

EZZ

WELLNESS THE EZZ-y WAY



L-LYSINE GROWTH CAPSULE

A premium formula blended with an essential amino acid – lysine, which helps support healthy growth and development for children and adolescents.

The product contains lysine, calcium, vitamin D3, zinc, magnesium and other ingredients which support bone health, muscle function, immune system health and cognitive development.

Product Description:	<ul style="list-style-type: none">• Premium formula containing essential amino acid Lysine• Designed to support healthy growth and development in children and adolescents.
Key Ingredients:	<ul style="list-style-type: none">• Lysine: Supports growth and development.• Calcium: Essential for bone health.• Vitamin D3: Aids in calcium absorption and supports immune health.• Zinc: Supports immune system health and cognitive development.• Magnesium: Supports muscle function and overall health.
Benefits:	<ul style="list-style-type: none">• Supports bone health, muscle function, and immune system health.• Promotes cognitive development in children and adolescents.• Addresses specific nutritional needs during growth phases.
Target Audience:	<ul style="list-style-type: none">• Children and adolescents seeking support for growth and development.• Parents and caregivers concerned about bone health, immune support, and cognitive function.• For aged 4 +

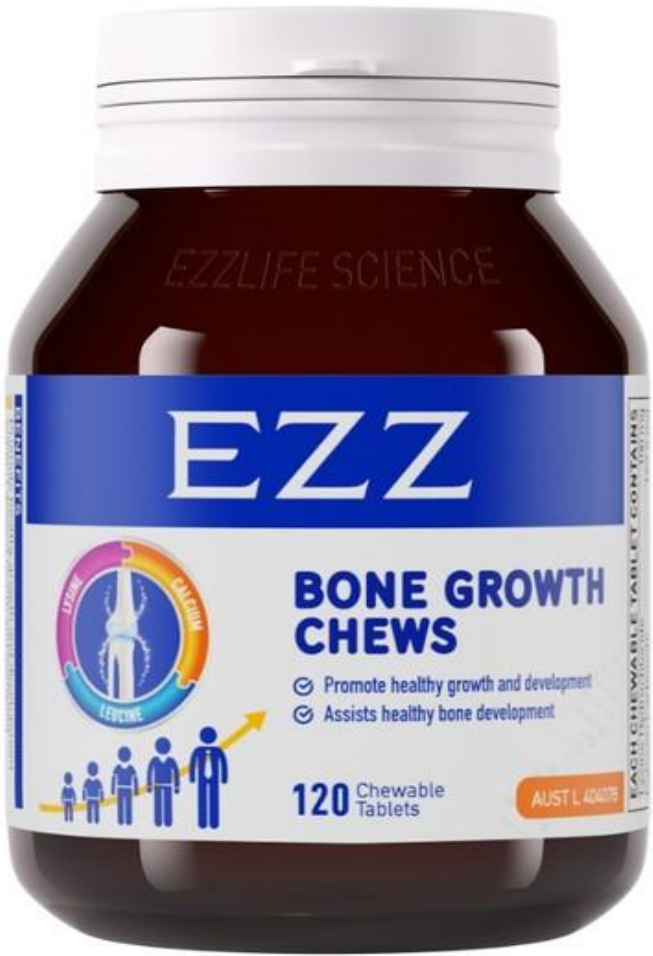


BONE GROWTH CHEWS

Formulated to support bone development and general wellbeing, the EZZ Bone Growth Chews contain essential ingredients such as lysine and vitamin D which encourage calcium absorption.

This helps to prevent osteoporosis and support muscle health.

Product Description:	<ul style="list-style-type: none">EZZ Bone Growth Chews are formulated to support bone development and overall wellbeing.Convenient chewable format for easy consumption.
Key Ingredients:	<ul style="list-style-type: none">Lysine: Essential amino acid that supports bone health.Vitamin D: Promotes calcium absorption, crucial for bone strength.Other essential nutrients that contribute to overall health and wellbeing
Benefits:	<ul style="list-style-type: none">Supports bone development and strength.Helps prevent osteoporosis by enhancing calcium absorption.Supports muscle health and overall physical wellbeing.
Target Audience:	<ul style="list-style-type: none">Individuals concerned about bone health, particularly those at risk for osteoporosis.Athletes and active individuals looking to support muscle health.For aged 4 +



About Key Ingredient L-Lysine

What is L-Lysine?

