

Age Less. Live More.

The Get-Started Guide to Restoring and Enjoying Peak Health

CENIGENT™
| Health Enhancement
| Medical Institute, Inc.





CENIGENT is . . .

*a one-of-a-kind medical practice that
caters to individuals who are accustomed
to the best and serious about restoring and
enjoying peak health – at any age.*

EXPLORE the
DIFFERENCE . . .

CHRONOLOGICAL AGING IS INEVITABLE, BUT How You Age is Not.

Until now, a disease based “diagnose and treat” approach has been the conventional, expected way of medicine whereby a group of symptoms would define a disease in its related organ such as Cardiovascular disease, Diabetes, Alzheimer’s, Parkinson’s, Fibromyalgia, and Cancer to name just a few. Age-related health decline was accepted as a natural and likely consequence of our biological destiny. Symptoms appear. You may receive a diagnosis, probably prescription drugs to treat the symptoms of your disease, perhaps even surgery. You typically return when the next problem appears. Short visits, quick fix attempts and one-size-fits-all solutions are the norm.

As we further advance into the 21st Century, our understanding of what leads to chronic disease and aging has significantly shifted. Our latest scientific and medical understanding suggests that many chronic diseases have more in common and are interrelated than we previously thought. In fact the root cause of these chronic diseases and health decline lie in our 8 vital systems – C.E.N.I.G.E.N.T Systems.

The CENIGENT Enhancement Program embraces this paradigm shift – a health centered Systems Approach that is proactive, predictive, preventive, personalized and restorative. We look for, treat and restore all the 8 critical CENIGENT systems that lead to health decline and chronic disease using advanced head to toe imaging and diagnostic tests, comprehensive predictive markers and lab tests, cutting-edge scientific research, detailed medical assessment, and therapies customized to your unique genetic and epigenetic signature.

Our focus is on predicting and preventing chronic disease and age related health decline well in advance of emergence or onset by correcting and restoring the 8 root CENIGENT systems that define the infrastructure of your health. Our medical assessments and state-of-the-art diagnostics, progressive imaging studies and testing are very thorough. We check for the slightest anomalies that predict disease by testing for more than 400 cellular biomarkers, comprehensive screening, diagnostic and imaging studies, genetic polymorphism testing and much more to provide a complete assessment of your health in each and ALL of the 8 critical and interrelated CENIGENT systems, which are explained in depth on the following pages..

Whether you are struggling with one or several chronic diseases, you have disease risk factors in your family, or you simply are ready to maximize and maintain vibrant health, CENIGENT’s Enhancement Program is well worth exploring.



The Landmark CENIGENT Approach:

**A Select Number of Patients, Customized
Diagnosis and Medical Care, a Personal
Action Plan AND Concierge Benefits.**

In addition to the CENIGENT Enhancement Program’s unprecedented systems approach, we also control the size of our practice, keeping it intentionally small and intimate – each CENIGENT doctor cares for no more than 70 patients per year.

You and your doctor will work together – closely – for 52 weeks, with every component of the CENIGENT Peak Health & Vitality Program™ customized to YOU, your unique genetic makeup, cellular function and lifestyle.

We don’t merely hand you prescriptions, recommend therapies or sell you products and send you on your way. Your CENIGENT Program includes ample follow-up and education to restore, fine tune, correct and optimize your health. All your questions and concerns are diligently answered – by your personal doctor – enabling your peak health to emerge by helping you make the best choices to develop a healthy lifestyle.

As a concierge-type medical practice, CENIGENT offers you flexible office hours, no waiting-room time, same day appointments and long visits with your physician – all to ensure the best and most complete results in a pleasant, comfortable, spa-like setting.

Simply stated, CENIGENT Health Enhancement Medical Institute is the future of medicine – assessing, optimizing and restoring the 8 core systems that impact aging or cause disease. Now you can experience peak health, vitality and quality of life – AT ANY AGE.

Meet CENIGENT's Founder and Medical Director

Lida Ghaderi, M.D. founded the CENIGENT Health Enhancement Medical Institute and created **The CENIGENT Peak Health & Vitality Program™** to practice the highest quality and most effective medicine. By spending ample time with each patient and creating personalized medical therapies that are predictive, preventive, and restorative for each individual, her focus is to address and optimize each causal and vital parameter of health decline, allowing maximum health, wellness, vitality and joy to emerge in each and every patient.

Dr. Ghaderi earned her Medical Doctorate from the University of California, San Diego, School of Medicine – one of the country's leading medical schools – in 1995. Her bachelor's degree, from the University of California, Irvine, is in biological sciences. A *magna cum laude* graduate, she also received numerous honors including fellowship in the prestigious Phi Beta Kappa honor society. She completed her post-doctoral training in Internal Medicine, received her board certification in Internal Medicine, and was appointed a diplomate of the American Board of Internal Medicine in 1998.

Throughout her academic career, Lida Ghaderi has consistently demonstrated distinction. Having immigrated to the United States in 1983, she soon thereafter was the valedictorian of her high school graduating class and, since then, has received numerous awards for her academic achievements and clinical innovations.

Dr. Ghaderi's broad research experience includes the fields of neurodegenerative disease, cardiovascular disease, psychological disorders and physical chemistry/picoseconds laser spectroscopy. She has worked under the guidance of several renowned researchers – including Dr. Peter Rentzepis, an esteemed Nobel Prize nominee.

While having developed a very solid and strong foundation in conventional medicine, and having practiced in a variety of settings (hospital, outpatient, HMO, urgent care centers) for a decade, Dr. Ghaderi kept abreast of cutting-edge advancements in various fields of biology and medicine. She became interested in a systems approach to predict, prevent and treat age-related health decline and chronic diseases.

Her interests expanded to embrace customized genetics-based medicine and therapeutics by utilizing single nucleotide polymorphisms (SNPs) to assess individual risk factors and to personalize therapies, ensuring better results and safety profiles.



