

# **Exhibit C**

**From:** Mark Morris [markm@chromadex.com]  
**Sent:** Saturday, July 18, 2015 3:07 PM  
**To:** Dan Alminana  
**CC:** Eric Marcotulli  
**Subject:** RE: The results are in...  
**Attachments:** WSJ\_-D001-20150714.pdf

Hi Dan – You probably saw the last spam email from the Live Cell guys – The new product is called Midogen. I don't understand that name – they are mitochondria and not midochondria. The formulation is PQQ, NADH and resveratrol. This product is definitely designed to be a Niagen killer and I am thrilled that they are launching it. They are already threatening me that they are going to focus on Midogen and let Niagen drop-off. I am sure that is what is going to happen and it is best for all of us if these guys just go away.

The attached WSJ article is interesting – Calculate the speed of aging. I only have the first page, but it is fascinating to think the calculated biological ages ranged from 28 to 61 with all participants at 38 years.

**From:** Dan Alminana [mailto:dan@elysiumhealth.com]  
**Sent:** Thursday, July 16, 2015 7:17 AM  
**To:** Mark Morris  
**Cc:** Eric Marcotulli  
**Subject:** Re: The results are in...

Once the ship has set its course, it's usually hard to correct. Sounds like a very frustrating process for you, so it makes sense that you are just not dealing with them as this point.

Yes we saw the release when the news hit - very interesting. Rob is the guy who had reached out to Lenny to have us go down to FL to meet with Frost and team. Frank must love having an "Academy Award winning producer" on the board.

On Jul 16, 2015, at 10:05 AM, Mark Morris <[MarkM@chromadex.com](mailto:MarkM@chromadex.com)> wrote:

The owners were alright to deal with at the beginning but that has deteriorated and I basically refuse to speak with them at this point. My last hope was when they hired Peter Klein and Marieta Hent from Guthy Renker. They are very good people but it did not take long for them to start repeating the same garbage from the owners. I am at the point where I am creating their competitor in the affiliate marketing space. This arena is a great opportunity and with everything else, there is a right way and a wrong way. The Hippo chooses to do it the wrong way in my opinion.

Did you see the recent press release from ChromaDex --- <http://investors.chromadex.com/phoenix.zhtml?c=212121&p=irol-newsArticle&ID=2067110>

**From:** Dan Alminana [mailto:dan@elysiumhealth.com]  
**Sent:** Wednesday, July 15, 2015 8:23 PM  
**To:** Mark Morris  
**Cc:** Eric Marcotulli  
**Subject:** Re: The results are in...

As always, we appreciate your candor Mark. We couldn't agree more with your disappointment - it's a shame to see such a great product in the hands of such terrible individuals.

Please keep us posted as things develop. It sounds like there will be a lot of ups and downs going forward with that relationship.

Let's plan to catch up via phone next week if you have some time.

Best,  
Dan

On Jul 15, 2015, at 11:18 PM, Mark Morris <[MarkM@chromadex.com](mailto:MarkM@chromadex.com)> wrote:

This is what I have been told - The three Clemens brothers (Mark, Curt and Craig) began their careers as copywriters in the 90's and revolutionized the dating service industry - Yes - Writing copy to help dudes get laid.

The Clemens brothers along with Josh Golder decided to take their skills in copywriting and internet marketing to the world of health and wellness. They launched Whole Body Research and Keyboitics was selling 450k bottles per month when Google shut them down in the middle of 2014. They were also selling 160k bottles of garcinia. Recently, they have been focusing on skincare with Beverly Hills MD. That product is up to 600k bottles per month. They are at 50k bottles per month of Niagen and looked to double that in August and be at 250k bottles per month in early 2016. They are taking Niagen to the retail space this year and are currently producing radio commercials. This relationship is so volatile and can completely fall apart at any moment. It is a terrible existence from my perspective.

There is absolutely no doubt these guys can move product. There is also absolutely no doubt lying is a business practice for them and everyone in the supply chain should lose money at the expense of Golden Hippo making money. They are the worst partners. I hate talking negative but that is the truth.

