

VIVA



Viva is a natural dietary supplement that could improve mood and your general wellbeing in several ways. Viva helps to relieve ordinary stress and promotes a positive mood by supporting a healthy functioning nervous system / brain, and normal psychological and mental function.

It also contributes to the reduction of tiredness and fatigue. More recently, multiple clinical trials have demonstrated its effectiveness, which ranges from subtle improvement to life-changing.

Viva is a combination of affron®, a standardised and patented extract of pure premium quality saffron stigmas (*Crocus sativus* L) from Spain, five B-vitamins, iodine and vitamin C.

- ▶ **Viva contributes to relief of mental tiredness and fatigue, promoting good sleep¹**
- ▶ **Viva helps to relieve ordinary stress¹**
- ▶ **Helps promote a positive mood¹**

BRAIN AND MOOD

The chemistry of the brain is highly complex, dependent on many nutrients to function optimally, and vulnerable to metabolic imbalance. When this occurs, many symptoms may emerge.

Neurons communicate with each other using an array of chemical messengers called neurotransmitters; and this communication – and the growth and survival of the neuron itself – is modulated by locally acting proteins such as Brain-Derived Neurotrophic Factor (BDNF). Changes in neurotransmitter levels and uptake have been found in conditions such as stress and change in mood, and this leads to the development of drugs which manipulate neurotransmitter levels. The fact that these drugs are slow to work and relatively ineffective leads to other avenues of research, and it has recently been found that changes in BDNF and related factors may be as or more important. The bioactives in saffron have been shown to enhance both neurotransmitters and BDNF.

VIVA – SAFFRON EXTRACT COMBINED WITH VITAMINS FOR A MAXIMUM EFFECT

Viva is a natural dietary supplement combining affron®, an extract of pure premium quality saffron stigmas (*Crocus sativus* L) from Spain, five B-vitamins, iodine and vitamin C. All the ingredients benefit our general wellbeing, and together they form a gentle yet powerful alliance that could improve your life in several ways.

SAFFRON

Saffron is one of the most expensive spices in the world. Saffron is grown in many parts of the world and since the harvesting and processing work is done by hand it needs, in the most cases, to be pre-treated before use with heat or radiation due to the presence of microorganisms, including pathogens such as *E. coli*. These treatments reduce microbial contamination, but they also lower the content of bioactive components, and the quality of the product.

Spanish saffron is different! The Spanish saffron is also picked by hand but due to the growing and harvesting method it does not have any of the issues with microorganisms and does not need any radiation treatment. This means all bioactives are still present in the saffron and the extracted amounts are higher.

AFFRON® THE NEW GENERATION

SAFFRON EXTRACT

The process starts with the highest quality Spanish saffron stigmas. affron® is extracted using a proprietary high-tech process that improves the profile of bioactive components.

affron® is standardized to the bioactive compound Lepticosalides® (Lopresti & Drummond, 2016) by High Performance Liquid Chromatography (HPLC), a process where each bioactive substance is identified and quantified. affron® is genetically 100% DNA certified as *Crocus sativus* L.

CLINICAL TRIALS

affron® has been proven in 6 clinical trials to be effective and safe, with no side effects when consumed in recommended dosages. These results are in accordance with the larger body of evidence consisting of clinical trials already performed with saffron, and hundreds of other references in the scientific literature.

BOX CONTENT

Contains 60 tablets, total net weight 18 g.

RECOMMENDED DAILY DOSE: Adults and children above 4 years. Take 1-8 tablets daily. Do not exceed daily dose.

NOTICE: Food supplements should not be used as a substitute for varied and balanced diet. If you are; trying to become pregnant, pregnant, nursing, taking any medications or have any medical condition, consult your doctor before use.

STORAGE: Dry and at room temperature. Keep out of reach for children. The shelf life is 3 years if stored in an unopened packaging.

| Nutritional value and contents | Per 2 tablets | %RV* |
|---|---------------|------|
| Biotin | 7,5 µg | 15 |
| Folate | 30 µg | 15 |
| Niacin | 2,4 mg | 15 |
| Pantothenic acid | 0,9 mg | 15 |
| Iodine | 22,5 µg | 15 |
| Vitamin C | 12 mg | 15 |
| Vitamin B12 | 0,38 µg | 15 |
| Saffron extract (<i>Crocus sativus</i> L)* | 28 mg | - |

* % of reference value, Direktiv 96/8/EC

Ingredients: Bulking agents (beta-cyclodextrin, microcrystalline cellulose), saffron (*Crocus sativus* L) extract*, anti-caking agents (tricalcium phosphate, magnesium salts of fatty acids), vitamin C, folic acid, niacin, pantothenic acid, vitamin B12, potassium iodine, biotin. *affron® - patented extract.

FREQUENTLY ASKED QUESTIONS

Dosage? A dosage of 1-8 tablets, (each containing 14 mg affron®) is recommended for most individuals. Individual requirements may differ, and additional tablets can safely be taken when required.

When? You can take Viva in the morning, afternoon or at night, depending on your requirements. You can take the tablets at the same time or at different times. It is generally better to take them with food.

Timing? People use Viva for various reasons and everyone reacts differently. Some people exhibit significant improvement in few days and for some it takes 3-4 weeks.

