

INTEGRATED OILS:

We are pleased to present a new type of food supplements where the traditional forms of drug-like intake are replaced by a more natural approach made of common foods such as, for example, extra virgin olive oil.

These products are born as a valid support for those who want to associate a healthy and healthy lifestyle with a similarly beneficial diet.

It is here that the idea of a daily condiment with a good taste is born, which does not therefore shift the consumer's consumption habits and has properties that can support human health.

INGREDIENTS

ALL INGREDIENTS ARE OF PLANT ORIGIN:

- Extra virgin olive oil
- Astaxanthin from *Haematococcus pluvialis*
- Lutein and Zeaxanthin from *Calendula officinalis*
- Lycopene from *Solanum lycopersicum*
- *Serenoa Repens* oily extract
- CoQ10 (Coenzyme Q10) from maize starch fermentation
- Vitamin D3 from *Cladonia rangiferina*

Each will be briefly analyzed for its biological functions and health claims if permitted by current regulations.

We remember that health claims are any type of communication that suggest a beneficial physiological effect, they can be verbal, pictorial, and gestural.

Health claims are subject to strict legislative rules, whose treatment goes beyond the purpose of this.

The phytochemicals used have been and are the subject of intense worldwide scientific research; therefore, there is a huge amount of literature, some of which has been reported in the technical documentation of the products we have designed.

In light of what has just been expressed, we therefore list the health claims that can be reported on the label for each active ingredient and cite some of the biological effects found in the above-mentioned scientific studies.

No introductions are needed.

Extra virgin olive oil is the king of table condiments both for its unique organoleptic characteristics and for its excellent health properties linked to the many phytochemicals it contains.

This oil is one of the few foods to boast numerous HEALTH CLAIMS related to the content of certain molecules.

- Alpha-linolenic acid (ALA 18:3): contributes to maintaining normal cholesterol levels in the blood
- Linoleic acid (LA 18:2): contributes to maintaining normal cholesterol levels in the blood.
- Monounsaturated and/or polyunsaturated fats: Replacing saturated fats with unsaturated fats in the diet contributes to maintaining normal cholesterol levels in the blood.
- Polyphenols: Olive oil polyphenols contribute to protecting blood lipids from oxidative stress
- Vitamin E (tocopherol): contributes to protecting cells from oxidative stress
- Vitamin K: contributes to normal blood coagulation and maintaining normal bones

Astaxanthin from *Haematococcus pluvialis*

Haematococcus pluvialis is a green microalga that in particular conditions is capable of synthesizing large quantities of Astaxanthin, an intensely red carotenoid with very interesting biological characteristics.

For *Haematococcus pluvialis*, only one HEALTH CLAIM is allowed: antioxidant.

In reality, Astaxanthin has numerous and very effective properties, as demonstrated by many public domain scientific studies and available online.

In particular, the producer of the Astaxanthin used for the formulation of this product has conducted many scientific studies on its product, documenting its beneficial properties.

Following is a brief schematic summary of the findings reported by the parent company:

- Cardiovascular system
 - o ↓ Blood pressure in hypertension, ↑ Vascular tone, ↑ Capillary perfusion, ↓ Inflammation/Oxidative stress, ↑ Lipid profile: ↑HDL, ↓LDL, ↓Triglycerides, ↓Plaque formation, ↔ Existing plaques, ↓ Existing plaque rupture
- Visual system
 - o PC SYNDROME: ↓ Asthenopia => ↓ Fatigue, ↓ Blurred vision,
 - o CRYSTALLINE; ↓ Ciliary muscle inflammation, ↑ Accommodation, ↑ Accommodation range, ↑ Reactivity, ↑ Resilience.
 - o RETINA; ↑ Blood perfusion => ↑ Oxygenation, ↑ Nutrition, ↑ Functionality, ↓ Catabolites
- Muscular system

o ↑ Resistance, ↑ Recovery, ↑ Performance, ↓ Lactic acid and fatigue, ↓ Damage and inflammation, ↑ Mitochondrial protection => ↑ Lipid metabolism, ROS

- Cognitive functions

o ↓ Oxidation of red blood cells, ↑ Capillary perfusion, ↓ Blood pressure => ↑ Endothelial health, ↓ Stroke risk, ↓ Vascular dementia

o ↑ Memory, ↑ Mental speed, ↓ Amnesia, ↓ Mental decline

- Immune system

o Chronic anti-inflammatory: Inhibition of Nf-kB transcription factor = cytokines (TNF, IL) → PCR

o Immune response: Regulates proliferation and enhances activity of lymphocytes and macrophages

