

GENESIS



OPTIMIZE / RESTORE

What is Power Up Genesis?

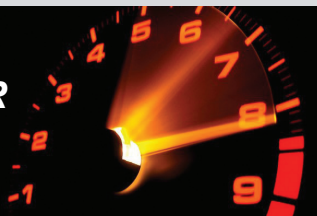
Power Up Genesis is the world's only pure synthetic ceramic metal treatment proven to substantially decrease friction and reduce damaging harmonics and wear in the engine and transmission, in comparison with operation on oil alone. **Genesis** utilizes ceramic technology "SiC" to form a micro-ceramic seal on all metal parts within your engine, preventing the formation of performance degrading sludge and abrasive carbons. **Genesis** will restore lost power to your equipment and give you peace of mind.

Genesis utilizes a Ceramic Lubrication Catalyst, which is carried by the oil and is not a normal oil additive. It is also not a replacement for your oil. **Genesis** is a *one-time* advanced metal treatment that protects metal parts within your engine, transmission, gearbox and anywhere there is a need for surface enhancement and protection.

Genesis is designed to be used on any rigid or semi-rigid surface subjected to drag, sliding, rotating or oscillating harmonic friction. It is a combination of a unique ceramic resin and lubricating solids and works well in all applications, but is best at high temperatures, high loads and high speeds.

Genesis is formulated to provide an approximate cured film thickness of 6 microns or less of ceramic coating within the valleys of the metal surface. On the asperities (peaks) of the metal surface, it lays a film less than 1-micron, which will not alter factory tolerances or specifications.

**RESTORE LOST POWER
TO YOUR EQUIPMENT**



How Does Power Up Genesis Work?

Genesis nano-molecules will bind with carbon chains within the metal sub-surface. Once fully cured, it yields a glass smooth sealed surface, eliminating surface flaws within the metals mating surfaces.

The surface boundary layers formed by **Genesis** have a submicronic molecular structure with characteristics that ensure extremely low levels of boundary friction between the surfaces.

Genesis is formulated with a "Surface Tension Modifier" that will reduce temperature, pressure, and friction between moving surfaces, minimizing boundary friction and wear. When the temperature is altered up or down and/or the pressure or friction is increased, **Genesis** activates a succession of chemical reactions with carbon acids and H₂O to reduce the surface tension.

What Power Up Genesis Does in Equipment:

Genesis nano-molecules are non-petroleum based ions with an extremely high affinity towards metal surfaces. **Genesis** molecules are able to penetrate gum and varnish residual buildup on surfaces without the use of solvents. Once **Genesis** has reached the metal surface after penetrating the varnish buildup, it forms a ceramic shield that protects the metal. Once bonded, the metal surface no longer has the cracks or pores for the gum/varnish particulate to latch onto. Once **Genesis** is set, it releases the varnish and carbon buildup back into the lubricant stream to be cleaned by the inline and/or bypass filtration system.

Genesis starts to activate at normal equipment temperatures. The higher the temperature, the faster the activation time, the more hours of constant operation, the faster the final results will become apparent.

Applications for Power Up Genesis

- Engines
- Transmissions
- Hydraulic systems
- Fuel pumps and injectors
- Drivetrains, trans-axles, hubs and transfer cases
- Air conditioning systems

Does Power Up Genesis Affect Your Warranty?

NO! **Genesis** treats metal only and is a non-hazardous, submicronic material. It does not negatively affect the metal surface or any type of seal material.

Genesis Will Significantly Reduce Vibration and Friction in Engines and Equipment

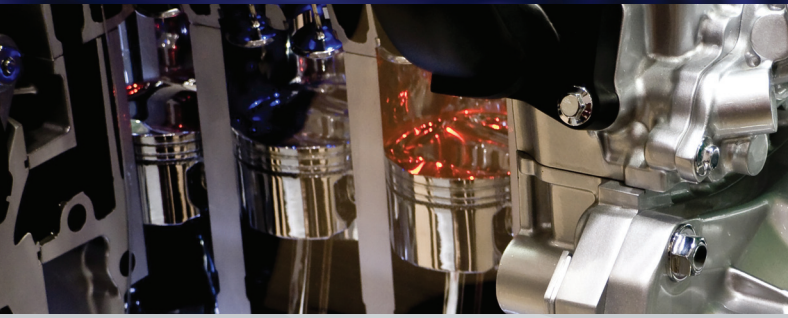
Genesis significantly reduces friction and vibration, thereby providing:

- More power to motorized equipment (increased rpm or improved energy output efficiency at the same rpm)
- Cooler operation in all engines, transmissions, gear boxes, sliding devices and bearing assemblies (as tested it yielded a 45°F average reduction in fluid temperatures)
- Longer equipment life
- Significantly longer lubrication (oil) service cycles
- Protection against carbon & lacquer buildup allowing for improved piston sealing

Call today for more information **1-800-897-6937**
or visit us online at **www.powerupusa.net**



GENESIS HAS BEEN FORMULATED TO HELP NOT ONLY IN THE ENGINE, BUT ALSO IN THE TRANSMISSION, POW

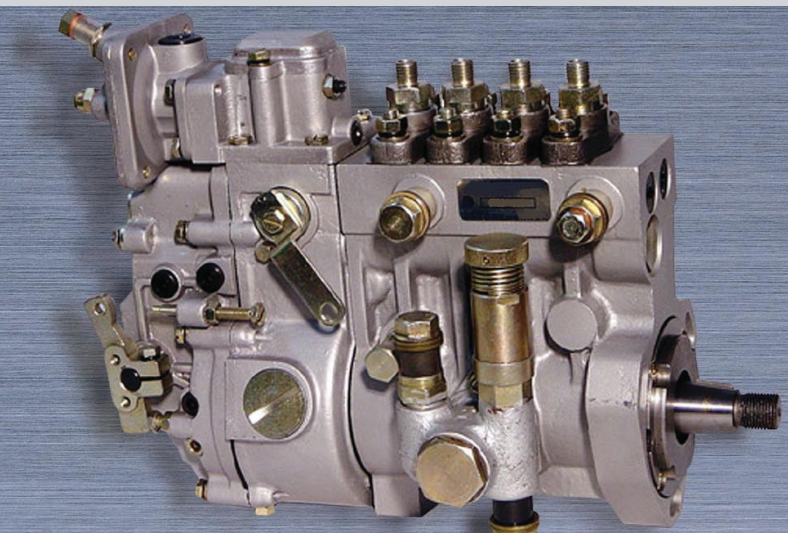


Benefits for Engines

In most cases, **Genesis** will reduce or eliminate oil burning however, **Genesis** will not fix physical defects. Many times, parts that appear to be broken are simply heavily coated in lacquers, preventing optimal function. **Genesis** will remove these lacquers, making the parts work as intended.

Advantages

- *Smooths, seals and protects the metal surfaces of bearings, pistons, cams, crankshaft, lifters and all other internal moving metal parts*
- *Protects engine against friction related heat and wear*
- *Reduces operating temperatures*
- *Increases horsepower*
- *Extends the life of lubricated engine parts*
- *Reduces oil consumption*

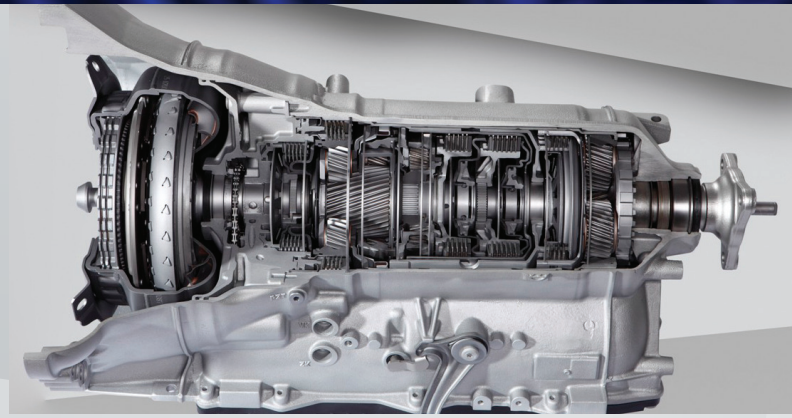


Benefits for Fuel Systems (Genesis for Fuel)

Genesis for Fuel will help alleviate common fuel system issues and help increase the performance of the fuel system. It works as a cleaner, conditioner and metal treatment all-in-one for the fuel system.