On Jul 15, 2015, at 7:20 PM, Eric Marcotulli <[eric@elysiumhealth.com](mailto:eric@elysiumhealth.com)> wrote:

The articles on the owners are incredible.

Eric

Sent from my iPhone.

On Jul 15, 2015, at 7:38 PM, Mark Morris <[MarkM@chromadex.com](mailto:MarkM@chromadex.com)> wrote:

Hi Eric – I absolutely despise the owners of Live Cell (Golden Hippo Media). They are terrible to work with and I am determined to build direct competitors so I can stop selling them product. Live Cell is working very aggressively on retail.

**From:** Eric Marcotulli [<mailto:eric@elysiumhealth.com>]

**Sent:** Wednesday, July 15, 2015 9:48 AM

**To:** Mark Morris; Ryan Dellinger

**Cc:** Dan Alminana

**Subject:** FW: The results are in...

"Bill Sharpe" coming in hot with some very aggressive and spammy claims. I also enjoy the use of the term "user group" in lieu of "clinical study" - I'm sure it was quite rigorously architected.

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**From:** Live Cell Research [[bill.sharpe@livecellresearch.com](mailto:bill.sharpe@livecellresearch.com)]

**Sent:** Wednesday, July 15, 2015 12:07 PM

**To:** Chris Burden

**Subject:** The results are in...

Dear Christopher,

It's been a very exciting week here at Live Cell Research.

Yesterday I received what was — possibly — the most incredible news I've heard in the entire time I've been part of Live Cell Research.

It's a REALLY big deal. And I don't say that a lot.

As you may know, Live Cell Research has been conducting user groups on a very new, very cutting-edge compound that may **boost mitochondrial activity in humans.**

In early clinical trials, this fascinating compound has repeatedly been shown to:

- Vastly increase energy
- Significantly improve memory and attention
- Prevent and even reverse cognitive decline

We've been conducting our own user groups on this new compound for over a year...and the results have been incredible.

Additionally, early this year I began forming user groups to see if current Niagen users benefited from this new compound as well.

Because this compound improves mitochondrial function using a completely separate signaling pathway than Niagen, my hope was that they can be used *together* for even more benefit.

Well yesterday, I was officially briefed on the latest round of data. My expectations, as always, are high.

And today I can tell you — the results not only met my expectations...

**...they *vastly* exceeded them!**

In user groups conducted in early 2015, users reported the following after just two weeks of taking this new supplement:

- 91% of users experienced more energy in the morning.
- 87% of users experienced more overall energy.
- 89% of users experienced having more motivation.
- 75% of users experienced less joint pain.

**But that's not all.**

- 88% of users reported feeling less anxiety.
- 87% experienced less "brain fog."
- 87% of users experienced more stamina and endurance.
- 88% of users experienced clearer thinking.
- 74% of users experienced increased libido.

And 86% of users said they **felt younger.**

I must tell you, these results are phenomenal.

Now, we already knew that this new compound got amazing results on its own...but based on our most recent research, the benefits may be actually be *magnified* when combined with Niagen.

As I have hoped for some time, there is now **a new method of boosting mitochondrial activity in humans**, and the effects on overall energy, health, and brainpower are *significant*.

We're going to continue reviewing the research, but if these results check out I will be in touch again very soon and fill you in on the next steps we'll be taking.

As you know, my goal is to improve the lifespan and healthspan of every man and woman I can.

I believe addressing the root causes of aging is the **defining medical goal of our generation.**

And I am thrilled that we may be onto the next big step in making that goal a reality, and so happy to be sharing this groundbreaking moment with you.

I'll be in touch again later this week. These are very exciting times!

To your longevity,

Bill Sharpe  
Live Cell Research Staff

P.S. I'm personally just blown away from the results: **an amazing 91% of users experienced an increase in overall energy with this new compound**...I've *never* seen anything like this before! Please stay tuned to this Newsletter over the next couple of days for more information on our next step with this incredible cellular energy booster.

This email was sent  
to [chris@newseaburyre.com](mailto:chris@newseaburyre.com) by [bill.sharpe@livecellresearch.com](mailto:bill.sharpe@livecellresearch.com)

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