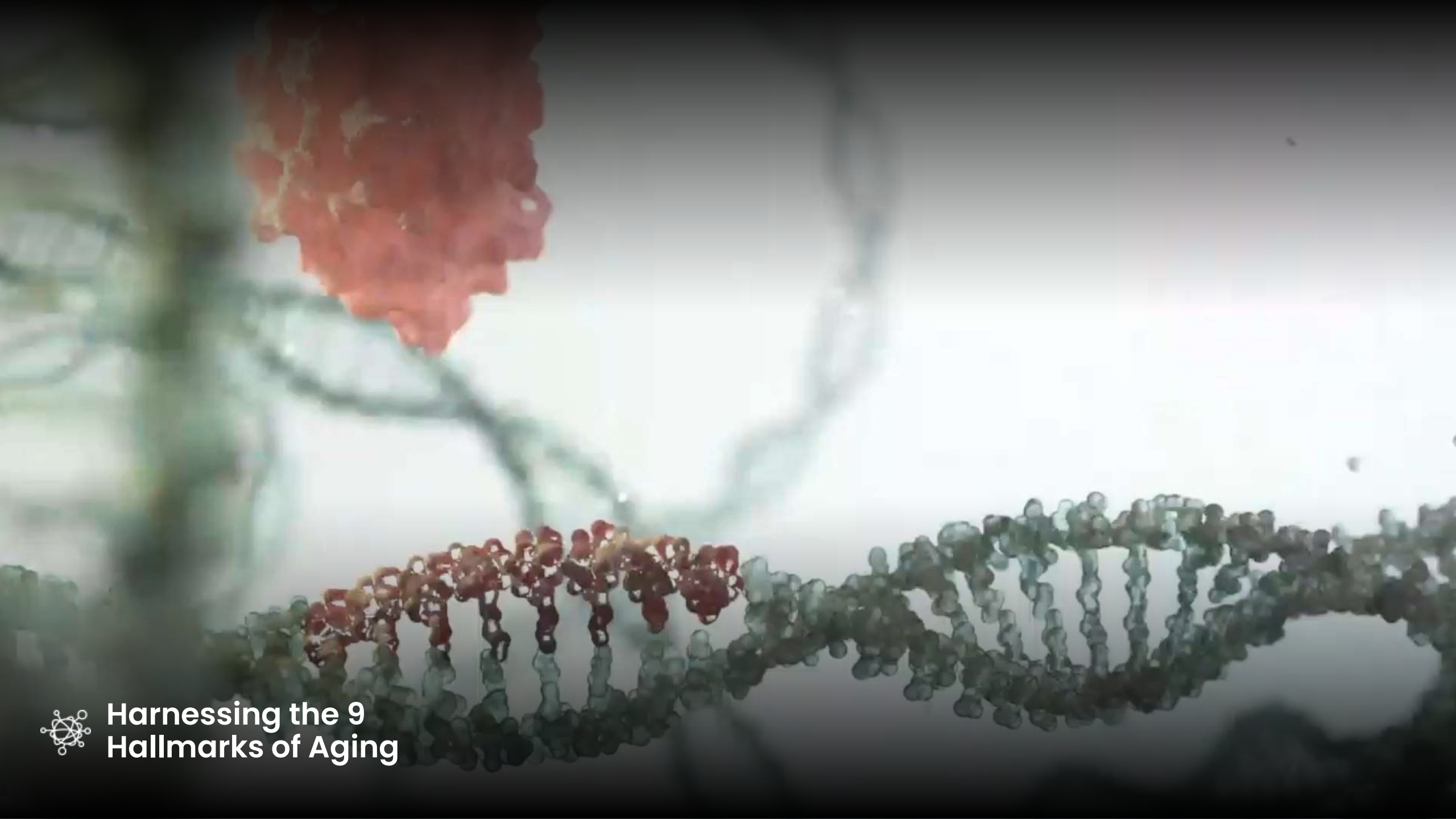


Back to the future.

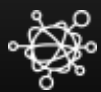
Part 2. The next 30 years.



