



Rejuvenation Science, Inc. (RSI)

Presents

MMM Theory: A New Paradigm in Medicine



Howard M. Simon
President

Background



- Established in 2001, RSI designs, (contract) manufactures, and sells professional grade nutritional supplements through complementary and alternative medicine (CAM) practitioners
 - Specialty nutritional supplement company
 - Base business supports physicians and their patients
- Leading edge medical paradigm shift developed by RSI founder and Dr. Chris Meletis
- Book and Clinical Research position company for disruptive growth
- Base business markets to physicians and their patients
- New medical paradigm rebrands RSI as a medical jugernaut
- Nutritional Supplement Industry projected to grow at 8-9% CAGR
- Select products approved by JFDA and COFEPRIS



Unique Value Proposition



- Highest Rated Practitioner Multivitamin in N, S, C America
- Microbial Mucosal Milieu (MMM) Theory: A New Paradigm in Medicine
 - Chapt 1 published in peer-reviewed journal *Townsend Letter for Doctors*
 - 5/5 rating at Onlinebookclub.org
- Rebranding CAM practitioner marketing from quality supplements to new medical paradigm
- Alternative brands for various channels
 - Rejuvenation Science® for practitioners
 - Maximum Vitality® for consumer
 - Private label for individual practitioners
 - Private label for MLM (TBD) and channel partners
- New MMM Theory protocols and products under development
- MMM Theory practitioner CE certification under development
- Production quickly scalable by contract manufacturers



MMM Theory



Decades-old discoveries cause paradigm shifts in modern medicine

December 16, 2020 | Article | [V-Bio Ventures](#)