Advantages

- *Octane booster*
- *Upper cylinder metal treatment*
- *Fuel system water remover and cleaner*
- *Fuel pump conditioner*
- *Fuel injector cleaner / conditioner*



Benefits for Transmissions

One of the biggest enemies of a transmission is heat. The amount of heat present in the system will normally dictate the lifetime of that transmission. When **Genesis** is added, heat is significantly reduced. **Genesis** addresses the extreme pressure (EP) areas, such as planetary and worm gear systems, along with bushings, bearings and shafts by penetrating the metal surface and embedding a 6 micron layer ceramic coating. This process drastically reduces the internal friction, leading to a reduction of oil temperature, which will increase the transmissions efficiency and prolong operating life.

Valve Body Operation: In some cases, professional transmission builders have found that **Genesis** has freed the valve body and maximized performance with no recurrence of sticking or intermittent hang-ups.

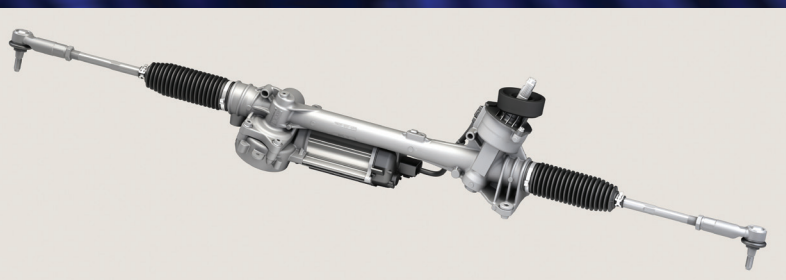
Governors: As most builders are aware, there are certain governor systems that have unique tendencies to hang up for no apparent reason. Two reasons these hang-ups occur are contaminants and microscopic spiking of the metal due to electrolytic corrosion of the metal. **Genesis** will displace contaminants and smooth and seal metal surfaces with ceramic protection, removing electrolytic spikes and preventing their formation.

Advantages

- *Lowers operating temperatures*
- *Frees valve body for maximum performance*
- *Eliminates governor hang-ups*
- *Keeps oil passages, orifices and ball checks clean and fully operational*
- *Extends the service life of the transmission*
- *Reduces metal particle fallout and debris*
- *Removes varnish buildup*
- *Eliminates lock-up chatter in the torque converter*
- *Ensures proper shifts*
- *No negative effect on sprag or clutch friction**
- *Recommended for automatic and standard transmissions*

* Although **Genesis** reduces friction, it has no negative effect on the sprag or clutch friction necessary for the operation of the transmission. Six years of real world testing, as well as over 20 dynamometer tests, confirm **Genesis** enhances the transference of horsepower to the road without any ill effects to the transmission.

POWER STEERING, FUEL SYSTEM AND DIFFERENTIAL RESULTING IN INCREASED HORSEPOWER AND TORQUE!

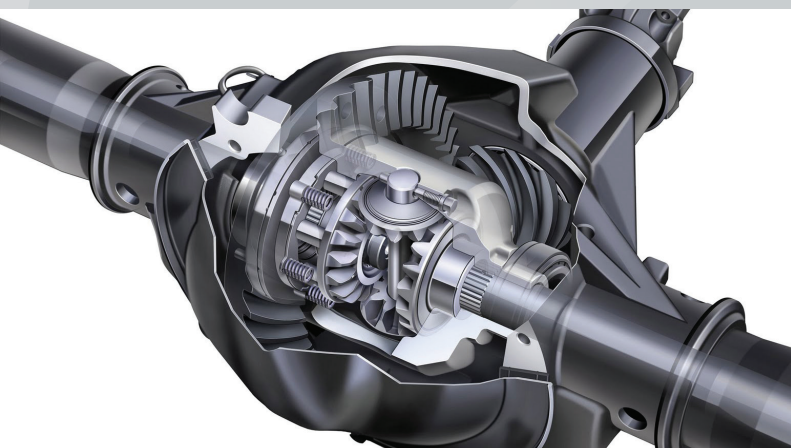


Benefits for Power Steering/Rack Assembly

Advantages

- *Quiets noisy power steering pumps*
- *Reconditions rack piston and cylinders*
- *Helps return smooth and easy operation to the unit **

* If you are experiencing difficulty with the unit, we recommend the unit be thoroughly flushed prior to the addition of **Genesis**.