Lida Ghaderi, M.D.
Founder & Medical Director

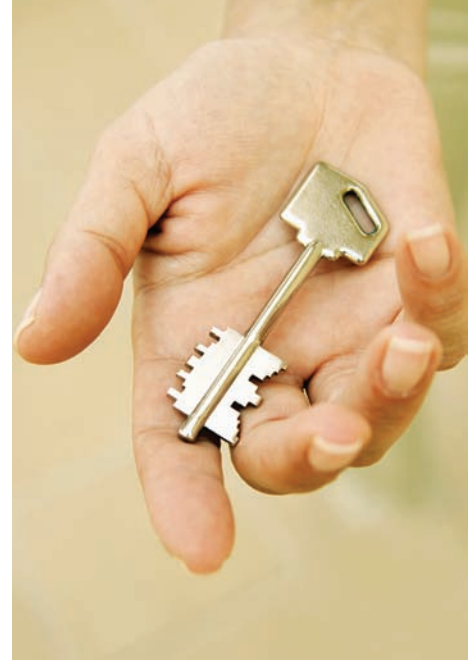
Since 2002 she has received extensive training and conducted ample independent research in a variety of leading-edge medical disciplines including Age Management Medicine, Functional Medicine, Genomics-Epigenomics and Nutritional Genomics, Mitochondrial Biology, rigorous science-based Complementary Alternative Therapies, and Chronic Stress Reduction modalities. She augmented her training by working with several noted pioneers in each field. Dr. Ghaderi obtained her certification in Thought Field Therapy under Dr. Roger Callahan's personal instruction. She has achieved great success in patient outcomes with her new, comprehensive and complete methodologies.

Dr. Ghaderi was a physician at the internationally renowned Whitaker Center, and served as the youngest Medical Director of La Vida Medical Group, a large multi-specialty medical center in Los Angeles. While there, she created preventive protocols for the center and was recognized for her overall clinical excellence and innovation.

Dr. Ghaderi is an active member of the American Medical Association, American Board of Internal Medicine, the American Academy of Anti-aging Medicine, the Epigenetic Society, the American Society of Human Genetics, the Hormone Foundation, the Endocrine Society, the Institute of Functional Medicine, the Society for Free Radical Biology, the American Association for the Advancement of Science and the American College for Advancement in Medicine.

Lida Ghaderi lives in West Los Angeles and enjoys nature, kayaking, running, skiing, swimming and yoga. She immensely loves reading and learning in a diverse range of topics ... including the biological sciences, physics (quantum mechanics and entanglement), psychology, philosophy and literature. She is currently working on a new book to be released in 2009, and takes much pleasure in oil painting, sculpting and writing.

THE 8 VITAL CENIGENT SYSTEMS: YOUR KEY TO PEAK HEALTH



The human body is a truly magnificent macrocosm of more than 100 trillion cells. Cells that perform different functions – yet must work in unison to operate one complex, integrated and organized biological system. And one thing is required to make those cells work in unison – **information**.

Ultimately, your health and vitality, your peak energy level, memory, libido, mental health and vigor – your ability to prevent and fight disease – are all determined by how well your cells perform their specific jobs ... how well they receive and relay information, divide, copy, confer and withstand changes from inside and outside your body.

How Do Cells Receive and Use Their Information?
From the 8 Systems that Give CENIGENT Its Name:

- C**ellular system (Metabolic Functions and Mitochondria)
- E**ndocrine system (Glands and Hormones)
- N**ervous system
- I**mmune system
- G**enetics (DNA, SNPs and mutations)
- E**pigenetic system (factors affecting gene expression)
- N**utrigenomics (Nutrition + Genomics)
- T**hought system (giving rise to chronic stress)

When the essential information in any of the 8 CENIGENT systems becomes faulty, declines or increases in content, amount or frequency, aging occurs. Aging within the system(s) leads to chronic conditions that include cardiovascular, autoimmune and neurodegenerative diseases, as well as diabetes, arthritis, fibromyalgia, osteoporosis, metabolic syndrome, obesity, cancer and others.

All 8 CENIGENT systems must be in optimal states in order to function well.

When you understand how intricately entwined and interdependent these systems are, you'll know why the CENIGENT Peak Health & Vitality Program™ assesses and restores all 8 systems – not just a selected few, as most other “anti-aging” medical practices or hormone replacement therapy centers may do.



THE CELL & MITOCHONDRIAL SYSTEM

The Crux of It All: A Perfect Manufacturing Plant.

The cell is the center of all the production and manufacturing when it comes to cellular metabolic functions, and each of us has about 250 different cell types in our body.

In order to do the unique and specific work your cells are called upon to do, they require three things:

1. Specific instructions (in the form of chemicals or electrical signals)
2. Raw materials
3. Fuel

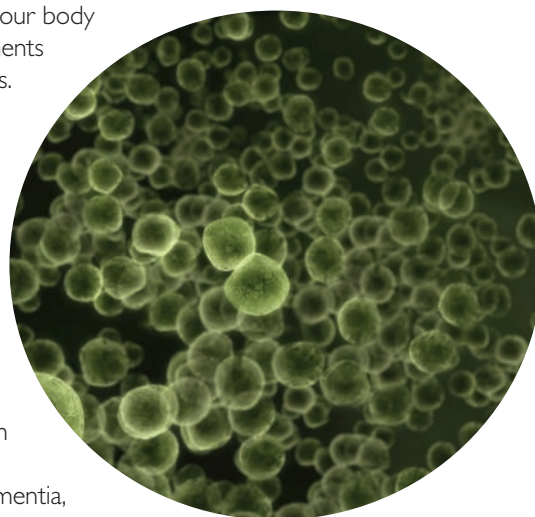
We may call it breakfast, lunch or dinner; but at the cellular level it all translates to a mix of sugars, amino acids and fats. That's what cells burn to create the unit of energy called "ATP." ATP is what enables a cell to function as it was designed to do – whether that may be moving a muscle, fighting infection, correcting for errors or whatever else it's called upon to do.

Just as burning a piece of wood in the fireplace creates ashes and waste, when cells burn their fuel, they create "toxic waste" in the form of Reactive Oxygen Species (ROS) such as superoxides and peroxy nitrates. These are what we commonly call "free radicals."

Missing an electron, these ROS waste products are quite reactive and very unstable. If not properly disposed of or made safe by the cell, they can damage your cell membrane, DNA genetic code, mitochondria and other structures, and can cause protein modifications and shape changes – any or all of which will eventually lead to cell death.