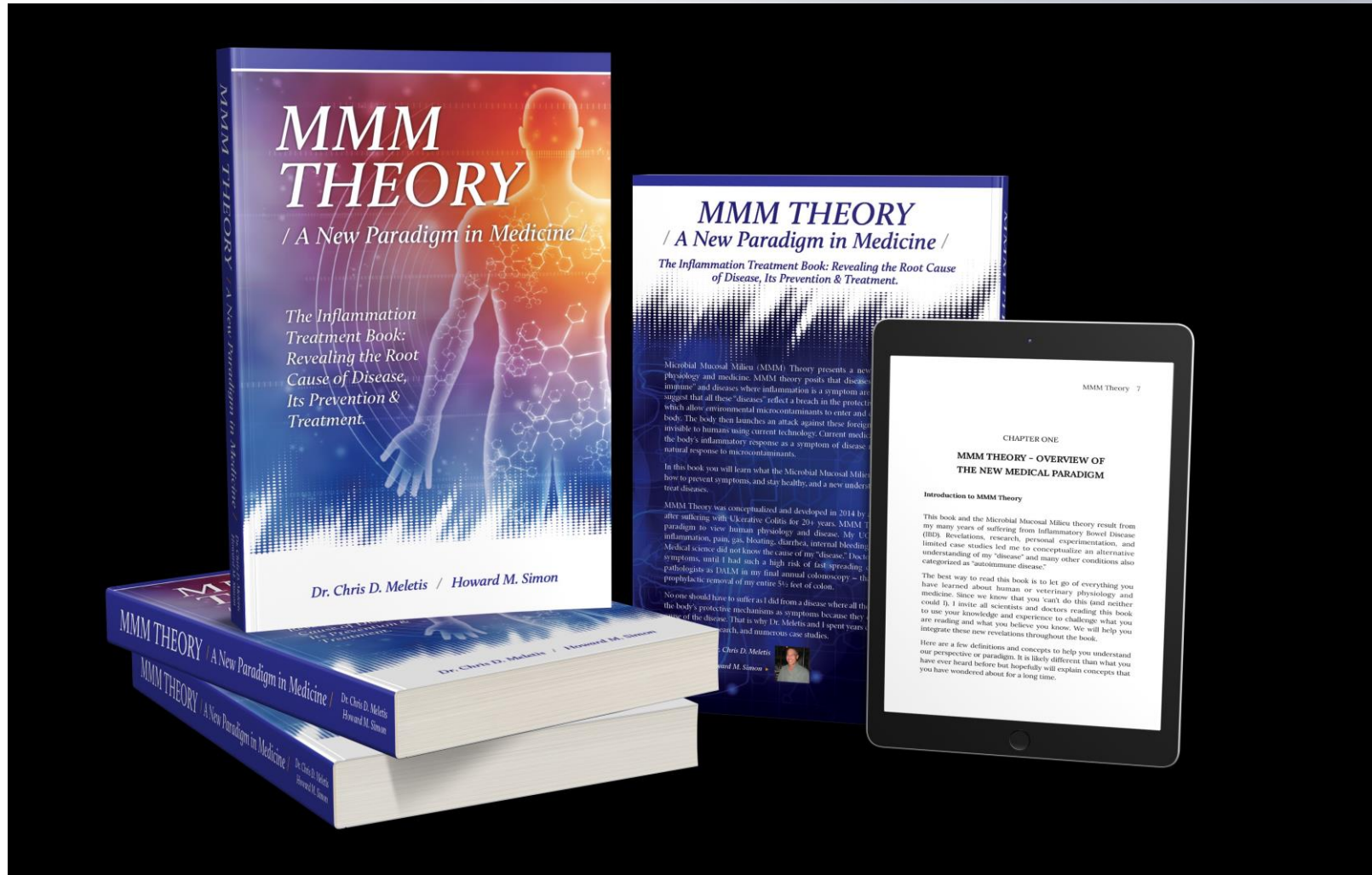


Complete paradigm shifts in medicine are rare, but there have nevertheless been several major examples in the past hundred years. Treatments and approaches that seemed set in stone one decade can easily seem silly the next, as new information about the disease or underlying biology comes to light. Hindsight grants us clarity, but sometimes the factors that lead us down a particular treatment path can be as arbitrary as a feud between colleagues. Might there be paradigm shifts looming in oncology, neurology and more, triggered by a return to previous treatments?

This article was authored by Ward Capoen from [V-Bio Ventures](#).



MMM Theory



MMM Theory Peer Reviewed



TOWNSEND LETTER

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Book Excerpt: MMM Theory: A New Paradigm in Medicine

Chris D. Meletis, ND, and Howard M. Simon

The Inflammation Treatment Book: Revealing the Root Cause of Disease, Its Prevention & Treatment

The following article is the first chapter in the new book *MMM THEORY: A New Paradigm in Medicine: The Inflammation Treatment Book: Revealing the Root Cause of Disease, Its Prevention & Treatment*. Microbial Mucosal Milieu (MMM) Theory presents a new paradigm in human physiology and medicine. MMM theory posits that diseases categorized as “auto-immune” disease and diseases where inflammation is a symptom are in fact not diseases at all. We suggest that all these diseases reflect a breach in the protective barriers in the body which allow environmental microcontaminants to enter and circulate in the human body. The body then launches an attack on these foreign molecules, which are invisible to humans using current technology. Current medical paradigm diagnoses the body’s inflammatory response as a disease rather than the body’s natural response to microcontaminants.

In this book you will learn what the microbial mucosal milieu is, how it affects you, how to prevent symptoms, and stay healthy, and a new understanding of how to help treat diseases.

Chapter 1. MMM Theory – Overview of the New Medical Paradigm

Introduction to MMM Theory

This book and the Microbial Mucosal Milieu theory result from my (Howard Simon) many years of suffering from Inflammatory Bowel Disease (IBD). Revelations, research, personal experimentation, and limited case studies led me to conceptualize an alternative understanding of my “disease” and many other conditions also categorized as “autoimmune disease.”

Here are a few definitions and concepts to help you understand our perspective or paradigm. It is likely different than what you have ever heard before but hopefully will explain concepts that you have wondered about for a long time.

PRIVILEGED AND CONFIDENTIAL



MMM Theory Reviews



Family Medicine With a Difference

THE PRACTICE

2920 F Street Ste. D7 Bakersfield, CA 93309
Office: 661-871-3300 Fax: 661-871-3307
Info@DrMensink.com



Dear Howard Simon, Rejuvenation Science

I just read your new book *MMM Theory/A New Paradigm in Medicine/ The Cause of So Many Diseases, Their Prevention, and Treatment*.

First, I want to say thank you for providing me with a copy. It is cutting edge information that will change the basic paradigms of medicine with respect to the newly discovered biomes.

I want to say a special thank you for the fact that you are on the cutting edge of different biomes in the body and detox biomes. I strongly encourage you to get a copy to other doctors. This book is going to change medicine forever!

Thank you for the honor of sharing your pivotal work with me.

Sincerely Yours,


Jan Roderick Mensink, M.D.



MMM Theory Brief



- The body reacts to environmental contaminants with an inflammatory response
- Natural inflammatory response is diagnosed as symptoms of disease
- The Microbial Mucosal Milieu (MMM) protects the body from contaminants
- MMM consists of microbiome, metabolome, virome and mycobiome
- The MMM exists in every organ, system, and cell in the body
- MMM is damaged by antibiotics, chlorine, alcohol, chemicals, herbicides, drugs, hydrocarbons, radiation, pesticides, allowing contaminants to enter
- Support the MMM with diet, supplements – probiotics, prebiotics, colostrum
- Reduce MMM damage with whole-house, shower & RO filters, HEPA filters, EMF reduction, avoid antibiotics, avoid anti-bacterials & alcohol
- Restore healthy MMM and inflammatory reaction fades
- Disease is prevented or adjunctively treated