- **Amino Acid**: L-lysine is an essential amino acid, meaning the body cannot produce it, so it must be obtained from the diet or supplements.
- **Protein Building Block**: It plays a crucial role in the production of proteins, which are vital for growth and overall body maintenance.

Health Benefits of L-Lysine

- **Immune Support**: L-lysine may enhance immune function, helping the body fight off viruses and infections.
- **Cold Sores & Herpes Management**: It's commonly used to prevent and reduce the frequency and severity of cold sores caused by the herpes simplex virus. L-lysine is believed to inhibit the replication of the virus.
- **Bone Health**: It helps in calcium absorption and retention, which can support bone health and reduce the risk of osteoporosis.
- **Collagen Production**: L-lysine is involved in the synthesis of collagen, a protein that supports skin, cartilage, and connective tissues, contributing to wound healing.
- **Anxiety and Stress**: Some studies suggest that L-lysine supplementation can help reduce anxiety and stress by modulating serotonin receptors in the brain.

About Key Ingredient L-Lysine cont.

Clinical Research^[1]:

Key scientific concepts of review: Receiving lysine oral supplements and lysine-fortified cereal diets were observed to enhance nitrogen retention and improve anthropometric measurements such as height, weight, Z-scores, body mass index, and skinfold thickness. Furthermore, lysine positively influenced the children's developmental quotient and various serological biochemical parameters, such as hormones, immunological indicators, proteins, bone metabolic indicators, and red blood cell parameters. These supplements are generally considered clinically safe, with no reported toxicity where the related side effects are limited to subjective gastrointestinal tract symptoms. It is essential to be cautious about excessive intake of lysine, as it can lead to an imbalance of amino acids, thereby potentially suppressing its intended benefits. When used with appropriate precautions, lysine can serve as a safe supplement with promising benefits for the growth of children and adolescents. Nevertheless, further contemporary research studies on lysine supplementation would be insightful and valuable in better understanding its optimal use, potential benefits, and safety in promoting growth.

[1] Elsevier B.V. on behalf of Cairo University, L-lysine dietary supplementation for childhood and adolescent growth: Promises and precautions. [internet];11 May 2024,available from: <https://pubmed.ncbi.nlm.nih.gov/38740261/>

About Key Ingredients Calcium and Vitamin D

What is Calcium?

Calcium is a vital mineral with several important functions in the body, including:

- **Bone and Teeth Health**: Calcium is a major component of bones and teeth. It helps maintain their strength and structure, and a deficiency can lead to bone disorders such as osteoporosis.
- **Muscle Function**: Calcium is essential for muscle contraction. It interacts with proteins in muscle cells to enable contraction and relaxation.
- **Nerve Transmission**: Calcium ions are crucial for transmitting nerve signals. They help in the release of neurotransmitters and in the generation of nerve impulses.
- **Blood Clotting**: Calcium plays a key role in the blood clotting process. It's essential for the activation of clotting factors and the formation of a stable blood clot.
- **Hormonal Secretion**: Calcium helps regulate the release of hormones and enzymes that are involved in various bodily functions.

About Key Ingredients Calcium and Vitamin D cont.

Calcium and Vitamin D:

Vitamin D is crucial for calcium absorption in the gut. Without adequate vitamin D, the body cannot absorb calcium effectively, even if dietary intake is sufficient. Therefore, ensuring adequate vitamin D levels is important for maintaining good bone health.

Clinic Research: ^[1]

Vitamin D supplementation is known to both prevent and treat rickets, a disease of hypomineralized bone. Childhood is a period of great bone development and, therefore, attention to the vitamin D needed to optimize bone health in childhood is imperative.

[1] Sarah N Taylor, Vitamin D in Toddlers, Preschool Children, and Adolescents. [internet];24 Nov 2020,available from: <https://pubmed.ncbi.nlm.nih.gov/33232959/#full-view-affiliation-1>

JOINT ENERGY BOOST TABLET

Joint Energy Boost Tablet is a premium formulation with six essential nutrients to support joint health. it also supports joint cartilage health, joint mobility, relieves symptoms of mild osteoarthritis, relieve cartilage loss, relieve mild joint pain, bone health, immune system health and body energy metabolism.