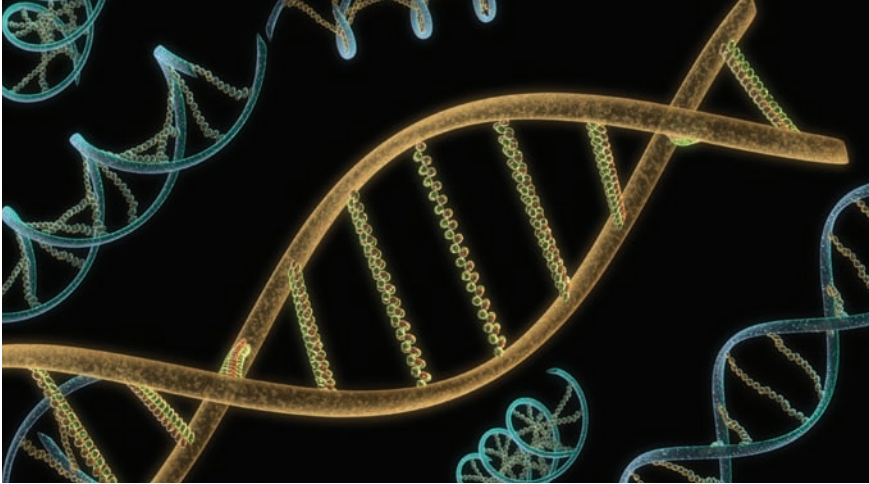
The collective damage caused by free radicals is called "oxidative stress" and can also lead to aging and a variety of age-related chronic diseases. Antioxidants produced by your body or taken as targeted dietary supplements prevent damage from oxidative stress.

Sugar in your blood and cells can become attached to proteins and to DNA in a process called **glycation**. Glycation increases through natural aging and can change the shape and properties of proteins. It can result in cross-linking, which reduces the flexibility and function of proteins. Glycation can even trigger your immune system and lead to many diseases such as diabetes, neuropathy, Alzheimer's, dementia, cardiovascular disease, cataracts and many others. Minimizing glycation is crucial to enjoy peak health. Appropriate choices regarding your meals and how they are prepared, plus dietary supplements, can minimize damage from glycation.



Why are Mitochondria So Critical?

Most of our body's cells contain 500 to 2000 Mitochondria. Mitochondria (inherited only from the mother) are unique in that they have their own DNA-genetic code. The conventional teaching in biology and medicine is that mitochondria function only as "energy factories" for the cells.



But in fact, the Mitochondrion is intimately involved with most of the major metabolic pathways used by your cells to build, break down and recycle their molecular building blocks. Cells cannot copy or read their DNA or RNA, make hemoglobin or certain hormones such as estrogen and testosterone, break down cholesterol, or detoxify itself from free radicals without Mitochondria.

Without Mitochondria, Your Cells Die.

Hence, Mitochondrial Biology is one of the fastest-growing areas in medicine and genetics. Disturbances in mitochondrial functioning are known to play a role in many common diseases of aging, including heart disease, congestive heart failure, diabetes, Parkinson's disease, Alzheimer's, dementia, fibromyalgia, chronic fatigue and many more.

Your mitochondrion is highly susceptible to free radical damage. It is the seat of energy production – and is intimately impacted by toxic wastes.

Optimizing the health of your Mitochondria, minimizing oxidative damage and glycation and keeping your cell membrane and cell functioning optimal are all critical to achieve peak health and to delay aging. CENIGENT assesses cellular and mitochondrial functioning as well as oxidative damage and antioxidant levels in detail, using unique and specific biomarkers. Based on your specific results, a **personalized action plan** is recommended to restore peak functioning to your cellular metabolic activities, mitochondrial health and antioxidant system ... a pre-requisite for you to reach and enjoy peak health.

"Dr. Ghaderi is a dedicated and respected clinician, who brings a great enthusiasm and sincere caring to her patients and their families. She always went above and beyond expectations to provide the highest quality patient care, and in one instance, was responsible for the diagnosis of a rare infectious disease in a young man that was missed by an entire team of experienced and seasoned clinicians. I have great respect for Dr. Ghaderi, and can recommend her without reservation. She is a great doctor and colleague."

–Alexander Strachan, Jr., M.D.
Medical Director, Hospitalist Program, Eisenhower Medical Center
Western Regional Director, Hospitalist Management Group



THE ENDOCRINE SYSTEM

Unique Communication Through the Blood Stream.

The endocrine system influences almost every cell and organ of your body. Along with its hormones, it also has a direct impact on each arm of the 8 CENIGENT systems.

The endocrine system is made up of more than 11 major hormone-secreting glands that provide information and cellular instructions. It does this by releasing chemical messengers called hormones through the bloodstream to act on a variety of cells through specific receptors on or in the cell. It's very similar to a lock and key.

Your endocrine system is instrumental in regulating mood, motivation, memory, energy and libido. It keeps your skin vibrant and youthful, your weight optimal, and your blood calcium, fluid and sodium in balance. It regulates your development, cellular metabolism, mitochondrial function, immune health, nervous system integrity, brain function and genetic expressions – as well as all aspects of your sexual function and reproductive processes.

It also helps you process and convert sugar, feel satisfied after a meal, and even warn you of stress or danger and allow you to remain calm and solution-oriented in the face of challenges.

The relationship among the endocrine glands demands that they work in harmony, and that hormone levels stay within specific ranges to maintain system integration and optimal functioning.

If hormone levels go above or below a certain level, the chemical messenger's instruction can be dramatically altered. Or it may fail to send a signal altogether.

As we get older, most hormones and their receptors naturally decline, and so do the other CENIGENT systems. If the other CENIGENT systems are not operating at optimal levels, this, too, can lower hormones. Plus, there are external factors that can stimulate or inhibit hormonal secretions to abnormal, problem-causing levels – such as poor nutrition, chronic stress and toxic environmental exposures.

It's important for you to know, however, that at CENIGENT we will not recommend hormone optimization until we've completed an intensive, comprehensive evaluation and conducted screening diagnostics – right down to your genetic coding, including checking for certain Single Nucleotide Polymorphisms (SNPs).

"We found Dr. Ghaderi a most thorough and knowledgeable professional. Her personalized, caring approach to our health problems was a welcome departure from that of conventional medical practitioners.

We unhesitatingly recommend her to anyone seeking improvements in their health and vitality."

–Amos Jordan, Ph.D.
U.S. Army Brigadier General, Retired
Former Senior White House and
Departments of State and Defense Official

Genetic SNP profiling provides us with unique information on how your hormones are broken down by your body, your body's intolerance to its own hormones and what other risk factors you may have.