MMM Theory Evolution



- Autoimmune disease
- Cancer
- Diet
- Organ diseases – GIT, heart, kidney, lung, skin, brain
- Circulatory diseases – vascular, lymph, neurological
- Anti-Aging and Healthy Longevity
- Sports
- Psychological



MMM Theory: GI Immune Responses



Immune Response	Protective Mechanism
Diarrhea	Flushing mechanism to clear toxins, stomach acid, irritants.
Constipation	Slowing mechanism to protect irritated colon.
Abdominal pain	Signaling mechanism that rest and care are needed.
Gas, Bloating	Marker for incomplete fermentation of food (SIBO, low HCl).
Cramping	Enhances flushing action.
Excess stomach acid	Digest excessive and fatty food. Fight H.pylori and other infection.
Bleeding	Protects and heals damaged tissue.
Fever	Fights harmful bacteria and viruses.
Mucus	Heroic effort by lymphatic system to protect damaged epithelial tissue.
Urgency	Heroic flushing mechanism to remove toxins, stomach acid, irritants.
Polyps	Internal scabbing to protect damaged epithelial tissue.

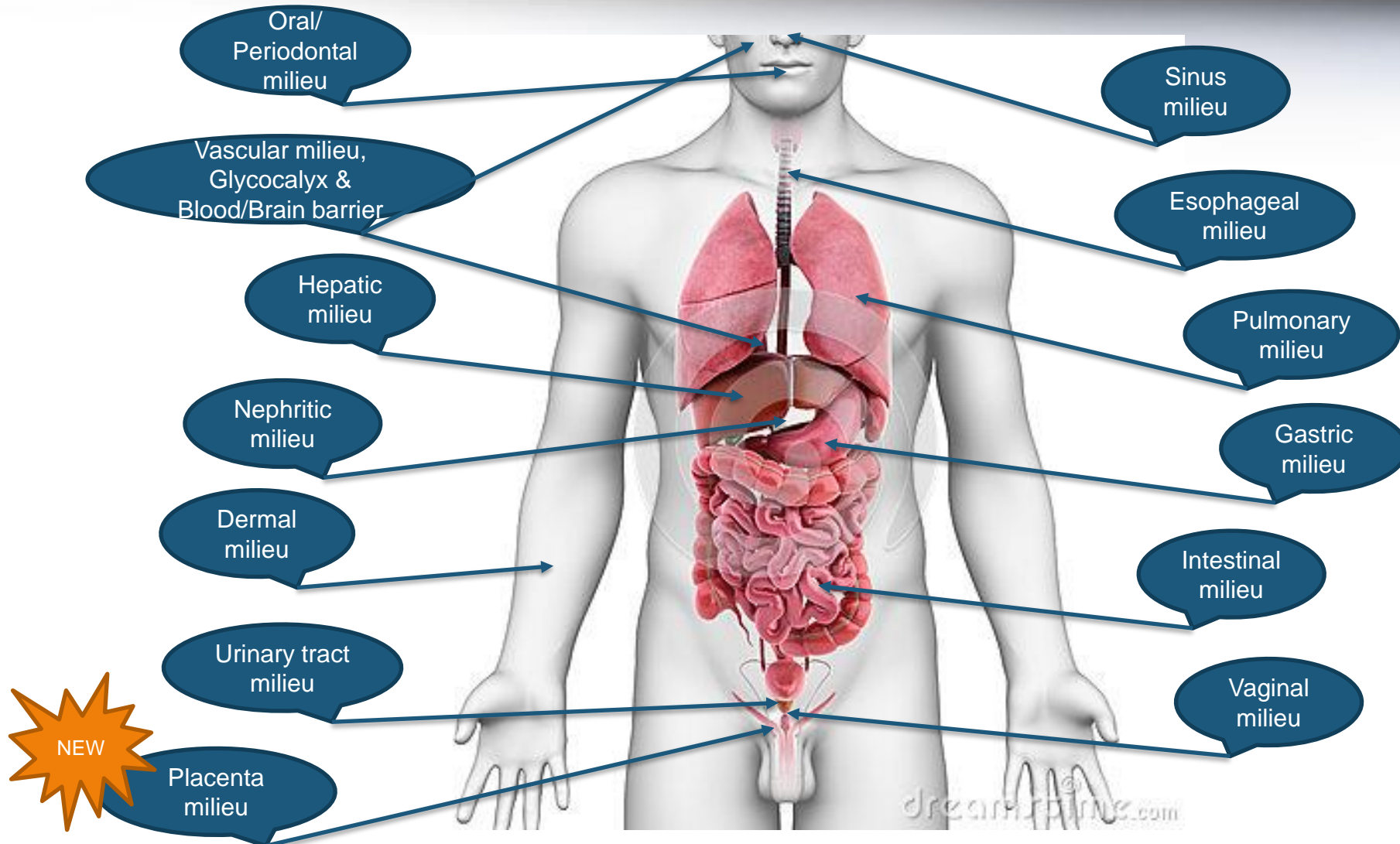
- Once we have identified the cause of all these immune responses, who wouldn't treat the cause instead of the protective response?