Harnessing the 9 Hallmarks of Aging



Harnessing the 9 Hallmarks of Aging



Harnessing the 9 Hallmarks of Aging



Translating the Hallmarks of Anything

REVIEW | VOLUME 144, ISSUE 5, P646-674, MARCH 04, 2011

Hallmarks of Cancer: The Next Generation

[Douglas Hanahan](#)   • [Robert A. Weinberg](#)  

Open Archive • DOI: <https://doi.org/10.1016/j.cell.2011.02.013>

Main Text

Acknowledg
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Supplement

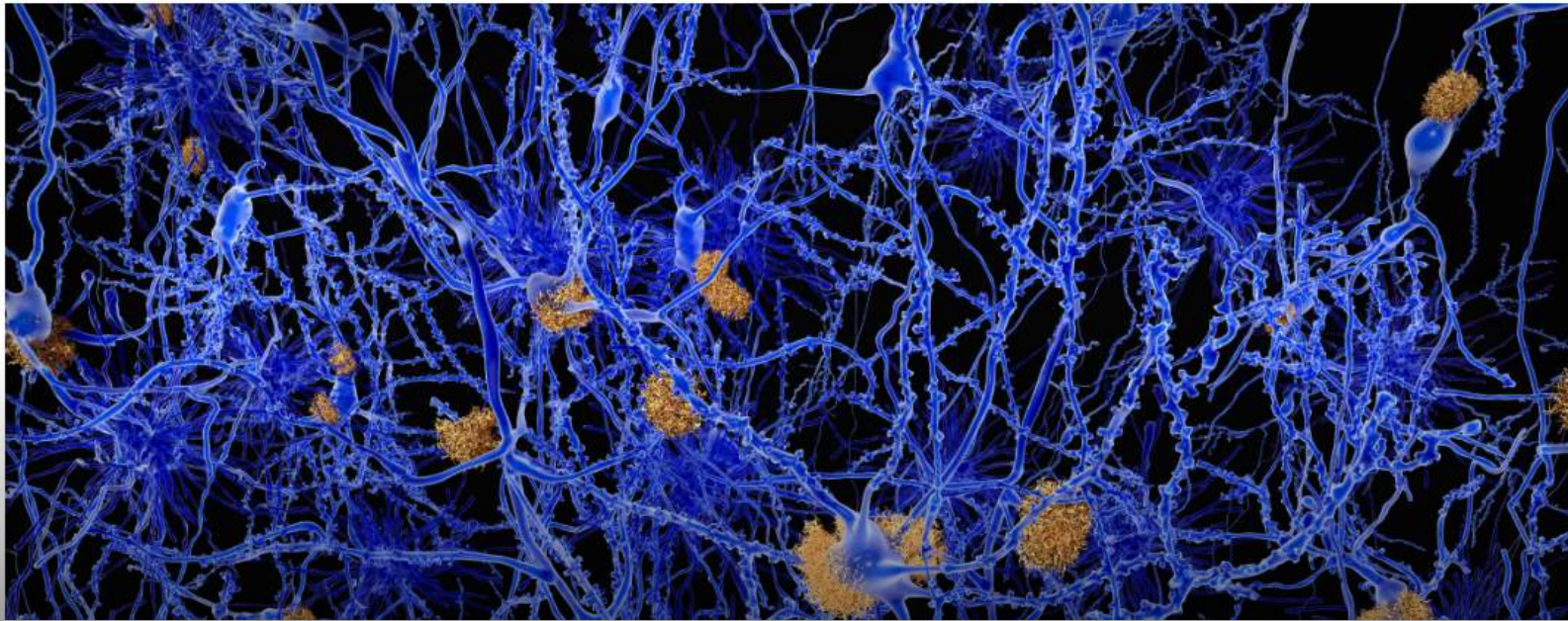
The hallmarks of cancer comprise six biological capabilities acquired during the m
The hallmarks constitute an organizing principle for rationalizing the complexities o
sustaining proliferative signaling, evading growth suppressors, resisting cell death
angiogenesis, and activating invasion and metastasis. Underlying these hallmarks
the genetic diversity that expedites their acquisition, and inflammation, which foste
progress in the last decade has added two emerging hallmarks of potential genes



Translating the Hallmarks
of Anything

The Neuropathological Hallmarks of Alzheimer's Disease

AUGUST 24, 2021 | HENRY PECK



Translating the Hallmarks
of Anything



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AND STRUCTURAL
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Mini Review

Hallmarks of Aging in the Liver

Nicholas J. Hunt^{a,b,c}, Sun Woo (Sophie) Kang^{a,c}, Glen P. Lockwood^{a,c},
David G. Le Couteur^{a,b,c}, Victoria C. Cogger^{a,b,c,*}

^a ANZAC Research Institute, Aging and Alzheimer's Institute, Centre for Education and Research on Ageing, Concord Repatriation General Hospital, Concord, NSW, Australia

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ABSTRACT

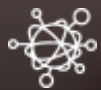
While the liver demonstrates remarkable resilience during aging, there is growing evidence that it undergoes all the cellular hallmarks of aging, which increases the risk of liver disease. The aging process in the liver is driven by alterations of the genome and epigenome, leading to dysregulation of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



Translating the Hallmarks
of Anything



Proving the effects of health
and wellness products.



Validation

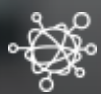


Validation



The next health frontier





**Brand, Provenance
and Proof = success**

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Thank you