The Promising News About Safe and Effective Optimization: Your Hormone Levels Can Be Safely and Effectively Modulated and Restored to an Optimal Range.

The CENIGENT hormone evaluation goes beyond a mere blood test. We also test the saliva and evaluate how hormones are being broken down and released in the urine, as well.

This advanced, complete testing, including genetics, enables your doctor to create a safer and more effective total hormone restorative program for you. If your doctor identifies diminished or abnormal hormone levels, hormone breakdown metabolites and a favorable genetic profile, we will recommend very conservative and safe hormone optimization using custom compounded, bio-identical hormones.

Supported by scientific research and studies, CENIGENT is a firm believer that bio-identical hormones, which mirror the chemical and molecular structure of your natural hormones, are the safest, most effective and best recommended only after initial genetic testing. Selecting the right mode of hormone delivery, frequent monitoring and re-testing also support effective restoration to appropriate levels.

Question:

What is the ONE thing you can do to improve ALL these health issues?

- | | |
|--------------------|-----------------------|
| Memory | Vision |
| Mood | Energy Level |
| Skin Tone | Libido |
| Exercise Capacity | Restless Sleep |
| Cognitive Function | Immune System |
| Muscle Mass | Cardiovascular Health |
| Bones & Joints | Weight Management |

Answer:

Optimize Your Endocrine System!



THE GOOD NEWS FOR WOMEN!



For women entering menopause, there is good news and plenty of research to smile about. Much of the news-making concern regarding Hormone Replacement Therapy (HRT) surrounds the Women's Health Initiative (WHI) study conducted by the National Institute of Health several years ago. Women in the study who were taking a non-bio-identical estrogen (Premarin) alone or in combination with synthetic progesterin (not progesterone) pills were told to stop taking them because the risks appeared to exceed the benefits.

Today's overwhelming evidence suggests why: A woman's cells recognize and respond to the various forms of estrogens and progestins differently. Each of these variables can have a dramatic impact on a woman's response to estrogen and progesterone therapy:

1. The dose
2. How it is administered, such as pill versus topical cream or gel
3. Pattern and timing, such as cyclical versus continuous
4. How long a woman has been menopausal before initiating HRT
5. Health status during hormone treatment
6. Unique individual genetic variation

Few if any of these variables were considered in the WHI study, with all women receiving a one-dose-fits-all hormone derived from animals – not a form that is identical to the human body's hormones.

This is why at CENIGENT, if and when we recommend optimizing a woman's hormones, we only recommend bio-identical hormones that mirror the chemical and molecular structure of your own natural hormones.

In the box below, consider this revealing example of how various liver proteins were altered (or not) by a non-bio-identical estrogen (Premarin) and a bio-identical form.

The bio-identical estrogen administered topically to the skin as a cream or gel did not alter the liver proteins in any way!

Side Effects Caused by Over-Active Liver Proteins	Premarin Tablet: Estrogen obtained from a pregnant horse's urine	Bio-identical Estrogen applied topically to the skin as a cream or gel
	<ul style="list-style-type: none"> • High blood pressure • Increased risk of heart attacks and stroke • Lower lean body mass, increased risk of obesity • Lowered availability of other hormones • Increased risk of blood clots 	<ul style="list-style-type: none"> • No impact on liver proteins

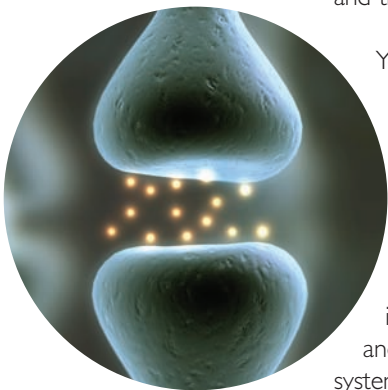


CENIGENT

THE NERVOUS SYSTEM

Wiring and Cabling the Entire Body.

The nervous system, which includes your brain, cranial nerves, spinal cord and all the peripheral nerves in your body, is an exceedingly complex, highly specialized network that organizes and directs interactions between you, your other CENIGENT systems and the world around you.



Your nervous system is the control center for both voluntary and involuntary functions such as heart beat, movement, balance, eating, breathing, learning, cognition, decision-making and coordination.

It rapidly communicates with and impacts your other CENIGENT systems, and itself is impacted by certain other systems including your endocrine, immune, genetic and cellular (mitochondria) systems.

The communication network in your brain is a multi-trillion-cell maze of connections capable of performing 20 million-billion calculations per second.

How does this network operate?

There are three major players:

1. Electrically excitable cells called neurons, which power the message.
2. Neurotransmitters, which create the message.
3. Receptors, which receive the message.

Neurotransmitters are chemicals mainly in nerve cells that communicate information and give instructions to other cells in the nervous system, including cells in the brain, spinal cord and nerves – as well as elsewhere in the 8 CENIGENT systems.

There are many neurotransmitters. For instance, Norepinephrin is needed for motivation, alertness and concentration. Acetylcholine is crucial for memory, muscle movement, digestion and lowering chronic inflammation. Serotonin is a natural calming or mood-lifting neurotransmitter. GABA mostly quiets the brain, which also directly impacts the endocrine system. It's been shown to slow down certain cancer cells, too.

Dopamine is the “reward” neurotransmitter; needed for healthy assertiveness, movement, sexual arousal and proper immune health. (Alcohol, caffeine and sugar seem to lower dopamine action!)

Your CENIGENT assessment includes a thorough evaluation and detailed testing of several neurotransmitter metabolites, environmental neurotoxins, many neurological and genetic markers and imaging studies of this critical “command center.” It is followed by a detailed action plan including Targeted Amino-Acid Therapy (TAAT) to allow for peak neuro-optimization.



THE IMMUNE SYSTEM

Constant Surveillance and Error Correction.

The immune system is yet another amazing and critical pillar that impacts many aspects of your functioning through communication with all of the other CENIGENT systems – mutually exchanging information, receiving and conferring.

Basically, your immune system is your body's self-esteem. Think of it as an elegant and cohesive blend of an army, central intelligence system, hospital, judge, proofreader, teacher and janitorial service.

The immune system has soldiers, corrective officers and guards named T-cells and B-cells, macrophages, monocytes, natural killer cells and others that also produce a variety of unique chemical signals called cytokines. These cytokines provide specific information to a variety of other cells.