MMM Theory: Mucosal Milieu Dysbiosis



- Food, though certain foods may exacerbate
- Stress, though stress may exacerbate it
- Genetics, though it plays a roll increasing or decreasing risk.
- Immune function or “Autoimmune” disease is not the cause => it is the result

Where is the Microbial Mucosal Milieu?



MMM Theory Future Applications



THE CONVERSATION
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Alzheimer's might not be primarily a brain disease. A new theory suggests it's an autoimmune condition.

Published: September 19, 2022 1:42pm EDT

A new theory of Alzheimer's disease reassesses the role of beta-amyloid in the brain. (AP Photo/Evan Vucci)

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ADARIS [Great journalism deserves to be heard](#)

The pursuit of a cure for Alzheimer's disease is becoming an increasingly competitive and contentious quest with recent years witnessing several important controversies.

In July 2022, *Science* magazine reported that a key 2006 research paper, published in the prestigious journal *Nature*, which identified a subtype of brain protein called beta-amyloid as the cause of Alzheimer's, may have been based on fabricated data.

One year earlier, in June 2021, the U.S. Food and Drug Administration had approved aducanumab, an antibody-targeting beta-amyloid, as a treatment for Alzheimer's, even though the data supporting its use were incomplete and

Author

Donald Weaver
Professor of Chemistry and Director of Krembil Research Institute, University Health Network, University of Toronto

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Partners



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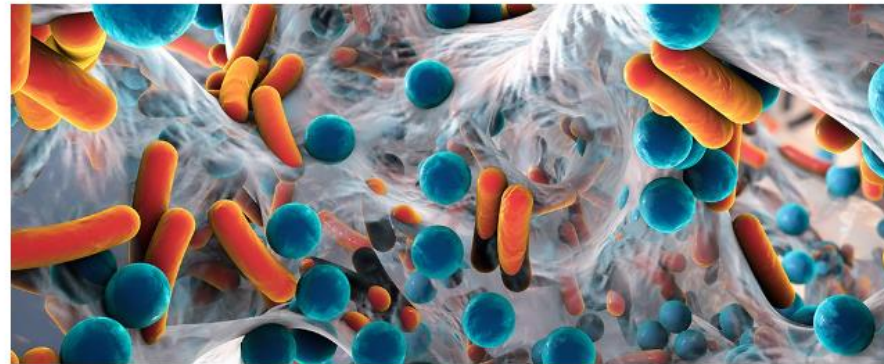
MMM Theory Future Applications



sciencealert

Even More Evidence Has Linked Parkinson's Disease to Our Gut Bacteria

HEALTH 04 March 2017 By MIKE MCRAE



Kateryna Kon/Shutterstock

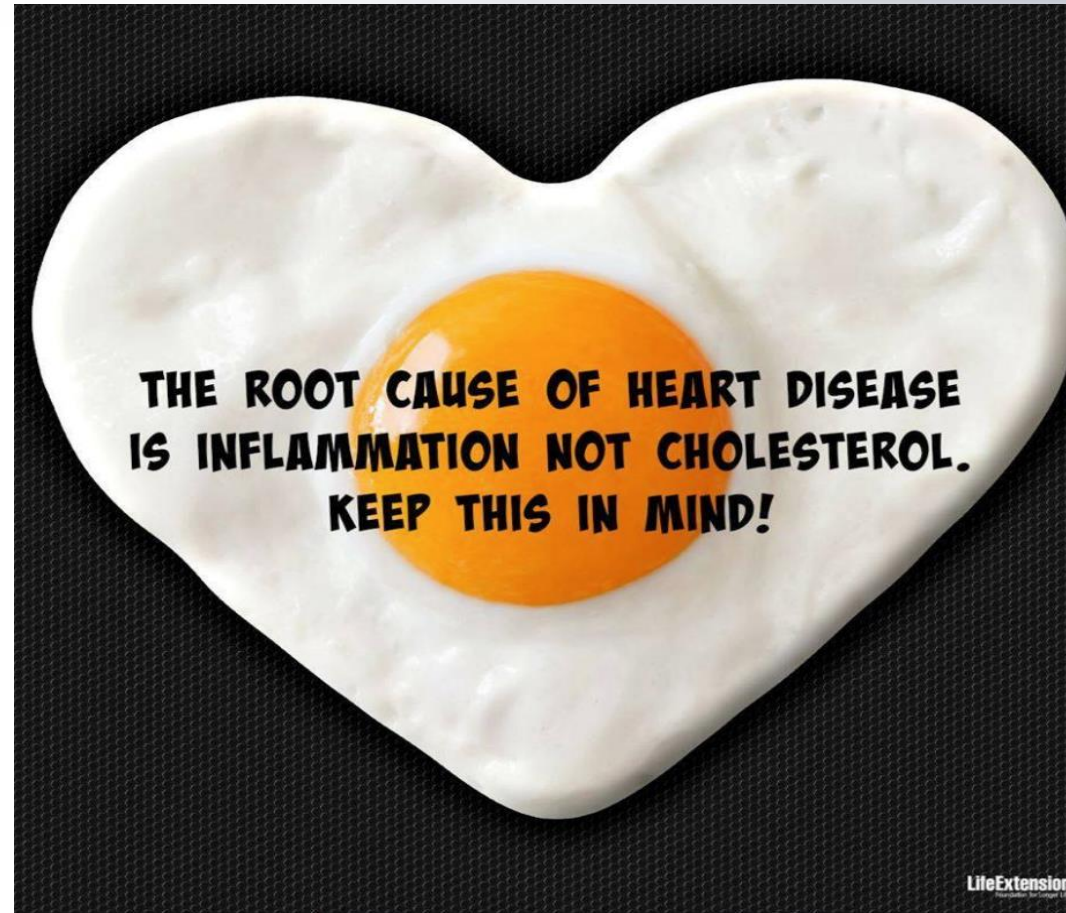
Researchers have found yet another reason to think the symptoms of Parkinson's disease could be a consequence of the type of bacteria living in our gut.