- Stomach

o ↓ Gastric inflammation, ↓ H. pylori, ↓ Dyspepsia, ↓ Heartburn

- Skin

o Photoprotection: ↓ Photooxidative stress, ↑ Fibroblast health, ↑ Collagen,

o Melanin: ↓ Overproduction and oxidation (pigmentation)

o ↑ Nutrients and oxygenation

o General health: Wrinkle elasticity (depth), hydration, dryness and roughness

Following is a brief summary of the studies reported by the parent company:

Other publicly available scientific studies have focused on the effectiveness in the case of:

- Diabetes

- Cholesterol and cardiovascular system

- Fatty liver disease

- Gastritis and duodenal ulcer

- Stroke-related brain damage

- Traumatic brain injuries

- Alzheimer's disease

- Parkinson's disease

- Oxidative stress and immune system
- Bacterial inflammation
- Skin
- Cancer
- Physical performance
- Male infertility

In addition to exerting its biological effects, astaxanthin also contributes to operating synergistically with other ingredients.

Lutein and Zeaxanthin from *Calendula officinalis* L.

Calendula is a medicinal plant with very interesting nutraceutical properties whose biological actions are related to the inflorescences and can be summarized with the following HEALTH CLAIMS:

- Emollient and soothing action (oropharyngeal mucosa) and tone of voice.
- Contrast of menstrual cycle disorders.
- Digestive system functionality.
- Trophism and functionality of the skin.

From the petals of *calendula*, LUTEIN and ZEAXANTHIN are extracted, two carotenoids active on many districts of the human body:

- visual system
 - o eyelid dryness
 - o glaucoma
 - o diabetic retinopathy
 - o macular degeneration
 - o development of children's eyes during pregnancy
 - o involved for vision throughout life

- cardiovascular system
 - o general heart health
 - o Reduction of cholesterol and triglyceride levels
- cancer
 - o protective action
 - o risk reduction
 - o improvement of prognosis
- cognitive functions
 - o better performance
 - o increased memory
- neurodegenerative diseases
 - o preventive action
 - o senile brain health

Lutein and Zeaxanthin increase their action synergistically if taken simultaneously and they are better absorbed by the human body if associated with fatty substances, hence the logical choice to include them in the formulation of our nutraceutical oils.

Lycopene from *Solanum lycopersicum*

Lycopene is also a carotenoid and has antioxidant properties that translate into numerous biological actions. It is the pigment that gives red and pink fruits, such as tomatoes, watermelons and pink grapefruits, their characteristic color. In our products, we have used red tomatoes as they represent the most abundant form of this molecule.

The HEALTH CLAIMS of *Solanum lycopersicum* are:

- Antioxidant.
- Prostate functionality.

An infinite number of scientific studies have been conducted on lycopene, focusing mainly on the following properties:

- Antioxidants,
- Cancer: prevention and combating of tumors
- Prostate
- Lungs
- Breast
- Kidneys
- Cardiovascular system
- Prevention of heart diseases
- Improved cholesterol
- Skin
- Protection from the harmful effects of the sun
- Photoprotection from UV rays
- Anti-redness
- Nervous system
- Neuropathic pain
- Epilepsy
- Memory
- Alzheimer's
- Skeletal system
- Protection of bone tissue
- Strengthening of bone architecture

It is interesting to note that the association of lycopene with other carotenoids increases its efficacy, which is why it is paired in our formulations.

Serenoa Repens Oil Extract

Also known as Saw Palmetto, it is a type of palm native to the southeastern United States, from whose fruit an oily extract rich in beneficial properties is obtained, for which it has earned the following HEALTH CLAIMS:

- Prostate function.
- Drainage of body fluids.
- Urinary tract function.

Once again, the scientific community has produced an enormous number of studies from which a series of interesting results can be observed:

- Can prevent hair loss by intervening on testosterone metabolism
- Can improve urinary tract function such as incontinence and difficulty urinating due to benign prostatic hyperplasia
- Can promote prostate health by improving benign prostatic hyperplasia and protecting it from cancer
- Can reduce inflammation in general
- Can help regulate testosterone levels

Serenoa Repens is very well tolerated but is not recommended for women who are taking oral contraceptives, pregnant, or breastfeeding.

Coenzyme Q10 (CoQ10) from Maize Starch Fermentation

Coenzyme Q10 can be used in the formulation of cosmetics and dietary supplements. Its action is important and well documented worldwide, however, NO CLAIMS are made in this regard. For this reason, it can be included in the ingredients of a dietary supplement but no specific effects can be claimed on the label.

This molecule is essential in energy production (ATP) and is therefore crucial for the proper functioning of mitochondria, which are cellular organelles responsible for this function.

CoQ10 is found ubiquitously throughout the body, which is why it is also called ubiquinone. In certain diseases and in old age, its concentration tends to decrease, which is why it is used for both clinical and anti-aging purposes.