All the soldiers, guards and corrective officers are in constant communication, checking for errors inside cells, identifying and battling foreign invaders and instructing other systems on how to deal with problems.

Ironically, the immune system has the power to fight disease and prevent us from catching a common cold ... yet it can also be the underlying reason we get sick.

A healthy immune system has an arsenal of tools and weapons to do its job. It can shoot holes in the invader; tag or capture it for others to deal with and repair.

Inflammation is a natural life-preserving process of recruiting the immune system's artillery to curb infections, offending organisms, toxins, injury and error. We may experience it as swelling, fever or redness.

If, however, this life-saving inflammation becomes ongoing at your cell level, called **"Chronic Inflammation,"** it becomes a trigger for many chronic diseases such as cardiovascular disease, neurodegenerative diseases such as Alzheimer's or Parkinson's disease, osteoporosis, diabetes, obesity, metabolic syndrome, some cancers and so on.

“Dr. Lida Ghaderi is the type of physician I would choose for my own health care. Her commitment to each patient as an individual, and to their care as a total person, is unprecedented.”

–Christopher C. Chidi, M.D.
President & CEO
La Vida Medical Group & IPA



Whether it’s “Chronic Inflammation” at your cellular level, a declining immune system as a result of aging, and/or the failure of your immune system to distinguish self-proteins from foreign proteins, it can lead to a lack of vitality and – at its very worst – debilitating chronic diseases.

At CENIGENT we assess different aspects of your immune system through extensive testing of specific immune markers, markers of cellular inflammation, a variety of inflammation promoting cytokines and testing for chronic bacterial and viral exposure and toxic heavy metal levels.

We also test you for specific food allergies and check the health of your digestive system, both of which are critical factors insofar as whether or not your immune system is functioning at its peak level.

A complete action plan is then created to restore and balance your immune system.

As we age, even naturally, the overall immune function declines. Combine that with hormone decline, chronic stress, poor nutrition, environmental toxins such as garden herbicides, pesticides, industrial toxins and heavy metals, adverse lifestyle habits, certain drugs, chemicals, your genetic susceptibility – plus a decline in your cellular and mitochondrial health – and of course your immune system is very likely to become faulty!

An example of a faulty immune system is when it attacks itself, giving rise to a variety of auto-immune diseases such as systemic lupus erythematosus, rheumatoid arthritis, multiple sclerosis, inflammatory bowel disease or psoriasis to name a few.



CENIGENT

THE GENETIC SYSTEM

Genetics: Your Body's Complete Recipe Book, Handpicked Through the Generations.

Your genetic information is similar to a recipe book ... a book written in a special language, with an alphabet of only four letters. DNA is the language and the letters are A, C, G and T, called nucleotides or bases. Each word in the book is a recipe to produce one amino acid – the building blocks of protein.

One complete sentence, made of at least several words from this book, will provide the recipe to make one protein. Although an oversimplification, this single-sentence recipe that makes a single protein is called a gene. Your genes are protected in a special, walled-off house, called a nucleus, within your cell.

Your body elegantly copies these specific recipes every time it needs to make a protein. With 100,000 different proteins in your body, each one is read and manufactured from your genetic instruction manual.



What Do Genes Do?

Your genes contain the biological information, or characteristics, that your parents passed on to you. Plus, they control the entire growth and development of all of your cells.

Genes determine physical features like hair color, eye color and blood type – and they also determine your risks of developing certain diseases.

Certain changes in your nucleotides, genes or chromosomes may cause defects or a decline in a variety of body functions.

Having a set of genes (or recipes) does not necessarily mean you will express these genes, nor does it mean that your body will use a particular recipe to make a protein. For instance, if you have a cookbook and you're running a restaurant, based on how many orders you receive for Tiramisu or Chilean Sea Bass, you'll copy the recipe accordingly and make just the right amount of food.

Likewise, all the CENIGENT systems rely on the genetic recipe to make the proteins that each cell needs to run its operations successfully.

If your body is under chronic stress and inflammation with low hormones and specific environmental toxins, it will feel under attack and will use recipes that support an ongoing war. The battles involve lots of stress hormones, lots of inflammatory material, lots of energy requirement and lots of free-radical damage.

Wouldn't you like to know ...

that the treatment and program you're undergoing has great chances of success because it was designed just for you – right down to your unique genetic code?

At CENIGENT, we wouldn't have it any other way.



What if There's a "Typo" in Your Genetic Recipe Book?

There can be slight variations in your DNA sequences which, when shared by at least 1% of the world population, are called Single Nucleotide Polymorphisms or SNPs (pronounced "snips"). These SNPs are simply a change in a single letter of a "word" in the genetic recipe book, such as the letter A being substituted for C. Each person can have at least 1 to 2 million SNPs.

SNPs can have a major impact on how and whether or not we

- Develop a disease
- Respond to food
- React to such environmental insults as bacteria, viruses, and toxins
- Accept, absorb or react to certain therapies, drugs and hormones

This is why at CENIGENT we include SNP testing in your comprehensive assessment!

It is this micro level of testing and research that sets CENIGENT apart from other programs and practices. By testing some of your DNA SNPs, your doctor can precisely recommend the best – and safest – therapies, bio-identical hormone restoration, targeted nutritional supplementation, and diet modifications that will help prevent diseases for which you are at risk. SNPs will also help your doctor improve and optimize your health if you already have certain conditions.

Your Unique SNPS Make All the Difference in Your Health – and in CENIGENT.

Both men and women have estrogen. Once the body uses the estrogen, however, it must be disposed of, broken down in stages. Two major "players" in the clearance process are enzyme groups called, for simplicity's sake, CYP and COMT.

CYP's job is to start the estrogen disposal process, breaking it down to what essentially is considered a toxic waste product. If not properly disposed of, the waste can damage genes and increase your risk for many cancers, including breast cancer in women and prostate enlargement or cancer in men.

Next, COMT will take this dangerous estrogen compound made by CYP and change it so it can be easily disposed of. COMT can also make a form of estrogen that is actually beneficial in preventing breast cancer!

Subtle, inherited variations in your genes (SNPs) make a huge difference in how your body disposes of its estrogen, and how you tolerate it in the first place. These inherited genetic variations can cause CYP and COMT to work either slower or faster than usual.

Imagine CYP as a worker in charge of burning trash. COMT is responsible for pouring water on the burned trash to keep it from flaring, spreading or re-igniting. What if CYP works very fast and COMT works very slowly? It quickly becomes a dangerous combination: Uncontrolled fire and not enough water to extinguish it!