Such discoveries could help us use changes in our gut bacteria to not only diagnose the debilitating disorder earlier, but potentially create better targeted treatments.

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MMM Theory Future Applications: Heart Disease



- But what is the root cause of inflammation?

MMM Theory Future Applications: Autism Comorbidities



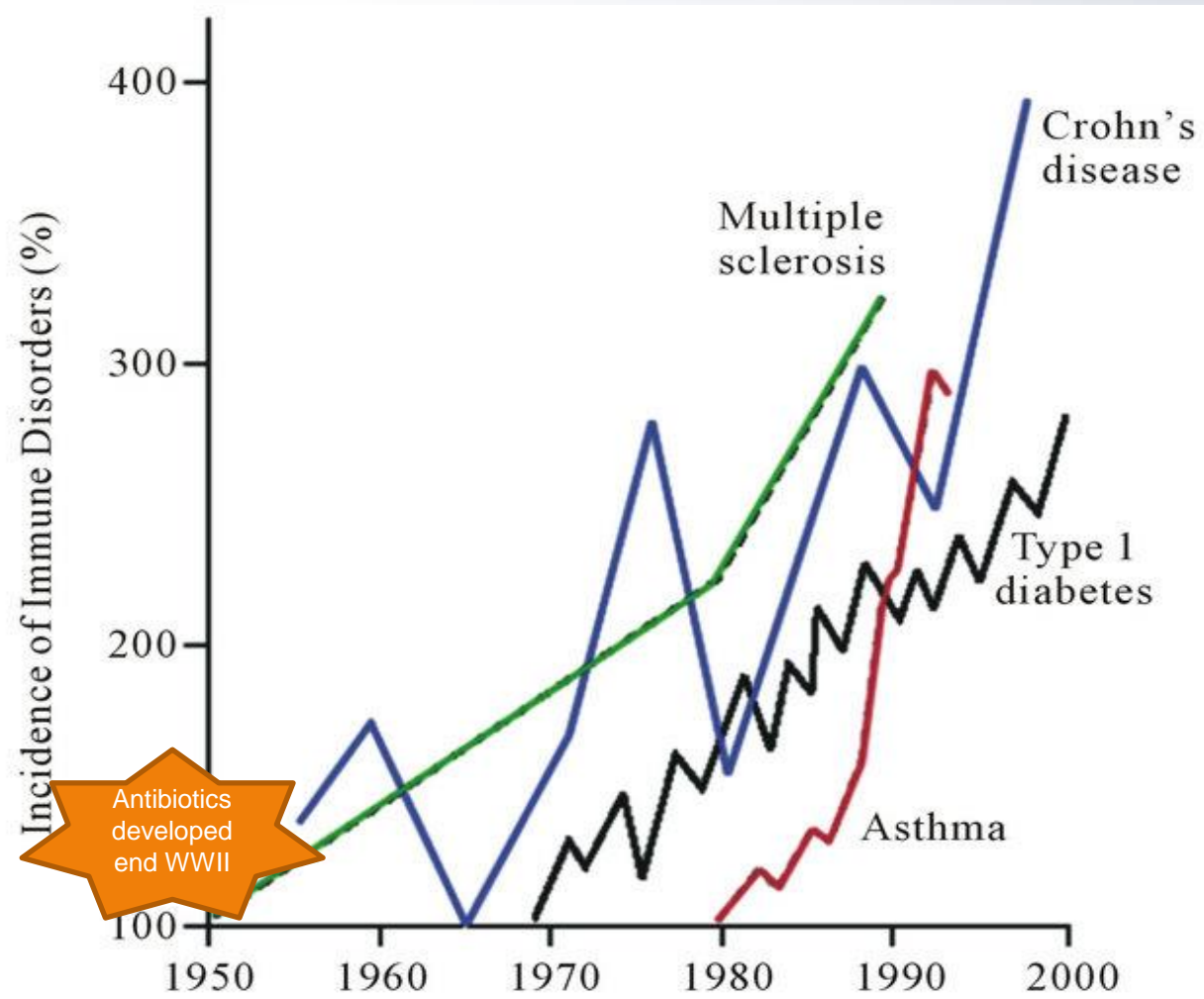
- Autistic children are more likely to have:
 - 1.8x asthma
 - 1.6x eczema or skin allergies
 - 1.8x food allergies
 - 2.2x chronic severe headaches
 - 3.5x chronic diarrhea or colitis
 - 20-40x epilepsy (seizures of unknown origin)
- Other manifestations of cascade of microcontaminants:
 - ADHD, dyslexia, dyspraxia, depression, schizophrenia

