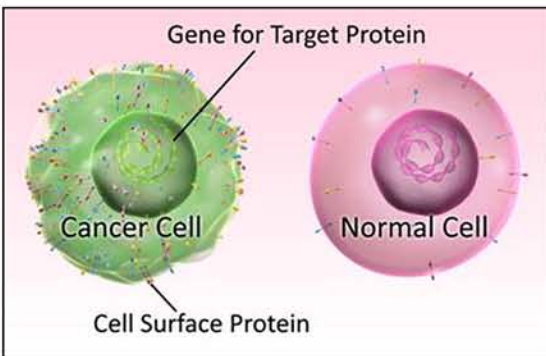


The 'making' of Xooma's premium wellness formula, Natural Cellation, has been in the works for many years. Dr. Bobbi McAuliffe, N.D., Ph.D., CCT is a Nutritional Neuroendocrinologist and the formulator of this powerful cellular rejuvenation compound. Her drive and passion to create this unique compound began at an early age. This is her story.

Growing up during the 1980's, the disease garnering the most prominence as the leading cause of death was cancer. Dr. Bobbi became all-too-familiar with cancer because of the loss she experienced from family members losing their lives to it. As she grew older, she learned there were actually two major diseases emerging during the 80's, cancer and AIDS. What Dr. Bobbi came to realize was that both cancer and AIDS had everything to do with the body's immune system. This awareness, as well as the personal loss she experienced, set her on a career path dedicated to an in-depth study of the human body. She made the decision to focus on three key areas of study: the immune system, nutrition and mental health.



What made her want to focus on these three areas? She discovered that they were all inter-related. The mental health aspect is related to your 'attitude' and how you can fight illness and create wellness using your thought patterns and the intricate processes of the brain. She wondered, "*what if you can change the actual firing of the neurons?*" This process in the brain has a tremendous amount of influence on determining sickness or wellness in the body.

Further, our daily nutritional intake (or lack thereof) from the foods, beverages, and other items we consume also carries extreme importance in determining our personal level of sickness or health – at the cellular level. Thus, unhealthy or diseased cells create a weakened immune system which then affects every aspect of our body's chemistry. Dr. Bobbi shares, "*So when you put all these factors together, it can help you figure out the root causes of a particular health problem.*"

Natural Cellation represents the culmination of Dr. Bobbi's work with compounds that began over 16 years ago. She started exploring 'compounding' in her high school biology class in the mid 80's. Her hands-on work with compounds really started in college. She says that's all she did in college was 'scientific studies'... she was mixing anything and everything to see what the outcome would be (of course without blowing up herself OR the lab!).

After college, her career path began by working in Civil Service to help high ranking military personnel minimize their chances for disease and illness by utilizing specialized methods of prevention rather than utilizing the traditional pharmaceutical methods for treatment of symptoms. However, it didn't take long for Dr. Bobbi to realize she wanted to move out of Civil Service and into private practice.

Unlike many other health professionals though, she did not want to incur (and could not afford) an enormous amount of debt in going out on her own. So, how did she do it - especially being a single mother? She

chose to work three jobs. She taught Kindergarten children in the morning, taught college x-ray classes in the afternoon and was in private practice in the evenings. As an established private practitioner, to serve people's nutritional needs she then got her Doctorate degree in Nutrition. Then from nutrition, she received certification in non-synthetic compounding. It was at that point where Dr. Bobbi began work on her own line of nutritional compounds which has resulted in the creation of several exclusive formulations over the past 10 years.

Of all the compounding work Dr. Bobbi has done over the years, Natural Collection is her first 'over-the-counter' compound.

She knew this kind of work would benefit from understanding and observing the function of her compounds with living blood. And as Dr. Bobbi says, *"you can't learn much from 'dead' blood cells."* So, she expanded into yet another area - the study of live blood cells.

The ability to analyze live blood – as opposed to ‘spinning it out’ (with a centrifuge) in a traditional lab which uses dyes – allows the doctor to map out each individual ‘footprint’ of a human being. So blood analysis led into more areas of research: live blood, dark field, bright field and phase contrast. All of those areas involved tests in and for the blood stream that do NOT use dyes or anything synthetic. Everything is done “live”. As a result, you can further understand the body's processes and how it operates in concert with these processes.



If you see a healthy cell and a diseased cell, then you can see how it acts and responds. With this information, you can identify diseased or damaged cells which need to be eliminated. Unlike healthy cells, a diseased cell does not have a memory of how to bring about the natural process of cell death. This is why tumors continue to grow and multiply. In contrast, healthy cells retain this ‘pre-programming’, thereby renewing themselves regularly by birthing new healthy cells.



While gaining the skill to study and analyze live blood was key in her ability to identify what was happening within the body, Dr. Bobbi didn't stop there. She continued to explore how multiple processes work in tandem within the body. That led to her next field of study - the brain.

She began studying brain ‘firing’ and the brain processing in connection with nutrition. This led her to the study of the spinal cord, because all nerve endings lead from the spinal cord directly to the organs. Next was to understand the connection with disease.

Dr. Bobbi began specializing in the study of disease in order to understand the whole pattern of disease interaction within the body. It was a process that led her from one area of the body's functioning to the next.