A similar event can occur in our bodies. We may have inherited the variations that can slow down or increase CYP and COMT and a variety of other key factors. If we have the genetic variation that speeds up CYP and slows down COMT, it can certainly lead to an increased risk of cancer and many other conditions.

The use of specific genetic polymorphism testing is essential to identify these inherited variations and to create a safe, personalized hormone restorative program. It is this level of genetic testing and research that separates and distinguishes CENIGENT's total hormone replacement therapy from many, if not most, other programs.



CENIGENT

EPIGENETICS

Hidden Influences on the Genes Can “Switch” Them On or Off.

“Epigenetics” literally means “on genes.” It delves deeper into the genetic code, involving information stored in the proteins and chemicals that surround and stick to DNA.

These surrounding groups change the appearance and structure of DNA, altering how a gene can interact with important interpreting (transcribing) molecules in a cell's nucleus.

Recent epigenetic research suggests that these additions are part of a control system of “switches” that turn genes on or off, and that things we experience like nutrition and stress can control these switches. Did you know that our genome has developed a simple, well-designed way to prevent certain recipes from being copied and used? It's called “Gene Silencing.” One way this happens is when the cell puts a “lock” on specific recipes by adding a chemical, called a methyl group, so the DNA cannot be read. Methylation is very important and seems to slow down through natural aging. When methylation becomes abnormal, silencing the wrong gene, it can lead to serious problems such as cancer. Folic Acid, Vitamin B12 and Trimethylglycine help with methylation.

Resveratrol, found in red wine, is another way genes are turned on or off. Resveratrol activates another protein family called the sirtuins, which can assist in cell repair, gene stability, DNA repair and longevity.

If you experience chronic stress, if you've been exposed to certain chronic viruses (hepatitis, herpes, EBV, etc.) or have been exposed to specific environmental toxins, your cell will receive these signals (epigenetic factors) and call upon a dangerous reader – NF-KappaB – to go into the nucleus, where your recipe book resides. When this happens, it can cause the genome to be copied and the cell to make more chronic inflammation proteins that could lead to tumor growth, cancers, heart disease, osteoporosis and a number of other chronic diseases.

Certain targeted nutritional supplements such as green tea polyphenols and curcumin (the active ingredient of the herb turmeric) will directly stop the dangerous NF-KappaB.

Because the CENIGENT Peak Health & Vitality Program™ is committed to thorough scientific research that's specific to each individual patient, we evaluate your unique epigenomic system and create a plan to optimize positive epigenetic factors.



"There aren't enough words to say 'thank you' for the interest you have shown as our Doctor. We believe that God placed you in our lives to give us direction toward additional methods of becoming healthier through better nutrition and supplements. You truly have a gift for being a doctor who treats the whole person. Thank You so much!"

–Ed & Anne Nicholas
California

CENIGENT

NUTRIGENOMICS

Perhaps We Should be More Mindful Before Eating More?

One new field to emerge from the Human Genome Project is nutrigenomics. Studies and evidence show that diet is a major factor in many chronic diseases. Yet genetic research is now revealing that the degree to which diet influences your health (good or bad) depends on your unique genetic makeup. Common dietary chemicals (nutrients) affect balance between health and disease by impacting the expression of your genes. In other words, we can use food to "re-program" your genes.

Most chemicals in food are nutrients that are metabolized to provide energy for the cell ... or they're involved in key reactions.

Other food chemicals don't get metabolized at all. They peel off and become "ligands," molecules that bind to proteins involved in "turning on or off" certain genes to one degree or another. (See "Epigenetics" on previous page.)

So, if your diet is out of balance for your specific genetic make-up, it could cause gene expressions that might lead to chronic illness. Remember that Methylation, discussed in the

previous section, slows down through the process of aging. Methylation is vital for gene silencing, as well as for manufacturing certain neurotransmitters and amino acids. It's also critical for running numerous metabolic reactions in the body.

Vitamin B12 and Folic Acid provide the body with Methyl groups. Research has found that certain individuals with select SNPs have a slowed-down Methylation system and will not respond to all forms of vitamin B12 or Folic Acid. Knowing this information allows for a customized plan to ensure adequate Methylation.

This is why the CENIGENT program includes genetic evaluation and testing for a variety of SNPs. Based on the subtle genetic coding that is uniquely yours, your personal doctor will know what nutritional factors will have a positive impact on your health and which ones to avoid – so you can enjoy peak health and make better, more informed choices.





THE THOUGHT SYSTEM

Mind, Body and Chronic Stress: the Connection is Very Real.

Our analytic abilities to cognate, be curious, create, observe, avoid danger; learn new patterns and form memory have enabled our human civilization to overcome harsh environmental stressors – and to reach new heights in science and technological achievement. It's the Age of Information! Yet the influence of memory and psychological trauma have inevitably impacted our perceptions of ourselves and what we consider "reality." Emotions, perceptions and the ability to worry are built into our thought system.

Sometimes we worry in anticipation of a future event, or in revisiting painful events from the past. Both create the perception and physical experience of chronic stress and anxiety. The mind-body connection is utterly real.

Researchers across the country provide case study after case study documenting the interactions and impact between the brain (thoughts and beliefs) and all 8 CENIGENT systems.

Chronic Stress Takes Its Toll.

Chronic stress can shrink certain regions of the brain involved in learning and memory (Hippocampus cells). It can deplete brain neurotransmitters such as norepinephrine, turn on the stress hormone cortisol or activate that

dangerous genetic reader NFKB – which, in turn, can trigger chronic inflammation. Chronic stress reduces hormones such as testosterone, DHEA, estrogen, progesterone and active thyroid. In short, chronic stress makes war on the body.

Because CENIGENT embraces an integrated "systems" medical approach, one that treats the whole person and the root systems that cause health decline – not just the disease or its symptoms – of course we address your thought system and modifiable lifestyle habits, too ... because your lifestyle, relationships, perceptions, work habits and worries can help or hinder your ability to experience peak health and vitality.

For instance, acetylcholine, a brain neurotransmitter, is essential for memory and concentration, for moving your muscles, and is important for digestion and sexual functioning, as well. A special part of your nervous system called the "cholinergic anti-inflammatory pathway" uses acetylcholine to reduce inflammation at your cellular level. This is how acupuncture, massage, meditation and other relaxing activities that activate this "cholinergic anti-inflammatory pathway" provide their health benefits.