How often? Some take Viva during periods of stress, while others prefer to take it on a daily basis.

Safety issues? The toxicity of the saffron extract has been tested in vivo and in vitro (Abdullaev et al., 2002). The authors concluded that doses of up to 1.0 g/day of saffron extract are safe (=70 Viva tablets.) 5 grams of saffron extract (= 350 Viva tablets) is considered poisonous.

Pregnancy or lactating? A doctor or nurse should be consulted before taking the product if you are; trying to become pregnant, pregnant, nursing or have a medical condition. Saffron extract is a safe ingredient but in extremely large doses (see above) it may cause uterine contractions leading to miscarriage.

Dosage over time? The response is always individual but the majority should feel an effect after a week of use. Viva may be taken for extended periods of time, or discontinued at any time, without problems.

Children? Viva is intended for adults and children above 4 years of age. A doctor or nurse should be consulted before giving it to children below 4 years of age.

Why are the micronutrients in the tablet? The B- and C-vitamins and the Iodine in the Viva tablets support multiple mental functions and is therefore a perfect match with affron®.

HPLC? High-performance liquid chromatography, is a technique in analytical chemistry used to separate, identify, and quantify each component in a mixture. We can be 100% certain about the amount of bioactives in Viva.

VIVA CLAIMS (EFSA)

¹The ingredients used in Viva are backed up by EFSA. The ingredients contribute to normal functioning of nervous system and normal psychological function as well as reduction of tiredness and fatigue.

What it means: According to EFSA, maintenance of these normal functions means healthy concentration, learning, memory and reasoning, as well as resistance to stress, and reduced apathy, mental sluggishness, depression, headache and fatigue.

¹According to EFSA:

Biotin contributes to normal functioning of nervous system. The claim may be used only for food which is at least a source of biotin as referred to in the claim source of Biotin and as listed in the Annex to Regulation (EC) No 1924/2006.

Biotin contributes to normal psychological function. The claim may be used only for food which is at least a source of biotin as referred to in the claim source of Biotin and as listed in the Annex to Regulation (EC) No 1924/2006.

Niacin contributes to normal functioning of the nervous system. The claim may be used only for food which is at least a source of Niacin as referred to in the claim source of Niacin and as listed in the Annex to Regulation (EC) No 1924/2006.

Niacin contributes to normal psychological function. The claim may be used only for food which is at least a source of Niacin as referred to in the claim source of Niacin and as listed in the Annex to Regulation (EC) No 1924/2006.

Niacin contributes the reduction of tiredness and fatigue. The claim may be used only for food which is at least a source of Niacin as referred to in the claim source of Niacin and as listed in the Annex to Regulation (EC) No 1924/2006.

Vitamin B12 contributes to normal functioning of the nervous system. The claim may be used only for food which is at least a source of Vitamin B12 as referred to in the claim source of Vitamin B12 and as listed in the Annex to Regulation (EC) No 1924/2006.

Vitamin B12 contributes to normal psychological function. The claim may be used only for food which is at least a source of Vitamin B12 as referred to in the claim source of Vitamin B12 and as listed in the Annex to Regulation (EC) No 1924/2006.

Vitamin B12 contributes to the reduction of tiredness and fatigue. The claim may be used only for food which is at least a source of Vitamin B12 as referred to in the claim source of Vitamin B12 and as listed in the Annex to Regulation (EC) No 1924/2006.

Vitamin C contributes to normal functioning of the nervous system. The claim may be used only for food which is at least a source of Vitamin C as referred to in the claim source of Vitamin C and as listed in the Annex to Regulation (EC) No 1924/2006.

Vitamin C contributes to normal psychological function. The claim may be used only for food which is at least a source of Vitamin C as referred to in the claim source of Vitamin C and as listed in the Annex to Regulation (EC) No 1924/2006.

Vitamin C contributes to the reduction of tiredness and fatigue. The claim may be used only for food which is at least a source of Vitamin C as referred to in the claim source of Vitamin C and as listed in the Annex to Regulation (EC) No 1924/2006.

Iodine contributes to normal functioning of the nervous system. The claim may be used only for food which is at least a source of Iodine as referred to in the claim source of Iodine and as listed in the Annex to Regulation (EC) No 1924/2006.

Iodine contributes to normal cognitive function. The claim may be used only for food which is at least a source of Iodine as referred to in the claim source of Iodine and as listed in the Annex to Regulation (EC) No 1924/2006.

Folate contributes to normal psychological function. The claim may be used only for food which is at least a source of Folate as referred to in the claim source of Folate and as listed in the Annex to Regulation (EC) No 1924/2006.

Folate contributes to the reduction of tiredness and fatigue. The claim may be used only for food which is at least a source of Folate as referred to in the claim source of Folate and as listed in the Annex to Regulation (EC) No 1924/2006.

Pantothenic acid contributes to normal mental performance. The claim may be used only for food which is at least a source of Pantothenic acid as referred to in the claim source of Pantothenic acid and as listed in the Annex to Regulation (EC) No 1924/2006.

Pantothenic acid contributes to the reduction of tiredness and fatigue. The claim may be used only for food which is at least a source of Pantothenic acid as referred to in the claim source of Pantothenic acid and as listed in the Annex to Regulation (EC) No 1924/2006.