



# *e*-Magazine

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**ignite**  
*Your future with us....*

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# CHAIRMAN MESSAGE



PUGOS exists because we believe every person needs to believe they matter. When people truly believe they matter, their lives can change for the better.

PUGOS products are focused on naturally sourced, renewable resource compounds validated by advanced science. Our focus is on scientifically made supplements and personal care.

Our 14 years of tradition, trust and reliability is supported by our desire to look further. Take a long term view and be flexible in our understanding of changing needs.

PUGOS is committed to provide a life of healthy living, financial independence and the freedom to live life on your terms. We provide tools, training and experience based knowledge to help you build a successful business like all other entrepreneur. You are truly responsible for the success of your own business and your hard work and dedication will drive its growth.

Set your sights and join us to help empower people from all walks of life to become the best version of themselves.

Our challenge for the millennium remains to focus on healthier and better life for everyone. Our only competitive advantage remains to **“Think Ahead”** whilst not forgetting our values and ethics.

Thank you for being part of the PUGOS.

Regards  
**C. J Sampath Kumar**  
Chairman



# AMBIKAPUR SUCCESS MEET

22<sup>nd</sup> April 2017



# ASTASHINE<sup>TM</sup>

Capsules

*Silver*

## MULTIFUNCTIONAL SUPER NUTRIENTS SUPPLEMENT

**ASTASHINE SILVER:** A natural Antioxidant and a conditionally essential vitamin like nutrient that helps to re-energize your cells.

### GLOBAL PREFERRED PARTNERSHIP WITH ASTAREAL AND CARNIPURE

AstaReal Astaxanthin 2mg & Carnipure L-Carnitine-L-tartrate 368mg, sourced from the most trusted world renowned manufacturing companies.

**Source:** Astaxanthin in ASTASHINE Silver is sourced from AstaReal, a first company in the world to commercially produce natural astaxanthin from Haematococcus Pluvialis (H.P).

L-Carnitine in ASTASHINE SILVER Silver is sourced from LONZA, a global company with more than 30 years of research with many clinical studies and continued scientific support.

### Why ASTASHINE SILVER is good?

Behind the name of Astaxanthin, there is a story of how astaxanthin from Haematococcus Pluvialis transforms itself into a powerful antioxidant.

Under favorable conditions, the motile green of H.P thrives, reproduce primarily by cell division. In unfavorable conditions, the cells enter a resting state and become spores with thick cells walls. When transforming into spore phase, these algae not only store fats as an energy source, but also begin producing and accumulating astaxanthin.

Astaxanthin acts like a field force that protects the nuclear DNA and cell content from oxidation and UV radiation.

L-Carnitine-L-Tartrate is a high quality special grade L-carnitine, mainly essential for energy production, detoxification and for fat metabolism.

### Why astaxanthin is so important?

Research has demonstrated that antioxidant activity of astaxanthin is approximately 10 times stronger than other carotenoids tested( Zeaxanthin, Lutein, tunaxanthin, canthaxanthin, betacarotene) and 100 times greater than those of Vitamin E (alpha-tocopherol).

Astaxanthin is the most powerful antioxidant known to science until this moment (Nishida et.al, 2007). Its power comes from its unique structure that allows it to quench free radicals in the inner and outer layer of the cell membrane unlike other antioxidants. Research shows that astaxanthin taken as an oral supplement is active in each of the skin layers, provides protection from UV damage, shrinks wrinkles and makes age spot smaller.

Astaxanthin has potent anti-inflammatory effects; Clinical studies have shown that astaxanthin lower inflammation in the gastrointestinal, vascular, eyes, kidneys and brain.

A large number of clinical and experimental researches strongly suggest that astaxanthin can contribute to improved cardiovascular health by improving lipid profiles, promotes better blood flow in capillaries and lowers blood pressure in hypertensive individuals.

L-Carnitine in ASTASHINE Silver plays an important role in facilitating the recovery process in response to physical activity. In the case of sustained energy, converting fatty acids into ATP (Adenosine Triphosphate) can provide a more long lasting source of energy.

L-Carnitine in ASTASHINE Silver is the nutrient needed to help support this conversion of fat into metabolic energy. As it increases beta-oxidation, these results in glucose sparing and decreased breakdown of amino acids for energy production.