MMM Theory Future Applications: Weight Gain & Obesity



- Intestinal flora differs in normal vs. obese.
- Systemic inflammation leads to weight gain.
- GI permeability allows pro-inflammatory molecules to enter the bloodstream.
- Pro-inflammatory molecules promote glucose intolerance, type II diabetes & obesity.
- In this study, 125 overweight subjects were divided into 2 groups – probiotics vs. placebo.
- Probiotic group lost 4.4kg (9.9 lbs), placebo group lost 2.6kg (5.7 lbs) during active 12 week diet period.
- Probiotic group lost 5.2 kg (11.5 lbs) after additional 12 week maintenance period – twice the weight loss of placebo group.
- Probiotic group experienced a drop in leptin levels.
- Sanchez M, et. Al. “Effect of Lactobacillus rhamnosus CGMCC1.3724 supplementation on weight loss and maintenance in obese men and women.” British J Nutr., 2 Dec. 2013.

Rise in Autoimmune Diseases



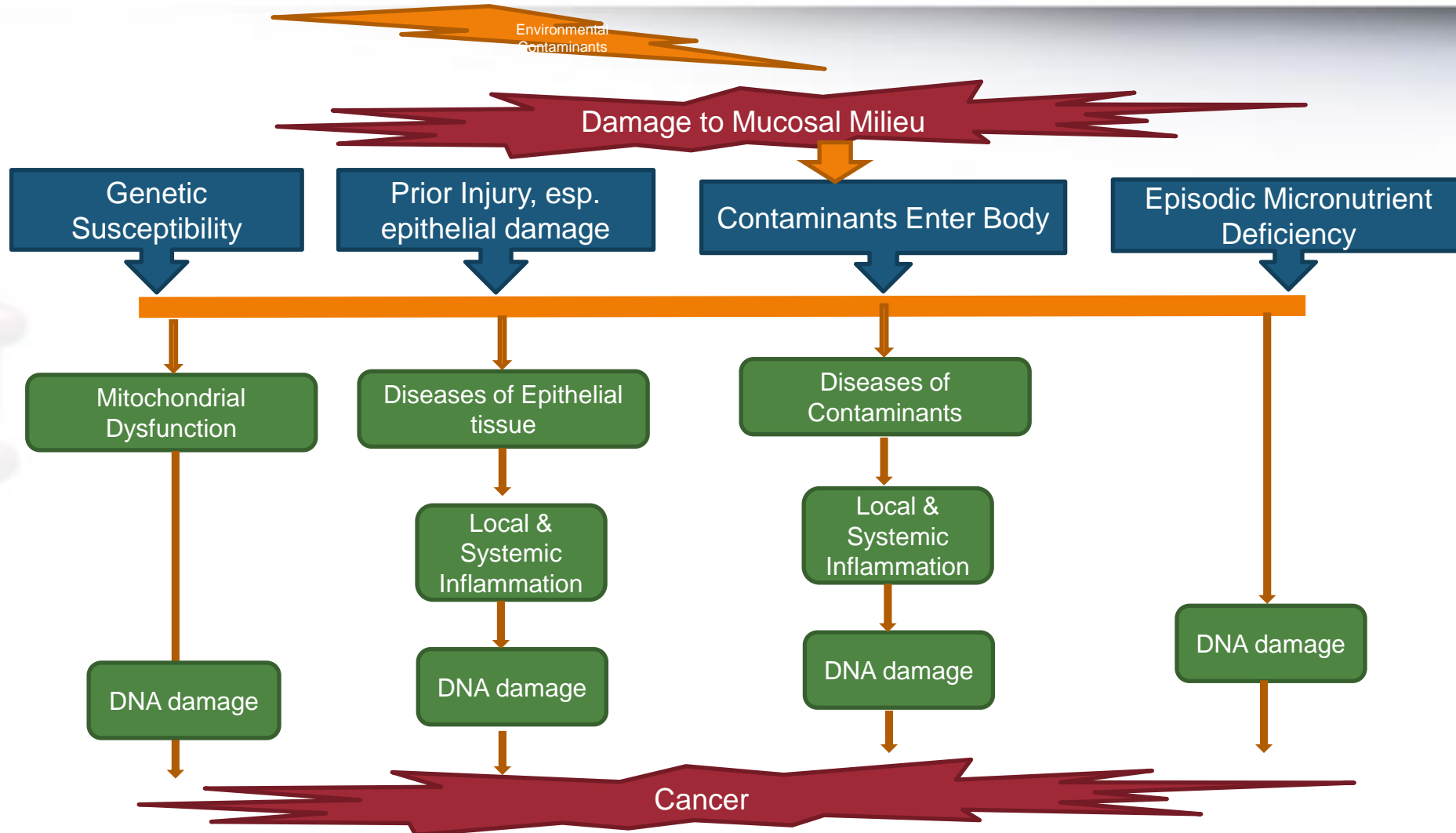
Antibiotics developed end WWII

MMM Theory Future Applications: Cancer

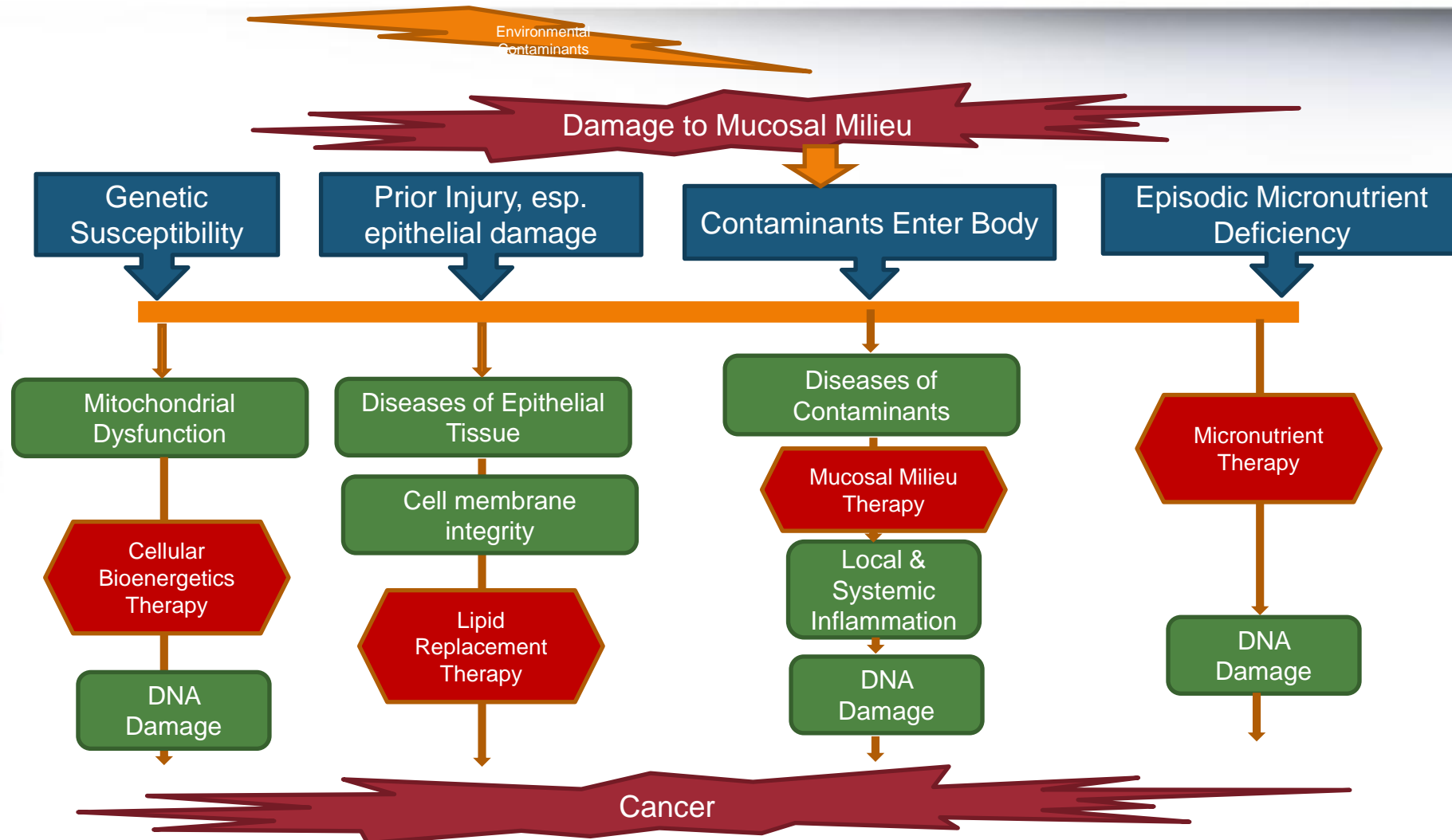


- Long term localized and systemic inflammation have been implicated as primary causes of cancer.
- A healthy mucosal milieu protects against localized and systemic inflammation.
- A healthy mucosal milieu protects against epithelial damage which results in DNA damage.
- DNA damage has been implicated as another key cause of cancer.
- Cancers of the epithelium are the most common forms of cancer.
- Thus a healthy mucosal milieu plays a key roll in minimizing the risk or “vaccinating” against cancer.

Etiology of Cancer



Cancer Vaccine



Offering Summary



COMPANY DESCRIPTION

Rejuvenation Science, Inc. a California corporation (the "Company" and "RSI") established in 2001 currently develops, formulates, and manufactures sophisticated nutraceutical supplements for more than 300 doctors to make available to their estimated ___ patients.

