



### > MOOD / STRESS

The only encapsulated Saffron extract for the highest concentration in real Safranal for serotonin amplification.

Other related health applications:

- > SLEEP QUALITY
- > PREMENSTRUAL COMFORT
- > MENOPAUSE
- > DIGESTIVE HEALTH



people felt more **optimistic**



people felt more **zen**



needed to feel efficacy



- > **100% iranian Saffron – Sargol quality**
- > **Fluoxetine**-like effect thanks to the highest real (U-HPLC) safranal concentration (up to 10 times of competitors)
- > Patented **Tech'Care Extraction™ extraction & encapsulation process**
- > **Proprietary Clinical results** on healthy subjects (Acute and Chronic)



#### EFSA PENDING CLAIMS:

- > **MOOD:** Saffron contributes to emotional balance / Helps to maintain a positive mood
- > **PMS:** Saffron helps to maintain good comfort before and during menstrual cycle
- > **SLEEP:** Helps to find a better sleep
- > **MENOPAUSE:** Contributes to relieve the menopause symptoms.

#### CLAIMS VALIDATED BY VENABLE:

- > **MOOD :** Supports a positive mood / Supports a healthy mood / Helps balance occasional mood changes
- > **PMS :** Supports a normal, healthy attitude during PMS / Helps balance mood changes during PMS

#### PROPRIETARY CONSUMER'S SATISFACTION CLAIMS:

- > 4/5 consumers satisfied by Safr'Inside™ effectiveness

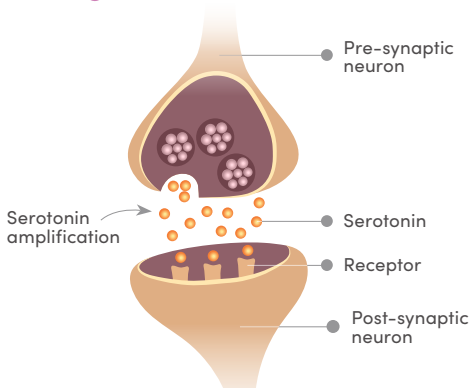


Daily dose : 30 mg

## ✓ Mecanisms of action

### AMPLIFICATION OF SEROTONIN BY SAFRANAL

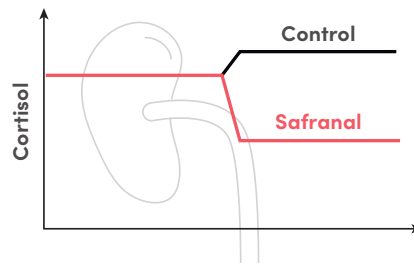
Up to **-50%** of serotonin degradation



PROPRIETARY DATA

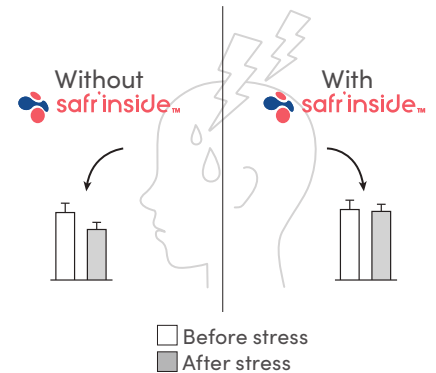
### DECREASE OF CORTISOL LEVEL BY SAFRANAL

**-44%** in cortisol level



Fukui et al., 2011

### MODULATION OF THE PARASYMPATHETIC TONE TO MAINTAIN HOMEOSTASIS OF THE HEART RATE.

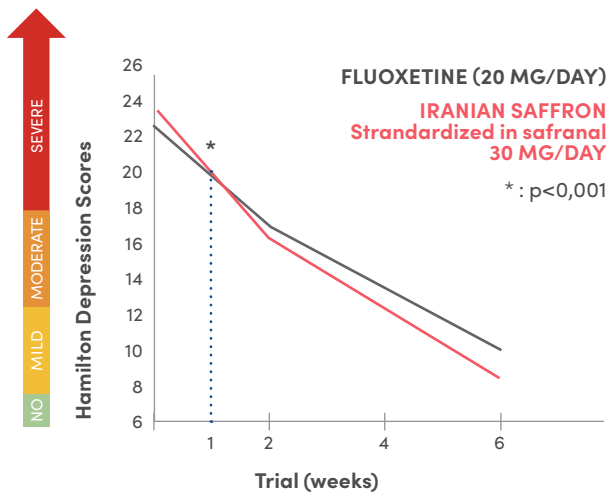


PROPRIETARY DATA

## ✓ Clinical and scientific evidence

### CLINICAL STUDY ON MOOD: Fluoxetine-like effect

After only 1 week, iranian saffron stigmas provides the same effectiveness as fluoxetine, but without the side effects.

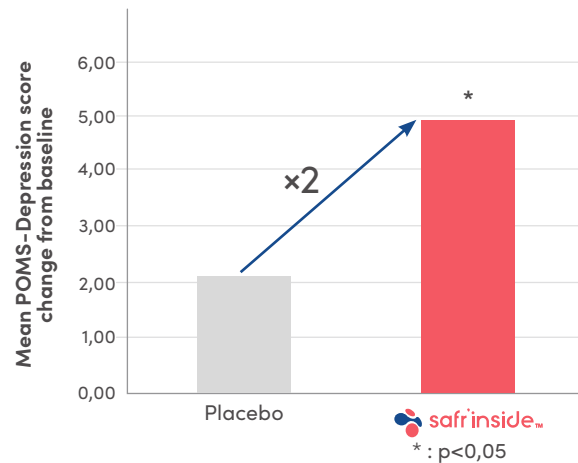


Noorbala et al., 2005

### PROPRIETARY CLINICAL RESULTS

Randomized, double-blind placebo controlled proprietary clinical study with both chronic and acute dosages

56 HEALTHY SUBJECTS WITH LOW MOOD	15 MG OF SAFR'INSIDE™ TWICE OR 30 MG IN ONE SHOT	SIGNIFICANT RESULTS ON BOTH PSYCHOLOGICAL AND PHYSICAL PARAMETERS
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Mean score changes in POMS-Depression scores between baseline (Day 1) and the end of the study (Day 56).

### CONFIRMED BY PROPRIETARY CONSUMERS TEST

> 50 healthy adults with self-reported low mood.  
> 30mg/day



**4/5** consumers satisfied by the effectiveness of Safr'Inside™



**1/2** consumers notice **better sleep quality**



For more information :  
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