# ASTASHINE<sup>TM</sup>

Capsules

*Silver*

## MULTIFUNCTIONAL SUPER NUTRIENTS SUPPLEMENT

### Salient feature of ASTASHINE Silver

- Natural astaxanthin is 90 times stronger than synthetic astaxanthin.
- 'Electron Cloud Sharing' of ASTASHINE SILVER (astaxanthin) means it passes through the BBB (blood brain barrier) to deliver vital antioxidant protection to your brain/spinal cord and central nervous system.

### ASTASHINE SILVER's Astaxanthin has been shown to be:

- 6,000 times stronger than vitamin C
- 500 times stronger than vitamin E
- 3000 times stronger than resveratrol and quercetin.
- Even compared to the most heralded super foods, astaxanthin contains the highest O.R.A.C (Oxygen Radical Absorbance Capacity) power of 28,222.
- Carnipure L-Carnitine secures strong position in the areas of energy metabolism, male fertility, sports nutrition and weight management.

### How safe is AstaReal Astaxanthin and Carnipure L-Carnitine in ASTASHINE Silver?

- AstaReal Astaxanthin in ASTASHINE SILVER is recognized as International Reference Standard for astaxanthin ester in the authoritative food chemical codex (8th edition) published by US pharmacopeial convention in 2012.
- 400 peer reviewed studies of astaxanthin and 9 peer reviewed scientific studies on L-Carnitine.
- 23 double-blind placebo-controlled trails.
- FDA GRAS notification successful 2010
- 40 safety reports with clinical studies.
- AstaReal Astaxanthin is a leading holder of patents related to the use of astaxanthin for human health.
- Excellent safety profile/ full traceability

Our ASTASHINE Silver has numerous peer-reviewed studies that have published in many mainstream journals. See all ASTASHINE Silver Studies at [www.pugos.in](http://www.pugos.in)



# KOLKATA SUCCESS MEET

*Mega Seminar Hall*



# CALENDAR OF EVENTS FOR 2016-17

- June 2016 : Prelaunch of **PUGOS**
- June 2016 : First payout issued
- July 2016 : Mumbai Champions Join **PUGOS**
- August 2016 : Kerala Team join **PUGOS**
- September 2016 : **Mr.Venkatesh Kumar** joined **PUGOS** as Regional Manager-Sales EAST
- September 2016 : Champions meet in **Kolkatta**
- October 2016 : Tamilnadu Team joins **PUGOS**
- November 2016 : **PUGOS** opens Regional Office in Guwahati and Kerala
- December 2016 : Gummies plan inaugurated for **PUGOS** with Core leaders across India
- January 2017 : **PUGOS** get upgraded Software and user friendly Virtual office
- : **Mr.P.A.Viswanathan** joined in **PUGOS** as Chief Operating Officer.
- : **Mr.Ekramullah Khan** joined in **PUGOS** as Regional Manager-Sales in North East
- February 2017 : **ASTASHINE SILVER** Launched
- March 2017 : Much awaited "NUTREASE" Launched in **Kolkata**
- April 2017 : Tastease-M and Value Pack Series Launched in **Mumbai Mega Event**
- May 2017 : Pugos get **PAYMENT GATEWAY** sales integration with Credit and Debit Card
- June 2017 : **Mr.Vivek Kishore Singh** Joined **PUGOS** as Asst. Business Development Head
- July 2017 : Completed product registration (**ASTASHINE SILVER**) in a **NEPAL**.





## Bangkok & Thailand Luxury Vacation

**ACHIVERS**



**Jayaprakash T.V**



**Chandrahasan**



**Upasana Rajiv Halwai**



**Shankar Gharpende**



**Anil Kumar**



**Sunil**



**Mr. & Mrs. Triveniprasad Baranwal**

## Bangkok & Thailand Luxury Vacation

**ACHIVERS**



**Subair**



**Manik Das**



**Ravindra Mani**



**Abdul Rasheed K.P**



**Prem Kumar**



**Abdul Salam P.P**



**Mr. & Mrs. P V Sreejith**



**Jesmi P. R**



**Sanjeev Sood**

# MUMBAI SUCCESS MEET

Mayor Hall



# "THE ANTIOXIDANT POWERS OF NATURAL ASTAXANTHIN"

There has been huge googling about understanding Antioxidant Supplement over the past few years. It's been really hard to wrap our minds about antioxidants with so many commercial advertising "Take this; it will make you feel better".