Benefits for Differentials

Advantages

- *Treats the metal sub-surfaces of the gears*
- *Quiets noisy drivetrains*
- *Optimizes performance for more power*
- *Extends the life of lubricated differential parts*

Genesis Improves Horsepower

The improved lubricating properties of lubricants including **Genesis** oil additive were further demonstrated by comparing the horsepower generated by an automobile engine operating without **Genesis** added to the lubricant versus the horsepower generated by the same automobile engine with **Genesis** added to the engine lubricant. In each case, the horsepower generated by a 1998 Jeep Grand Cherokee Laredo ("Jeep") with a 4.0 liter, 6 cylinder engine was measured using a Dynojet Model 248C Dynamometer.

Five quarts of 10W30 petroleum-based motor oil were added to the Jeep, and its horsepower was initially measured prior to addition of **Genesis**. The automobile was tested from 0 to 5200 RPM with measurements taken at increasing 250 RPM intervals.

The absolute barometric pressure was recorded as 20.92 in. Hg (about 100kPa) with a vapor pressure of 0.61 in. Hg (about 2kPa). The intake air temperature was measured at 88.8°F (31.6°C) and the gear ratio was recorded as 48 RPM/MPH. An SAE correction factor of 1.01 was used to convert the measured horsepower to a corrected horsepower.

A second test was performed on the same automobile by adding 2 ounces of **Genesis** to the 5 quarts of engine-lubricating oil, resulting in a **Genesis** concentration of 0.58%.

The measured and corrected horsepower of the Jeep at various engine speeds, operating with lubricant alone versus **Genesis** added to the lubricant, is detailed below in Table 1.

Power Up Genesis Horsepower Testing - Table 1				
Engine RPM	Measured HP w/o Genesis	Corrected HP w/o Genesis	Measured HP with Genesis	Corrected HP with Genesis
4500	138.5	139.5	142.7	144.2
4750	139.0	139.9	139.9	141.2
Average	125.4	126.3	133.4	134.7
Maximum	139.0	139.9	142.7	144.2

In comparing the data in Table 1, it can be seen that the corrected horsepower increased by an average of 8.4 horsepower when **Genesis** was added to the engine lubricant compared with the corresponding tests performed without the additive. Additionally, the maximum horsepower achieved in the tests using **Genesis** exceeded the maximum horsepower in the tests without the additive by 4.3 horsepower. The test measurements of increased horsepower resulting from use of **Genesis** supports the conclusion that use of **Genesis** provides better lubrication of the engine parts.

Power Up Genesis in Engine Only - Table 2				
Engine RPM	Measured HP w/o Genesis	Measured HP with Genesis	Measured Torque w/o Genesis	Measured Torque with Genesis
4758	220.95	229.6		
4023			262.7	276.5

Power Up Genesis in Engine, Transmission, Differential and Fuel - Table 3				
Engine RPM	Measured HP w/o Genesis	Measured HP with Genesis	Measured Torque w/o Genesis	Measured Torque with Genesis
4758	220.95	239.6		
4023			262.7	
2846	Max Torque reached @1,177 rpm less w/ Genesis			283.3

As seen in Table 2, in a second test done on a 2006 Ford F-150 Crew Cab, **Genesis** was first dyno tested for its benefits in the engine. Table 3 shows the results when it was added to the transmission, differential and the fuel. It can be seen that **Genesis** increased the horsepower when used in the engine alone by 8.65 horsepower and when added to the transmission, differential and used as a fuel additive, resulted in another 10 horsepower gain for a total gain of 18.65 horsepower! Torque was also increased by 20 lbs/ft in testing and the max torque was reached at 1,177 rpm less!

GENESIS IN ENGINES INCREASES LUBRICITY AND ENGINE EFFICIENCY AND REDUCES EMISSIONS!

