

ASEA Introduces New Era of Redox Education Centered on Cellular Intelligence

New science story and education platform make nearly two decades of ASEA redox technology easier to understand—and easier to share

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-- After nearly two decades of advancing redox technology, [ASEA](#) is changing the way it tells the story behind its science. The global wellness company today announced a new generation of redox education centered on [Cellular Intelligence](#), a simpler, more accessible way to understand the communication happening within the body every day.



ASEA's Redox Cell Signaling Supplement, RENU28, and RedoxGOLD all share the same groundbreaking technology that allows them to stabilize redox molecules outside of the body.

The evolution follows the introduction of [ASEA One](#) earlier this year and brings ASEA's science, products and education together around one central idea: cells are constantly communicating, coordinating and responding—and those signals matter.

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“ASEA has spent nearly 20 years developing and refining a technology unlike anything else in wellness,” said Wendy Garrison, SVP of Global Marketing at ASEA. “But breakthrough science only changes lives when people can understand it. Cellular Intelligence gives us a more human way to tell that story while staying grounded in the science that has defined ASEA from the beginning.”

At the foundation is ASEA Redox Cell Signaling Supplement and ASEA's proprietary technology for creating a stable solution containing redox signaling molecules. These

molecules are part of the body's natural cellular communication system, helping cells

communicate and respond to changes within the body.

Redox biology itself is not new. Scientists have studied these signaling processes for decades. ASEA's work has focused on a particularly difficult challenge: developing technology to stabilize redox signaling molecules outside the body. That technology has become the foundation for ASEA's redox platform and product innovation.

Cellular Intelligence now provides the connection between that science and the people ASEA serves. Rather than asking consumers to begin with complex redox biology, the concept begins with something more intuitive: the remarkable ability of cells to communicate with one another and coordinate the processes that keep the body functioning.

Alongside the new science story, ASEA has introduced an expanded education platform for its global community of Brand Partners. New videos, webpages, presentations, films, animations, testimonials and shareable resources are designed to make the science easier to learn, explain and share consistently around the world.

"We aren't changing the science," Garrison said. "We're changing the way people experience it. We want someone encountering ASEA for the first time to understand why cellular communication matters—and why we have spent nearly two decades focused on it."

The evolution builds on the launch of ASEA One and reflects a broader shift in how ASEA presents its portfolio: not as a collection of individual products and programs, but as a connected ecosystem built around the company's redox technology, cellular wellness and global Brand Partner community.

For ASEA, Cellular Intelligence represents both a return to its scientific roots and a clearer expression of where the company is headed next: making sophisticated cellular science more understandable, more relevant and more useful in everyday life.

For more information, visit aseaglobal.com.

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