So, what do you think about antioxidants? How are they supposed to help us?

There are two molecules that make phenomena changes about our health. They are, Free Radicals; molecules that contain unpaired electrons; those seek attention, always in search of other electrons. In general Terms, they are like unstable friends, who are not stabilized and are ready to break things.

Free radicals are natural byproduct of aerobic metabolism which are produced during physical activity. Our body system senses the signals and activates inbuilt antioxidant system to deal with oxidative stress.

On the other hand, Antioxidants are donor electrons. They donate electrons to the free radicals to stabilizing them. Without Antioxidants, free radicals damage our cellular function. Thus, resulting in oxidative stress.

Oxidative stress causes premature aging, DNA damage, fatigue, brain fog, muscle or joint pain, headache, susceptibility to infections and decreases eye sights.

Due to continuous exposure to toxic environment like pollution, smoking, alcohol and UV radiation, our natural inbuilt antioxidant capacity has decreased. Preventing oxidative stress can be done by balanced diet and with pure antioxidant supplement.

We all probably know the importance of antioxidant and many of us take it as your daily supplement. Researchers think that, not all antioxidant are good. There are few antioxidants that convert themselves into pro-oxidants.

Pro-oxidants are toxic substances that cause oxidative damage and vitamins are reduced agents that can be pro-oxidants. For eg., Vitamin C acts as an antioxidant when it is reducing a oxidizing substances like hydrogen peroxide, etc. In some cases, it also acts as pro-oxidant when it reduces metal ions. There by leading to generation of free radicals, especially when under free radical attack due to smoking or intense UV radiation.

Among many antioxidants, the most emerging and powerful antioxidants so far is "Astaxanthin". Several studies have shown that astaxanthin safely quenches free radicals without converting itself into pro-oxidant. Therefore, astaxanthin is classified as pure antioxidant.

Astaxanthin is a aquatic carotenoid and most stable of all carotenoids. It is a red pigment with unique molecular structure that makes it literally hundreds of times stronger than any other antioxidant and often called "The King of Carotenoids". It has a potent antioxidant and anti-inflammatory capability than Vitamin A.

## **Singlet Oxygen Quenching Power**

500 times stronger than Vitamin E

560 times stronger than Green Tea Catechin

800 times stronger than CoQ10

3000 times stronger than Resveratrol

6000 times stronger than Vitamin C

It is Mother Nature's powerful antioxidant supplement synthesized by microalgae called **"Haematococcus Pluvialis"** with enormous benefits on individual organs.

### **MUSCLES TO TISSUES:**

Exercises or any physical activity involves muscle rupturing and pumping more oxygen through tissues and more oxygen means more oxidation. We also require more energy to move our body and all energy we need is generated by mitochondria a "Power Station of the cell" which provides 95% of energy. Unfortunately, it also produces ROS (Reactive Oxygen Species) or free radicals causing tiredness, soreness and inflammation.

Astaxanthin provides variety of benefits such as it boosts power output, reduces muscle damage, inflammation, and lowers lactic acid, fatigue and muscle soreness.

### **JOINTS:**

Many research studies have suggested that astaxanthin reduces arthritis pain, protects and repairs the joints. Rheumatoid arthritis is usually due to inflammation of joints. Daily supplementation with astaxanthin helps to increase the mobility of joints, decrease the painful inflammation of tendons.

### **EYES:**

Astaxanthin unlike other antioxidants can cross blood retinal barrier. it helps to protect against free radicals, increase circulation of fluid within eyes, sharpens vision, reduces irritation and prevents eye fatigue and eye strain.

Many clinical studies have shown that astaxanthin has effective result on age related macular degeneration (Spots forming on the retina that clouds people's vision).

### **DIABETES:**

High level of sugar in blood damages organs and cells. Astaxanthin has shown to protect cells by reducing lipid peroxidation and oxidative stress. It also helps to reduce progressive kidney damage, diabetic micro vascular complication. It helps to improve insulin sensitivity, capillary function, reduces glucose absorption and toxicity and improves insulin binding.