She first analyzed what we put into our body (nutrition), and how our body responds to different foods, beverages and nutrients we consume. Then she did further investigation of how the brain and spinal cord also respond to our diet and nutrition. And then finally, looking at all these aspects in connection with disease in the body. Dr. Bobbi describes it as a ‘layering of the body’ in which she



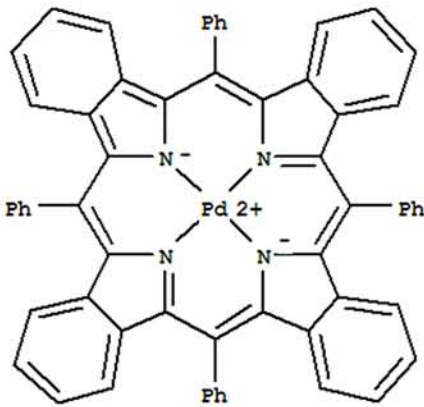
analyzes what we actually put in and what we get out - viewing it as either supportive of good health or toxic.

Understanding toxicity within the body involved studying the body's 'footprint'. Everyone has the same foundational footprint. Yet each of us has different immune systems. We know there are a lot of factors that affect our immune system: DNA, behavior, environment, synthetics and preservatives, pharmaceuticals, 'empty' foods and what Dr. Bobbi describes as "pre-color", "pre-nutrient", "pre-everything"! She adds, "Unfortunately, we don't eat many foods these days that carry an abundance of nutrients."



What did she discover? You can't change DNA but you CAN rejuvenate sick cells and eliminate diseased cells.

And we have another confirmation from Dr. Bobbi that validates what many Xooma Members already know. For good human health, one of the most important elements is mineral-rich, alkaline water.



Palladium Structure

Well, thanks to Xooma's X2O sachets, you can have mineral-rich, alkaline water virtually anywhere you go.

However, once the body is hit with a serious illness, that's when we need to add 'compounding' or a pharmaceutical when necessary. Dr. Bobbi strongly believes we should begin with compounding. Here's a remarkable comment from her, "Nine times out of ten, you can take care of your illness with a compound."

This is the story of how the compound known as Natural Collection came to be. **So how did Xooma Worldwide discover Dr. Bobbi McAuliffe?**

This story begins with X2O and one of our committed Xooma Members – Charles Ryan – who introduced Dr. Bobbi to X2O. Although she was skeptical at first and had no time to investigate 'another' health product, Dr. Bobbi made the commitment that she would analyze the X2O in her laboratory and determine whether or not it 'performed' as Charles suggested it could. To her surprise, X2O performed amazingly well in her first lab test. So to be sure (since she was still somewhat skeptical) she repeated the test process a few more times.

With her 16+ years of work with compounding, she had never seen this before. Peering through her microscope, Dr. Bobbi watched the X2O work in harmony with her clinical compound. The scientific description of this is X2O 'crystalized' with her compound. Very rare indeed, this crystallization demonstrated that X2O in effect worked synergistically with her compound and could actually enhance the speed and performance within the body when used together. In fact, Dr. Bobbi now 'prescribes' X2O as a mandatory daily supplement for all her patients.

Xooma's X2O mineral-rich alkaline water offers three main benefits: **hydration, mineralization and alkalinization**. Understanding the science



behind it and the benefits of its 70+ trace minerals, X2O is a key for optimum health at the foundational level in the body.

Natural Cellaction is a unique, one-of-a-kind compound offering unmatched immune function that delivers targeted nutrition at the cellular level. This breakthrough in nutritional science provides **energetic cellular rejuvenation** to the body with results that can only be described one way – *amazing!*

When combined together, these exclusive Xooma products are a powerful combination for helping to create optimum cellular health within the body.

Dr. Bobbi McAuliffe



Dr. Bobbi McAuliffe, N.D., Ph.D., CCT: Dr. McAuliffe is a Nutritional Neuroendocrinologist and Naturopathic Doctor. In practice for 16 years, she is certified in both western and eastern medicine. Early in her medical career, Dr. McAuliffe worked with the Air Force Special Forces and also UCLA Nutritional Department of Internal Medicine and Neurology. She trained and worked extensively in Functional Medicine/Nutritional Endocrinology, and has worked with natural compounds and nutritional supplements.

Currently, Dr. McAuliffe is in private practice. With 6 years of clinical studies, she has spent 16+ years in developing specific cellular rejuvenation compounds that have produced dramatic results for patients. Dr. McAuliffe gained a broad range of experience in medical modalities over the years, and is responsible for creating one of the most significant centers for naturopathic care, with a valuable, multi-disciplinary approach.

Dr. McAuliffe's education includes Brooks College Business School (A.A.), UCLA Medical School (Nutrition, B.A., M.S.), American Holistic College of Nutrition (B.A., M.S., Ph.D.), Clayton College of Natural Health (N.D., Ph.D.), and an internship with the VA Hospital in Long Beach, California. She is accredited through The American Alternative Medical Association, The American Association of Drugless Practitioners, and The American Association of Nutritional Consultants.