The Company plans to introduce a new product line – stressing safety and preventive regimes – based on the founder's new book, "MMM Theory". The thesis posits that understanding the root cause of autoimmune diseases provides a pathway to prevent, treat and cure such maladies. The basis of the book provides a new understanding of how to remove the cause of diseases

INVESTMENT OFFERING

- \$2MM 8.5% Convertible Notes with up to three-year term.
- Converts to RSI Common Stock at 20% discount to fair market value.
- Exit strategies with Pharma, Health Insurance, and Private Equity Funds seeking disruptive medical technology.

USE OF FUNDS

- Hire sales team to expand doctor and health network.
- Scaling contract manufacturing, distribution, and private label licensing.
- Inventory and working capital.
- Product enhancement, sourcing, and research.
- Development and IP recording.
- AI research and presentation tools for product development and MMM Theory medical education programs.

INTELLECTUAL PROPERTY

IP portfolio of trademarks and copyrights focused on sophisticated nutrient and microbiome/probiotic formulations and environmental interventions supporting cause, prevention, and adjunctive treatment based on MMM Theory of autoimmune and other inflammatory diseases.

PROBLEM

There is very little understanding of the root cause of "diseases." and current medical standard of care is to treat symptoms.

- 50 million Americans have an autoimmune disease.
- 37% of the US population is obese and 30% is overweight.
- 7% of the US adult population has heart disease. 14% over 71 have Alzheimer's or dementia.

SOLUTION