### **BRAIN HEALTH:**

Astaxanthin can cross Blood Brain Barrier providing antioxidant support by reducing inflammation. It helps to reduce age related forgetfulness, Alzheimer's, dementia, protects neurons and slows down cognitive decline. Astaxanthin helps to prevent cerebral ischemia, an occlusion of cerebral blood flow to core region of major brain artery resulting in cell death and infraction in the brain. It helps to improve endothelial and microcirculatory condition and increases blood flow.

## HEART HEALTH

Cardiovascular diseases are the leading cause of death globally and oxidative stress and inflammation are widely recognized as contributing factors. With large number of clinical and experimental studies suggesting, astaxanthin can contribute to improved cardiovascular health by increasing HDL levels, plaque stability, improves blood flow, lipid profile, capillary circulation, and reduces oxidative stress, triglycerides levels and blood pressure.

## SKIN

Our skin is under constant attack of free radicals produced by UV radiation, pollution, stress and poor nutrition. The damage caused by free radicals leads to premature aging, wrinkles and age spots.

One of the most potent properties of astaxanthin is its cell membrane protection and anti-inflammatory effect. Its unique molecular structure allows it to reside in the cell membrane and protect cells from free radical attack. It penetrates into each skin layers providing protection from U.V damage. It also helps to lighten age spots by inhibiting over production and oxidation of melanin.

## CANCER

Research suggested that astaxanthin helps to mitigate the side effects of cancer therapy, modulates immune response against tumor cells, reduce tumor growth and enhance the capacity of lymphocytes and phagocytes.

Because of the unreliability of dietary supplementation of antioxidants and their absorption, a nutritional supplementation should be considered.

Is it your goal to improve your overall metabolic fitness, maintain healthy lifestyle, boost and re-energize your cellular energy, than **ASTASHINE Silver** is your supplement.

### How safe is AstaReal Astaxanthin in ASTASHINE Silver ?

AstaReal Astaxanthin in **ASTASHINE Silver** is recognized as international reference standard for astaxanthin ester in the Authoritative Food Chemical Codex (8th edition) published by US Pharmacopeial Convention in 2012.

- ❖ 400 peer reviewed studies
- ❖ 23 double-blind placebo-controlled trails.
- ❖ FDA GRAS notification successful 2010
- ❖ 40 safety reports with clinical studies.
- ❖ AstaReal Astaxanthin is a leading holder of patents related to the use of astaxanthin for human health.

Our ASTASHINE Silver has numerous peer-reviewed studies that have published in many mainstream journals.

See all ASTASHINE Silver Studies at [www.pugos.in](http://www.pugos.in)

# RAIPUR

## SUCCESS MEET

*Magneto Conclave*



*I got ASTASHINE Silver capsules from my friend. After using it for 3 months. I found myself more energetic, strong, healthier than before. It is natural product having no side effects. I strongly recommend all my friends, well wishers to use ASTASHINE Silver caps for daily energy needs to fight with daily stressful lifestyle.*



**Sreenivas Reddy**

Hyderabad - Telangana



**Upasana Rajiv Halwai**

Nasik - Maharastra

*I suffered from dry skin, age spots wrinkles on skin. I had used lot of products but haven't get results, than one day my close friend recommended ASTASHINE Silver. After using ASTASHINE Silver for 6 months, I noticed wonder changes in myself. My skin looks soft, wrinkles, age spots reduced and I also feel strong and energetic.*

*Being an athlete I need strong leg muscles. I was suffering from problem of muscle resilience for last 2 years, recommended by my coach, I used ASTASHINE Silver Capsules. After using for 6 months, I feel enhanced power output, endurance after my exercise. My problem of muscle atrophy has reduces. Thanks to ASTASHINE Silver capsules.*



**Lakhan Raj**

Raipur - Chattisgarh



**Ravindra Mini S**

Mumbai - Maharastra

*I have been taking ASTASHINE Silver for past 6 months daily. It helped me to cope with my stress and deal with the polluted environment. It energizes me and I feel wonderful throughout the day.*

*My constant tiredness and lethargy are gone. I am able to focus 100% on my work.*

*To cope with daily stress and hectic lifestyle, I used ASTASHINE Silver capsules. Being a marketing and computer professional, I strongly recommend ASTASHINE Silver, most powerful antioxidant. It reduced my eye problems, fatigue and stressful eyes.*



