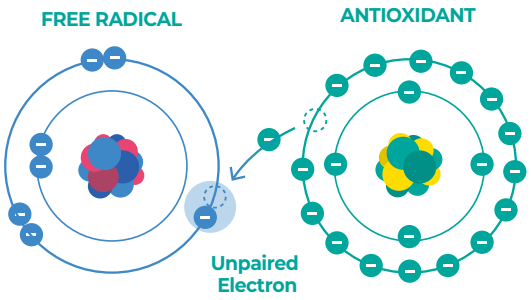
Avini's +Glutathione Superior Liver Support and Antioxidant Protection

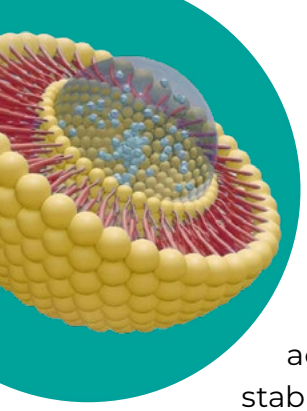


Rik J. Deitsch, MS Biochemistry
Chief Science Officer, Avini Experience

Free radicals are unstable molecules that have an unpaired electron. Because electrons like to be in pairs, these molecules are very active. They try to stabilize themselves by either stealing electrons from other molecules or donating their single electron to other compounds. This theft damages cell parts like DNA and proteins.



Manfred Eigen in the 1970's proposed that aging was entirely a matter of "error catastrophe" – that small errors will build over time until a catastrophic event takes place. This, simply stated, is the building up of one cellular error on top of another that may lead to a catastrophic event; something like a heart attack, a stroke or cancer. Oxidation and damage caused by free radicals (oxidative stress) are representative of these errors. By eliminating free radicals and the damage that they cause, we may be able to put off or even eliminate the catastrophic event.



All metabolic processes create free radicals. To deal with these, the body produces certain "Antioxidants." These are compounds that have the ability to donate or accept excess electrons; thereby stabilizing free radicals. We get many of our antioxidants from our diet. Things like fruits and vegetables tend to be very high in compounds like: Vitamin C, Vitamin E, OPCs, Flavones, etc. Our bodies also make antioxidant compounds to deal with oxidative stress. These include Superoxide Dismutase (SOD) and Glutathione.

Glutathione is a powerful antioxidant naturally produced in the liver that is composed of three amino acids: Cysteine, glutamate, and glycine. Often referred to as the body's **"master antioxidant,"** it plays a critical role in neutralizing free radicals, detoxifying chemicals and pollutants, and supporting overall immune function. As you age, or due to chronic stress and poor nutrition, your body's natural glutathione levels gradually decline. Glutathione neutralizes unstable molecules (free radicals) that damage cellular components, which helps lower the risk of chronic conditions like cardiovascular disease and diabetes. It also assists the liver in binding and clearing toxins, medications, and heavy metals. Studies show it can improve liver markers in individuals with fatty liver disease. Additionally, higher levels of glutathione are linked to better blood sugar regulation and managed insulin resistance. Last, but not least, glutathione helps mitigate the chronic inflammation associated with autoimmune diseases like lupus and skin conditions like psoriasis.

I have always been against supplements containing glutathione because the molecule is so easy to degrade in the mouth and digestive tract; that most supplemental glutathione is simply destroyed and never absorbed into the body. I was thrilled to learn of Liposomal Glutathione; a version of this powerful ingredient that is protected within a lipid membrane. Basically, a 'bubble' of fatty acids from sunflowers surrounds the glutathione and protects it from destruction in the mouth and digestive tract. This allows you to take actual Glutathione and get it into the body.

In addition to the actual molecule of glutathione that is provided in the product, the rest of the formula is a powerful Secretagogue; compounds that help your body make more of a beneficial biomolecule. There are many substances that help your body make glutathione:



Milk Thistle Extract (Silybum marianum) contains silymarin, an antioxidant and anti-inflammatory compound historically used to support liver health, manage blood sugar, and treat gallbladder conditions.

Globe Artichoke (Cynara scolymus) is highly regarded in both herbal medicine and modern research for its powerful ability to support, protect, and regenerate the liver.

N-acetylcysteine (NAC) acts as a powerful antioxidant. It protects and supports the liver by: Replenishing Glutathione, Reduces Inflammation and Aiding in Liver Detoxification.

Selenium. Selenium is the essential cofactor of the antioxidant enzyme glutathione peroxidase that allows the liver to produce more glutathione.

Lastly, we've added ***Detoxolite®***: Avini's micronized and Activated clinoptilolite zeolite that detoxifies while improving nutritional absorption and utilization.

We've also provided this product in a softgel formulation. By protecting these compounds in a fat-soluble form, we can not only protect the compounds from destruction in the digestive tract, but we speed absorption as all fats are preferentially absorbed at the beginning of the intestines in the duodenum.

Avini's Plus Glutathione provides liposomal glutathione along with a 'secretagogue blend' to improve liver glutathione production. Liposomal glutathione is an advanced oral supplement of the "master antioxidant" glutathione. By encasing the molecule in lipid spheres (liposomes), it shields glutathione from stomach acid and allows for superior bloodstream absorption compared to standard powders. The secretagogue blend allows the liver to maximize glutathione production while also helping preserve liver structure and function.

Take 3 softgels daily to Maximize Your Glutathione and Your Health!

Rik J. Deitsch, MS Biochemistry

Rik Deitsch

Chief Scientific Officer