Product Description:	<ul style="list-style-type: none">EZZ Joint Energy Boost Tablets are a premium formulation designed to support joint health.
Key Ingredients:	<ul style="list-style-type: none">Glucosamine Sulfate Sodium Chloride 1200mg (Most other combinations in the market contain less, e.g. Blackmores Joint Formula Advanced Contains Glucosamine sulfate sodium chloride 942 mg)Bovine Sodium Chondroitin Sulfate 150mgManganeseZincBoronTaurine
Benefits:	<ul style="list-style-type: none">Supports joint cartilage health.Promotes joint mobility.Relieves symptoms of mild osteoarthritis.Helps prevent cartilage loss.Alleviates mild joint pain.Supports bone health.Boosts immune system health.Supports body energy metabolism
Target Audience:	<ul style="list-style-type: none">Individuals experiencing joint pain or discomfort.Older adults concerned about joint health and mobility.Active individuals looking to maintain joint flexibility and overall wellbeing.



About Key Ingredients Glucosamine, Bovine Sodium Chondroitin Sulfate

Key Ingredients: Glucosamine 1200mg, Bovine Sodium Chondroitin Sulfate

Benefits: Reduces joint inflammation and pain, promotes cartilage repair

Supporting information: ^[1]

Glucosamine plays an important role in making glycosaminoglycans and glycoproteins, which are essential building blocks of many parts of your joints, including ligaments, tendons, cartilage and synovial fluid.

Clinical Research: ^[2] Effects of glucosamine and chondroitin sulfate on bovine cartilage explants under long-term culture conditions.

Treatment with glucosamine and chondroitin sulfate consistently downregulated mRNA expression for inflammatory mediators and matrix degrading enzymes while increasing TIMP-3 transcripts.

This means that glucosamine in conjunction with Bovine Sodium Chondroitin Sulfate in the bone growth chews have shown to decrease inflammation and increase collagen, laminin and fibronectin, thus, reducing joint pain and promoting cartilage repair.

^[1] available from: <https://versusarthritis.org/about-arthritis/complementary-and-alternative-treatments/types-of-complementary-treatments/glucosamine/>

^[2] Pooi-See Chan, John P Caron, Michael W Orth, Effects of glucosamine and chondroitin sulfate on bovine cartilage explants under long-term culture conditions. [internet]; Nov 2005, available from: <https://pubmed.ncbi.nlm.nih.gov/17605605/>

HEART HEALTH

EZZ Heart Health is designed to support cardiovascular health and assist with related problems such as congestive heart failure and systolic hypertension. The key ingredient coenzyme Q10 (UBIDECARENONE) is used to increase cardiac input and help prevent other cardiovascular diseases.

Product Description:	<ul style="list-style-type: none">EZZ Heart Health is formulated to support cardiovascular healthDesigned to assist with conditions such as congestive heart failure and systolic hypertension.
Key Ingredients:	<ul style="list-style-type: none">Coenzyme Q10 (Ubidecarenone) Known for its role in increasing cardiac output and supporting overall cardiovascular function.
Benefits:	<ul style="list-style-type: none">Supports cardiovascular health and function.Helps manage congestive heart failure.Aids in controlling systolic hypertension.May help prevent other cardiovascular diseases.
Target Audience:	<ul style="list-style-type: none">Individuals concerned about heart health and cardiovascular conditions.Those looking for natural supplements to support heart function.



About Key Ingredient CoQ10 (Coenzyme Q10)

Key Ingredients: CoQ10 (Coenzyme Q10): A naturally occurring antioxidant that plays a crucial role in energy production within cells, particularly in the heart muscle.

Benefits: Supports heart health by improving energy production in heart cells, which is crucial for maintaining a strong and healthy heart. Reduces symptoms of heart failure, such as shortness of breath and swelling, by enhancing the efficiency of the heart muscle. May lower blood pressure and improve overall cardiovascular health, reducing the risk of heart disease.

Supporting information:^[1] Various studies have shown that CoQ10 supplementation can reduce mortality and improve heart function in patients with heart failure. Its role in energy production also makes it beneficial for maintaining overall cardiovascular health and prevent blood clots. CoQ10 is also a popular treatment for the side effects of statins, a widely prescribed class of drugs that lower cholesterol. Statins can reduce the amount of CoQ10 the body makes on its own

Clinical Research:^[2] Coenzyme Q10 (CoQ10) is an endogenously synthesised and diet-supplied lipid-soluble cofactor that functions in the mitochondrial inner membrane to transfer electrons from complexes I and II to complex III. In addition, its redox activity enables CoQ10 to act as a membrane antioxidant. In patients with congestive heart failure, myocardial CoQ10 content tends to decline as the degree of heart failure worsens. A number of controlled pilot trials with supplemental CoQ10 in heart failure found improvements in functional parameters such as ejection fraction, stroke volume and cardiac output, without side effects.