**Govind Shukla**

Kanpur - UP



## Head and Senior Managers of PUGOS



### **Vishwanathan P.A**

Chief Operating Officer

Vishwanathan P.A., joined in PUGOS 1st January 2017 and having 35 years of rich experience in management, operations, finance, logistics. My focus is the internal mechanics of PUGOS and responsible for policing the company's business model and vision. Objective is to discover and support growth opportunities for the organization



### **Azeem Khan**

National Sales Manager

Azeem Khan joined PUGOS™ in March 2016 and has played an important role in launching PUGOS™ and making it a national anthem, Azeem developed the integrated sales systems and leadership culture, focused on speed and hard work.

As the National Sales Manager, Azeem was the driving force behind PUGOS™ product launches and incentive programs across the country. Now, as National Sales Manager, Azeem is responsible for the vision that will set the tone and pace for business growth and continued expansion of PUGOS™ family.



### **PUGOS Product Support Team**

**Raman Venkateshwaran**

Started his career in 1981 in various positions with Deys Medical, FDC, Universal Medicare, Ferring's and Macleods. Presently working as General manager in product training and marketing for Lactonova, a fast growing Nutraceutical organization having its own world class manufacturing units at Himachal Pradesh and in Hyderabad. He is based at Hyderabad, with an experience of 36 years in Pharma Industry. Sound topography knowledge of south India and Maharashtra with excellent marketing skills in marketing, including training people in product knowledge for many pharma companies. Now part of PUGOS team to support product training.



## Head and Senior Managers of PUGOS



### **Vivek Kishore Singh**

Head: Business Development:

Mr. Vivek Kishore Singh an IT Graduate, holds over 15 years of experience. He has handled various distinguished Leadership Positions and Responsibilities across verticals like Operations, Human Resource, Sales & Distribution with renowned Direct Selling Organizations. He is heading Business Development here at PUGOS™ with his resilient Leadership Skills & Expertise. He has always played an instrumental role in shaping the PUGOS™ Growth.



### **Mr. Venkatesh Kumar**

Regional manager - Sales East

Venkatesh joined Pugos on September 9, 2016. He brings in 17 years of corporate experience and excellence with him; majority in Direct Selling. He possesses deep understanding of industry, training ability, expertise in product knowledge and have great service orientation. He truly believes in, " If you think you can you can. If you think you can't you are right!" He is happy to help you in your business goals accomplishment.



### **Mr. Erramullah Khan**

Regional Manager - Sales in North East

1. Joined Pugos on 27th Jan 2017 as a Regional Manager-East&North East. I am having a 17 years of rich experience in MLM industry. Launched 2 MLM companies in Bangalore. It has been a great journey till now working in Pugos. I got the opportunity to work very closely to the Management and team. We will keep all our efforts to make Pugos as a powerful brand in this industry.



## PUGOS TESTIMONIALS



### **SUBAIR**

I was an insurance advisor , initially i did not realize how big changes a simple business of PUGOS can do...because no investment, no risk is attached to it...I understood the huge potential of the business and slowly i realize the quality of its products. I never looked back. It only means hard work and dedication which imparts a great sense of freedom and success.

PUGOS gave me the vision to dream big and have positive attitude in life.

I am grateful to god and all my dedicated team members for their Unstinting support.

I am also thankful to PUGOS management and customer support team, without their dedicated service and support, I could not have achieved this position in PUGOS.



### **P.V. SREEJITH**

I don't know how to express my gratitude to the great almighty and my upline leaders and beloved team members for making me the first and fastest Regional Head of PUGOS. I strongly believe that, PUGOS is the only one Indian company which can create real achievers in the Direct Selling industry in financially and health wise. All eyes will be on PUGOS, when it enter into international market..

Thank you PUGOS for caring and supporting me wholeheartedly. The great role you have been playing in my life is immeasurable. I'm grateful to all PUGOS team for their help and continued support. Sreejith - regional head -PUGOS.

# BELGAUM SUCCESS MEET

Hotel Adarsha Palace



PUGOS™





# PUGOS™

A Human Performance Company



**FASTEST GROWING  
COMPANY IN INDIA**

## **PUGOS PRODUCTS PRIVATE LIMITED**

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