



## > MOOD / STRESS

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

Other related health applications:

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

77%

people felt more **optimistic**

69%

people felt more **zen**



2

WEEKS

needed to feel efficacy



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



## CLAIMS

### EFSA PENDING CLAIMS:

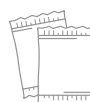
- > **MOOD:** Saffron contributes to emotional balance / Helps to maintain a positive mood
- > **PMS:** Saffron helps to maintain good comfort before and during menstrual cycle
- > **SLEEP:** Helps to find a better sleep
- > **MENOPAUSE:** Contributes to relieve the menopause symptoms.

### CLAIMS VALIDATED BY VENABLE:

- > **STRESS :** Safr'Inside™ helps manage occasional mental stress. Safr'Inside™ helps with stress management in daily life.
- > **PMS :** Supports a normal, healthy attitude during PMS

### PROPRIETARY CONSUMER'S SATISFACTION CLAIMS:

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



Daily dose : 30 mg

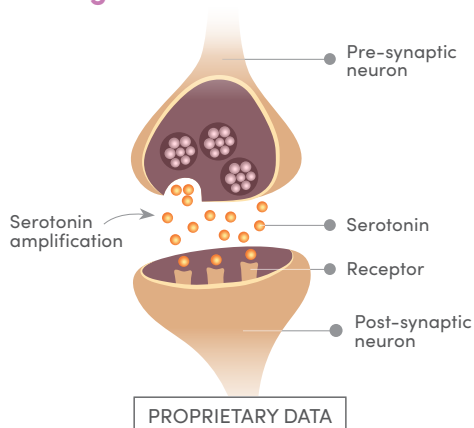


**PATENTED  
ACTIVE  
INGREDIENT**

## ✓ Mechanisms of action

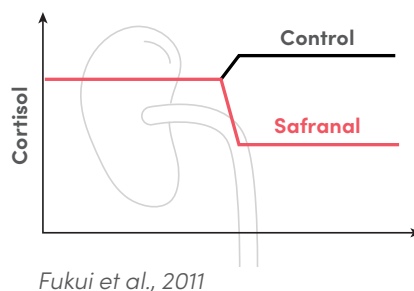
### AMPLIFICATION OF SEROTONIN BY SAFRANAL

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

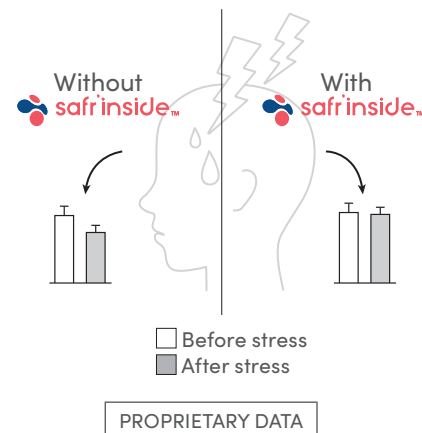


### DECREASE OF CORTISOL LEVEL BY SAFRANAL

**-44% in cortisol level**



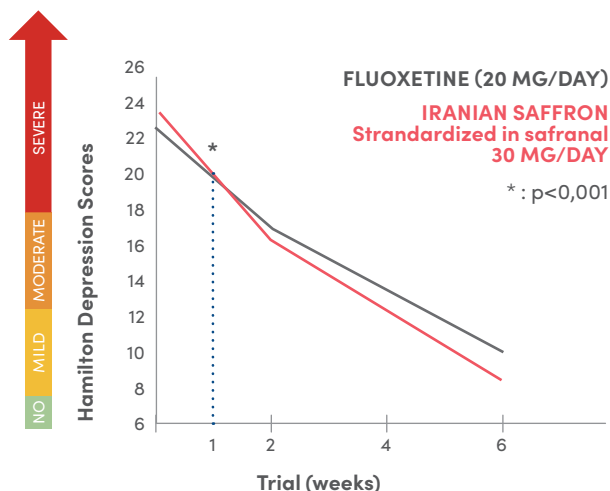
### MODULATION OF THE PARASYMPATHETIC TONE TO MAINTAIN HOMEOSTASIS OF THE HEART RATE.



## ✓ 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

### 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™



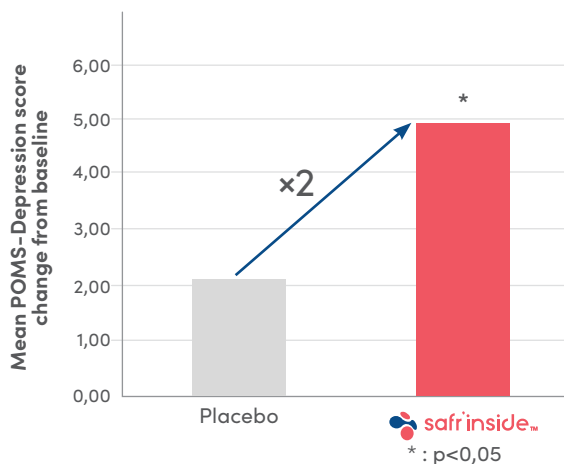
**1/2**

consumers notice **better** sleep quality

### 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).



### FOR MORE INFORMATION

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