ASM Emission Tests

A comparison of the emissions of automobiles with and without **Genesis** added to the engine lubricant Penzoil 10W30 was performed using the acceleration simulation mode (ASM) emission test for the State of California. The test results, detailed in Tables 4-6 below, provide the measured exhaust concentrations of hydrocarbons (HC), carbon monoxide (CO), and nitrogen oxide (NOx) gases, which are generally considered harmful. The data in the columns titled "Before Genesis Application" lists the results for the first test in which no **Genesis** was added to the engine lubricant (5 quarts motor oil). The data in the columns titled "After Genesis Application" lists the results of the second tests in which 2 ounces of **Genesis** were added to the engine lubricant to result in an overall concentration of **Genesis** in the lubricant of approximately 1.16% by volume.

Table 4 - 1996 GMC Yukon (133,321 miles)

Emission Type	Before Genesis Application at 2110 RPM	After Genesis Application at 2149 RPM	Total Reduction with Genesis Use
Hydrocarbon (HC)	68 ppm	3 ppm	95.60%
Carbon Monoxide (CO)	0.54%	0.04%	92.60%
Nitrogen Oxide (NOx)	377 ppm	107 ppm	71.60%

Table 5 - 2000 Jeep Grand Cherokee Laredo (27,845 miles)

Emission Type	Before Genesis Application at 1451 RPM	After Genesis Application at 1440 RPM	Total Reduction with Genesis Use
Hydrocarbon (HC)	7 ppm	0 ppm	100.00%
Carbon Monoxide (CO)	0.04%	0.00%	100.00%
Nitrogen Oxide (NOx)	131 ppm	68 ppm	48.10%

Table 6 - 1988 Dodge Caravan (123,767 miles)

Emission Type	Before Genesis Application at 1717 RPM	After Genesis Application at 1871 RPM	Total Reduction with Genesis Use
Hydrocarbon (HC)	931 ppm	82 ppm	91.20%
Carbon Monoxide (CO)	1.20%	0.17%	85.80%
Nitrogen Oxide (NOx)	319 ppm	370 ppm	-16.00%

These test results demonstrate that the use of **Genesis** significantly reduced the concentration of hydrocarbons and carbon monoxide in each case, and significantly reduced the NOx emissions in all but one of the applications. These results support the conclusion that the use of **Genesis** improves engine efficiency, which thereby reduces emissions of hydrocarbons, carbon monoxide and NOx gases.

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Product Application*

Disclaimer: This product must be administered as detailed below or the product will not work as designed and we cannot take responsibility for any failure of performance.

Automotive: Run engine to operating temperature (preferably with old oil but this is not paramount). Administer **Genesis** dose and immediately drive moderately for 20 to 30 minutes. If driving is not an option (for example: stationary engines, etc.) hold engine at 2,000 RPM's for 4 minutes and then at idle speed for 60 minutes.

2 Cycle: Administer **Genesis** dose into the fuel oil mixture tank (running or not), then use for a minimum of 20 to 30 minutes.

Automatic Transmissions: Administer **Genesis** dose preferably with engine running and drive for 20 to 30 minutes as soon as possible.

Manual Transmissions and Differentials: Administer **Genesis** dose and drive for 20 to 30 minutes.

*It is preferable to add **Genesis** while the engine is running, or administer treatment then start engine within 30 seconds; otherwise the treatment will be delayed up to 1,000 miles of driving before it is active. **Genesis** does not mix with oil, it uses oil as a carrier.

Power Up Genesis Application Chart

Power Up Genesis is a ONE TIME Treatment

Application	Type	Amount Needed
Engines	Gasoline (4 cyl to 8 cyl)	2.5 oz
	Diesel Car/Truck (5 cyl to 8 cyl)	8 oz
	Semi Truck (6 cyl to 8 cyl)	16 oz
Transmissions (Automatic)	Rear Wheel Drive	2.5 oz
	Front Wheel Drive	2.5 oz
Transmissions (Manual)	Car	2.5 oz
	Semi Truck	8 oz
Power Steering		2.5 oz
Differential	Car	2.5 oz
	Semi Truck	8 oz

Genesis is available in the following convenient sizes:

2.5 oz bottle
8 oz bottle
2 oz bottle (Genesis for Fuel)



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