By understanding the primary root cause of diseases, medicine can focus on prevention, treatment, and cure.

RSI has developed a new medical paradigm approach that involves protocols providing diet and lifestyle intervention, dietary supplementation, environmental tools, and medical continuing education.

TRACTION & MILESTONES

- Built network of 300 doctors providing patient support for preventive, complementary and alternative (CAM) medicine.
- Generated over \$15,000,000 in revenue.
- Applied for National Science Foundation SBIR R&D Grant.
- Developed Maximum Vitality®, the best rated practitioner multivitamin in North, South, and Central America.
- Authored MMM Theory Book and published on Amazon.

TARGET MARKETS

- U.S. addressable autoimmune disease market \$239B. Serviceable market size is \$10B.
- U.S. weight loss market \$136B.
- U.S. heart disease market \$240B
- U.S. Alzheimer's market \$7.6B.



March 3, 2024

COMPANY PROFILE:

Rejuvenation Science, Inc.

- A California Corporation
- www.rejuvenation-science.com
- www.maximumvitality.com

MANAGEMENT TEAM:

- Howard M. Simon, President
- Roxanne L. Fried, Vice President
- Dr. Chris D. Meletis, Medical Consultant, Co-Author

REGULATORY:

- Using cGMP certified contract manufacturers

INDUSTRY:

- Nutritional Supplements / Healthcare

FUNDING TO DATE:

- \$1,000,000 - Founders
- \$500,000 - SBA EIDL

AMOUNT OF FINANCING:

\$2MM Convertible Note

VALUE CAPITALIZATION:

\$15MM

CORPORATE OFFICE:

Rejuvenation Science, Inc.
5334 Torrance Blvd., 2nd Fl
Torrance, CA 90503
888-737-3588

CONTACT:

Howard Simon, President
Howard@rejuvenation-science.com

Brad Turner, Investor Relations
brad.turner@completionfund.com

REVENUE PROJECTIONS (Actual)

YEAR	2023	2024	2025	2026
REVENUE	\$900,000	\$5,100,000	\$12,100,000	\$23,500,000