CoQ10 is a very powerful antioxidant that has a beneficial effect in combating free radicals that cause important oxidative stress, such as in the case of intense physical exertion and on peroxidation of LDL (bad cholesterol) and membrane lipids. Remember that the peroxidation of LDL plays a significant role in the development of atherosclerosis and associated thromboses.

For this reason, CoQ10 is used in many areas of application:

- Cardiovascular system: prevention of cardiovascular disease and hypertension.
- Neurology: prevention and protection against neurodegenerative diseases such as Alzheimer's and Parkinson's diseases. It has an interesting effect on migraines in general.
- Lungs: patients with lung diseases have low levels of CoQ10. Its supplementation has shown interesting effects in steroid-treated asthmatics. Improved performance during physical exercise was observed in subjects with chronic obstructive pulmonary disease (COPD)
- Fertility:

female: protects eggs

male: improves sperm quality

- Diabetes: improves insulin sensitivity and intervenes in glucose regulation:
- Cancer: patients with cancer have been found to have lower levels of CoQ10 and low levels of CoQ10 have been associated with a higher risk of cancer. It also seems that CoQ10 may help reduce the chances of cancer recurrence.
- Skin: prevention of some diseases, protection against free radicals, photo aging, and aging in general. It can reduce the risk of skin cancer.
- Sports: counteract oxidative stress and support athletic performance
- Cell aging: In general, it has a preventive and countering effect.

The use of CoQ10 is generally safe but should be avoided in pregnancy, during breastfeeding, and in the case of oral hypoglycemic drugs as a precaution.

Vitamin D3 from Cladonia Rangiferina

Vitamin D is actually not one, but a group of molecules involved in many biological functions and in the absorption of calcium, magnesium, and phosphorus.

The most well-known forms are D2 and D3, respectively called ergocalciferol and cholecalciferol.

Vitamin D is the only NON-essential, that is, the only one produced by the human body and is synthesized in the skin from cholesterol through exposure to ultraviolet solar light.

This means that in case of lack of exposure or other causes of reduced synthesis, dietary supplementation can play an important role.

The role of vitamin D is well known and it is allowed HEALTH CLAIMS that can be used on the label.

Summing them up, we can say that:

- it contributes to the normal absorption/utilization of calcium and phosphorus,
- it has a beneficial effect
 - o for maintaining normal bones and teeth and
 - o for the normal function of the immune system.
 - o on normal muscle function
 - o in the cell division process.

The vitamin used in this formula is in the form of D3, highly bioavailable and is extracted from *Cladonia rangiferina*, a species of lichen. For this reason, it is also consumable by vegans, an important characteristic, since often Vitamin D3 is extracted from lanolin, which is an animal substance.

PRODUCTS

The products produced are three:

ASTALIPID

- Extra virgin olive oil
- Astaxanthin from *Haematococcus pluvialis*
- CoQ10 (Coenzyme Q10) from maize starch fermentation
- Vitamin D3 from *Cladonia rangiferina*

INDICATIONS: Antioxidant, cardiovascular and pulmonary systems, central nervous system, stomach and liver, skin, fertility, immune system, cancer prevention, diabetes, athletic performance, cellular aging.

SAWLIPID

- Extra virgin olive oil
- *Serenoa Repens* oily extract
- Lycopene from *Solanum lycopersicum*

- CoQ10 (Coenzyme Q10) from maize starch fermentation
- Vitamin D3 from *Cladonia rangiferina*

INDICATIONS: Antioxidant, protection against benign prostatic hyperplasia and prostate cancer, immune system, cardiovascular system, hair, testosterone, central nervous system, glycemia, muscle activity, cellular aging.

LICOLIPID

- Extra virgin olive oil
- Lycopene from *Solanum lycopersicum*
- Lutein and Zeaxanthin from *Calendula officinalis*
- CoQ10 (Coenzyme Q10) from maize starch fermentation
- Vitamin D3 from *Cladonia rangiferina*

INDICATIONS: Antioxidant, visual system, cardiovascular and pulmonary systems, athletic performance, central nervous system, glycemia, cellular aging, cancer, prostate, male and female fertility, skin.

The management reserves the right to change the formula according to technical and commercial requirements without question. It is emphasized that what is reported is to be considered for mere disclosure purposes and for internal use only. In this brochure, there is no intention, either voluntary or involuntary, to imply a therapeutic or dietary use of the products illustrated. The indications reported refer to the common uses of the same and cannot be considered as medical advice. Therefore, in case of need, please consult your doctor. It is essential to prioritize a healthy diet, follow adequate physical activity, avoid sources of pollution and stress. These are only some of the principles underlying a harmonious and healthy development of one's body.

Confidential documentation, prohibited from disclosure.