Therefore, in clear view of the mind-body connection, your CENIGENT program may include recommendations for acupuncture, yoga, meditation, thought field therapy, biofeedback and other practices to keep chronic stress at a minimum and your energy, vitality and happiness at their peak.



THE CENIGENT PROGRAM FOR PEAK HEALTH AND VITALITY

Of course, you could “Google” an anti-aging or hormone replacement therapy center; or even buy DHEA or serotonin-stimulating supplements online – BUT PLEASE DON'T!

We hope by now you understand that in order to AGE LESS and GET MORE out of life, there is no quick fix – no one size fits all solution. Your body is an integrated, inter-connected, interdependent network of information systems that need balance, fine-tuning and optimization in the context of specific, in-depth testing and assessment. Right down to your DNA.

A 52-Week Concierge Program: Lasting Results from 1-to-1 Care.

Conventional medical practices encourage, if not require, their doctors to see as many patients as possible – six to eight an hour, 2,000 to 4,000 a year.

You're not one of the masses at CENIGENT. You'll work one-to-one with your doctor for a full year; and your doctor will be caring for no more than 70 patients. You and your CENIGENT doctor will – in fact – exchange cell phone numbers!



Each unhurried appointment will last 1 to 3 hours with no waiting room time. We focus on YOU – your health and your questions, ongoing progress, periodic corrections, fine-tuning and education that enables you to experience both short and long-term results.

Beyond the Blood Test, CENIGENT's Assessment is Thorough, Precise and Predictive.

CENIGENT helps prevent age-related health decline and disease by predicting such occurrences well in advance of their emergence. We do this with state-of-the-art total body imaging and comprehensive testing to reveal the slightest changes and anomalies that threaten your wellness at the cellular level:

- Comprehensive health assessments and physical examination, including executive physicals
- Testing for more than 400 cellular biomarkers of aging and disease (in blood, urine, stool, saliva, hair)
- Cancer markers
- Hormone levels (blood, saliva)
- Hormone breakdown metabolites in urine
- Neurotransmitter metabolites and neuromarkers
- Neuro-cognitive screening
- Cardiovascular markers
- Markers of DNA damage
- Markers of chronic cellular inflammation
- Predictive immune markers
- Mitochondrial markers
- Oxidative stress markers
- Antioxidant levels and vitamin status
- Food-allergy and toxicity screen testing
- Chronic stress level screening
- Nutritional screening
- Comprehensive genetic testing including SNPs
- Assessing modifiable lifestyle risks
- A variety of as-needed diagnostic and screening tests that may include total body imaging scans, wellness scan, PET scan, MRI, CT-Scan, ultrasound

After your comprehensive assessment, physical exam, lab work, imaging and diagnostic studies, your doctor will study the results, conduct additional research on your behalf, order additional necessary tests or screening studies – whatever it takes – to completely and thoroughly evaluate your current health status.

YOUR PLAN OF ACTION TO ACHIEVE PEAK HEALTH

Equipped with these findings, your doctor will create a unique, customized action plan for achieving peak health, including specific next steps and recommended therapies designed to optimize your 8 CENIGENT systems. Our shared goal is for you to “age less and live more” with the added benefit of correcting and preventing chronic diseases.

Your Peak Performance Plan for Health will be hand crafted and designed to address your unique health status and genetic make-up. It might involve recommendations and therapies that include:

- Cellular metabolic and mitochondrial optimization
- Clinically effective therapies administered intravenously, including targeted peptides, amino-acids, enzymes, vitamins, minerals and antioxidants.
- Bio-Identical Hormone Restoration
- Enzyme therapy
- Neuro-optimization
- Targeted Amino Acid Therapies (TAAT)
- Immune enhancement
- Chronic inflammation control
- Gastrointestinal optimization
- Epigenetic enhancement
- Nutritional consult, weight optimization and customized diet
- Nutritional supplementation based on your targeted Nutrigenomics profile
- Chronic stress reduction modalities including biofeedback and Thought Field Therapy® (TFT)
- Inhalation therapy
- Anodyne® therapy
- Acupuncture
- Exercise and physical training & coaching
- Environmental toxin removal measures
- Pharmaceutical prescriptions as needed, used sparingly

More than a Recipe, You Have a **Relationship** with Your Doctor for Follow-Up and Follow-Through.

Your CENIGENT physician doesn't just tell you the plan and wish you the best. Your Peak Performance Plan for Health includes regularly scheduled appointments for additional assessments, 15 to 28 hours of one-to-one time with your personal doctor, benchmark measurements and revisions to the Plan, in addition to education and recommendations.



Your visits to the CENIGENT Health Enhancement Medical Institute will be anything but cold and clinical. Our offices are professional and equipped with advanced technology – yet we've strived to maintain an almost spa-like setting. In fact, during some of your therapies, you can include a variety of our nourishing and relaxing signature facials, massages and peels. Our Skin Vitality SNP Sensor Testing provides an evaluation of your unique genetic risk factors, which in turn leads to a preventive strategy to improve your skin.

You can enjoy CUTERA's® acclaimed Titan 3-D Skin Rejuvenation™ procedure for skin tightening and improved skin texture and tone. Titan is a non-surgical treatment that gives your face, neck, abdomen, thighs and upper arms a more youthful appearance, without the pain, downtime, scars or excessive costs associated with other procedures.

We also offer CUTERA's® Limelite Facial, Photogenesis IPL and Laser Genesis Anti-Aging Skin Therapy. This innovative, proprietary procedure utilizes non-invasive laser technology to safely, effectively and discretely treat fine lines, large pores, uneven skin texture and rosacea on the face and neck.

**At CENIGENT, you can look as good
on the outside as you feel on the inside!**

IS CENIGENT A FIT FOR YOU?



Whether you have existing health conditions, or you are beginning to experience a decline in your energy, memory, mood, libido or overall health – or perhaps you are “just fine, thank you” and want to stay that way – CENIGENT may very well be a fit for you. The best way to have your questions answered is to schedule a complimentary, private consultation.

Do you experience any of the following, or are you at risk for developing them?