[1]_available from: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6131403/>

[2]_James J DiNicolantonio , Jaikrit Bhutani , Mark F McCarty , James H O'Keefe, Coenzyme Q10 for the treatment of heart failure: a review of the literature. [internet];2015,available from: <https://pubmed.ncbi.nlm.nih.gov/26512330/>

MOUNT PEAK III

EZZ Mount Peak III Tablet supports healthy sexual function and immune system health. It contains western herbal medicine to aid the flushing of the urinary tract.

It also contains antioxidants which may decrease free radical damage.

Product Description:	<ul style="list-style-type: none">Discover the pinnacle of vitality with EZZ MOUNT PEAK III Ashwagandha tablets, expertly crafted to harmonise and elevate body's natural energy and resilience. The premium supplement is a symphony of traditional herbs and essential nutrients designed to support dynamic lifestyle.
Key Ingredients:	<ul style="list-style-type: none">Epimedium sagittatumSelenomethionineSerenoa repensTaurineTribulus terrestrisWithania somnifera (Ashwagandha)Zinc oxide
Benefits:	<ul style="list-style-type: none">Supports reproductive system in healthy malesMaintains cognitive function in healthy adultsMaintains healthy fluid balance and relieve urinary frequencySupports moodEnhances libidoImproves overall health and vitality
Target Audience:	<ul style="list-style-type: none">Individuals seeking support for sexual health and wellness.Those looking to boost immune function and urinary tract health.



About Key Ingredient: Ashwagandha

Key Ingredient: Ashwagandha

Benefits: Help reduce stress and anxiety

Supporting information:[1] Ashwagandha has been used in traditional Indian Ayurvedic medicine for thousands of years to ease pain and inflammation, boost nutrition and treat insomnia.

Clinical Research: [2]Forty-one studies were identified examining the effects of ashwagandha on stress and anxiety, sexual function and fertility, athletic performance, cognitive performance, pain, fatigue, thyroid function, schizophrenia, diabetes, obsessive-compulsive disorder, insomnia, hypercholesterolemia, and tuberculosis. Results from most of these studies indicated positive effects from ashwagandha intake, although treatment dose, duration, and extract types varied significantly. Overall, the strongest evidence for therapeutic efficacy of ashwagandha is the alleviation of stress and anxiety symptoms.

[1]_available from: <https://www.pananatra.com.au/articles/ashwagandha-benefits/>

[2]_Adrian L. Lopresti, Ashwagandha (*Withania somnifera*) for the treatment and enhancement of mental and physical conditions: A systematic review of human trials. [internet]; 16 February 2021,available from: <https://www.sciencedirect.com/science/article/abs/pii/S2210803321000142#preview-section-abstract>

About Key Ingredient: Serenoa repens

Key Ingredient: Serenoa repens

Benefits:

- **Prostate Health:** Saw palmetto is most commonly used for supporting prostate health, particularly in managing symptoms of benign prostatic hyperplasia (BPH). BPH is a condition where the prostate gland enlarges, leading to urinary symptoms like frequent urination, difficulty starting and stopping urination, and weak urine flow. Some studies suggest that saw palmetto may help alleviate these symptoms by reducing inflammation and inhibiting the enzyme responsible for prostate growth.
- **Hair Loss:** Saw palmetto is also used as a natural treatment for hair loss, particularly androgenetic alopecia (male-pattern baldness). It is believed to work by inhibiting the action of dihydrotestosterone (DHT), a hormone linked to hair loss.
- **Anti-Inflammatory Effects:** Saw palmetto has anti-inflammatory properties that may help reduce inflammation in the body. This could potentially benefit conditions related to inflammation.
- **Hormonal Balance:** It may help balance hormones, which can be useful for conditions related to hormone imbalance.

About Key Ingredient: Serenoa repens cont.