- Fatigue
- Decreased ability to exercise
- Loss of memory
- Diminished libido
- Menopause
- Andropause
- Sexual dysfunction
- Diabetes
- High blood pressure
- Elevated cholesterol
- Obesity
- Metabolic syndrome
- Cardiovascular disease
- Peripheral vascular disease
- Stroke
- Neuropathies
- Non-healing ulcers
- Auto-Immune diseases
- Irritable Bowel syndrome
- Osteoarthritis
- Osteoporosis
- Fibromyalgia
- Chronic fatigue syndrome
- Alzheimer's disease
- Parkinson's disease
- Poor skin health
- Neurodegenerative diseases
- Poor circulation
- Frequent colds

CENIGENT Anti-Aging Benefits Bring You Better Health and Vitality.

You can control how your body ages and the impact it has on your ability to enjoy life and live longer: Here are just a few of the benefits the CENIGENT Peak Health & Vitality Program™ can provide:

- Enhanced energy and mood
- Improved cognition and memory
- Increased exercise capacity
- Improved cardiovascular health
- Enhanced libido
- Optimal weight maintenance
- Improved skin texture, tightness, pigmentation
- Improved immune health
- Improved wound healing
- Improved bone and joint health
- Better sleep habits
- Resolution of symptoms of menopause and andropause (male menopause)
- Improved self-esteem
- Better ability to deal with stress
- Delay and resolution of your chronic diseases and disease risk factors





CENIGENT

YOUR NEXT STEP TO PEAK HEALTH

CENIGENT caters to individuals who are accustomed to the best and serious about restoring and maintaining peak health and vitality. And because we believe so strongly in building a personal, focused relationship between you and your doctor, each doctor accepts only a select number of qualified patients each year – no more than 70.

If you would like to explore whether CENIGENT is a fit for you, please call our office. We'll be delighted to set up a complimentary consultation with Dr. Ghaderi or another CENIGENT doctor who will answer your questions and explain the program in more detail.

(310) 998-8600

www.CENIGENT.com

**Aging Well is Now a Choice –
And It's Yours to Make Right Now...**



2222 Santa Monica Blvd., Suite 200
Santa Monica, CA 90404

Age less. Live more.™

*You don't
have to be sick,
to get better!*

Your Health Deserves the CENIGENT Difference.

Overview	What You're Accustomed To	The CENIGENT Approach
General Philosophy	Aging and age-related chronic diseases inevitably occur and should be accepted. Symptoms should be treated as they appear, typically with pharmacological doses of medication and/or surgical intervention.	Aging, age-related chronic diseases and health decline occur due to functional deterioration of the 8 CENIGENT systems. By proactively restoring optimal functioning to all 8 CENIGENT systems, we can delay typical symptoms of aging while enabling healthy aging and peak health – using non-surgical, safe, restorative therapies.
Major Goal	Treat and temporize existing disease(s).	Prevent decline and restore health by optimizing the primary systems that lead to a variety of chronic diseases.
Major Approach	SYMPTOMS based: Treat symptoms and disease as they emerge.	SYSTEMS based: Predictive testing and assessments followed by restorative measures to optimize the major systems that lead to a variety of chronic diseases and to prevent age-related health decline and achieve peak health.
Testing & Diagnostics	Order lab and diagnostic tests once there are symptoms and disease present. Infrequent preventive tests.	Comprehensive predictive and preventive testing of more than 400 biomarkers; screening and total body imaging diagnostics to assess all aspects of existing and potential health decline and risks; ample follow-up testing to allow for fine-tuning.
Use of Genomics	Infrequent, limited mainly to staging cancers, checking for fetal abnormalities, paternity testing or rare genetic diseases.	Use genomic testing and SNPs to personalize each therapy program, allowing for safe hormone replacement therapies and creating a Nutrigenomic plan.
Customized Therapy	Mainly uses pharmacological doses of drugs and invasive surgical options to treat disease(s). Medical treatments are most often non-customized "one-size-fits-all" experiences.	Use of safe non-surgical restorative therapies to optimize each of the 8 critical systems in a 52-week personalized action plan customized right down to the individual's genetic profiling and unique risk factors.
Views on "Mitochondria"	Leave mitochondria as is.	Critical role in aging and many chronic diseases. Use all known measures to keep mitochondria at peak functioning levels.
Views on "Hormones"	Treat only when there is deficiency and disease. In women with menopause, briefly give synthetic estrogen-progesterone to relieve menopausal symptoms.	Restore any decline and deficiency of all the major hormones only after specific genetic and other testing. In women with menopause, only after favorable genetic testing use bio-identical, custom-dosed topical estrogens and progesterone.
Views on "Chronic Inflammation"	Recognized as causing many diseases. Treat with pharmacological doses of anti-inflammatory drugs, cholesterol lowering drugs and others.	One of the fundamental systems that is thoroughly assessed and optimized using predictive lab tests, and then addressing all barriers that lead to chronic inflammation to ensure peak health.
Role of Chronic Stress	Neither emphasized nor addressed as a major cause of health decline.	A complete approach is utilized to address chronic stress, one of the fundamental barriers to optimum health.
Patient Education	Minimal and infrequent.	A frequent and essential part of the program is to ensure that each patient understands health choices and behaviors that promote peak health.
Average Annual Number of Patients	2000 to 4000	50 to 70
Duration of Patient/Doctor Visit	15 to 20 minutes	1 to 3 hours
Frequency of Follow-Up	As needed once symptoms appear, or scheduled depending on the disease.	A 52-week program with regular follow-ups to ensure fine-tuning and effectiveness. At least 15 to 28 hours of 1-to-1 time per year with the doctor.
Follow-Up Focus and Duration	Focus on patient's single concern, health problem, or symptom of a disease, for 10 to 20 minutes.	Focus on all 8 critical systems to ensure that the whole body is functioning optimally – exploring and listening to every concern expressed by the patient, during office visits that last 1 to 3 hours.
Office Setting & Experience	Impersonal, clinical environment. Paper gowns.	Relaxing, warm, attentive and soothing medi-spa environment, terrycloth robes, healthy beverages.
Access	Difficult to schedule visits ... rare opportunities to speak directly with the doctor.	Same day appointments, 24/7 direct emergency access to CENIGENT doctors via their cell phones.
Convenience	Long waits, difficult to schedule appointments.	Same day appointments, minimal waits, flexible and extended office hours.
General Results	Temporizes diseases and symptoms. Age-related health decline taken for granted.	Achieve and enjoy healthy aging, peak health and vitality – at any age.