Clinical Research: [1]

Benign prostatic hyperplasia (BPH) is a noncancerous growth of the prostate. BPH commonly occurs in elderly men. Lower urinary tract symptoms (LUTS) secondary to BPH (LUTS/BPH) have significant impacts on their health. **Saw palmetto (Serenoa repens) extract (SPE) has been evaluated for its effectiveness in improvement of LUTS/BPH at preclinical and clinical levels.** Potential mechanisms of actions include anti-androgenic, pro-apoptotic, and anti-inflammatory effects. However, SPE efficacy was inconsistent, at least partly due to a lack of a standardized SPE formula. A hexane extract (free fatty acids, > 80%) provided more consistent results. Free fatty acids (lauric acid) were effective in inhibition of 5 α -reductase, and phytosterol (β -sitosterol) reduced prostatic inflammation. Multiple actions derived from different constituents may contribute to SPE efficacy. Evaluation of the clinical relevance of these bioactive components is required for standardization of SPE, thereby enabling consistent efficacy and recommendations for the use in the prevention and treatment of BPH.

[1]_Youngjoo Kwon, Use of saw palmetto (Serenoa repens) extract for benign prostatic hyperplasia. [internet]; Apr 2019, available from: <https://pubmed.ncbi.nlm.nih.gov/31807332/>

About Key Ingredient: Tribulus terrestris

Key Ingredient: Tribulus terrestris

Benefits:

- **Sexual Health:** Tribulus is commonly used to enhance sexual health and libido. It is believed to improve sexual function by increasing testosterone levels or improving hormone balance. Some studies suggest it may help with erectile dysfunction and sexual desire, though results are mixed.
- **Athletic Performance:** Tribulus is popular among athletes and bodybuilders for its purported ability to enhance strength, muscle mass, and overall athletic performance. However, research on its effectiveness for these purposes is limited and inconclusive.
- **Hormonal Balance:** It is thought to support hormonal balance and may be used to address symptoms related to low testosterone levels, such as reduced libido or fatigue.
- **Urinary Health:** In traditional medicine, Tribulus is sometimes used to support urinary tract health and manage symptoms related to urinary disorders.
- **General Health and Vitality:** Tribulus is used as a general tonic to boost energy levels, improve mood, and enhance overall vitality.

[1] Rachael Ajmera, MS, RD, 5 Promising Benefits and Uses of Saw Palmetto. [internet]; 20 Mar 2019, updated 13 Aug 2024, available from: <https://www.healthline.com/nutrition/saw-palmetto-benefits#The-bottom-line>

About Key Ingredient: Tribulus terrestris cont.

Clinical Research: [1]

Tribulus terrestris L. (*TT*) supplementation have been shown to enhance sports performance in many but not all studies. Moreover, data regarding the potential impact of *TT* supplementation on CrossFit® endurance is limited. This study aimed to determine whether *TT* supplementation improve body composition, hormonal response, and performance among CrossFit® athletes. In a randomized, single-blind, placebo-controlled trial, a total of 30 healthy CrossFit®-trained males were randomly allocated to receive either 770 mg of *TT* supplementation or a placebo daily for 6 weeks. Body mass, fat mass, fat composition, testosterone and cortisol levels, and CrossFit® performance (5 common Workouts of the Day: back squat, bench press, dead lift, Grace, and CrossFit® Total) were assessed before and after intervention. There were no significant group x time interactions for the outcomes of the study except for testosterone levels and bench press performance ($p < 0.05$). *TT* supplementation did not impact enhance performance or body composition in CrossFit® male athletes. However, *TT* supplementation may act as a testosterone booster helping the recovery after physical loads and mitigating fatigue.

[1]Diego Fernández-Lázaro, Juan Mielgo-Ayuso, Miguel Del Valle Soto, David P Adams, Jerónimo J González-Bernal, Jesús Seco-Calvo, The Effects of 6 Weeks of Tribulus terrestris L. Supplementation on Body Composition, Hormonal Response, Perceived Exertion, and CrossFit® Performance: A Randomized, Single-Blind, Placebo-Controlled Study. [internet]; 07 Nov 2021, available from: <https://pubmed.ncbi.nlm.nih.gov/34836225/>

About Key Ingredient: Epimedium

Key Ingredient: Epimedium also known as Horny Goat Weed, is a traditional herbal remedy derived from a group of plants in the Epimedium genus.

Benefits:

- **Sexual Health:** Epimedium is commonly used as a natural aphrodisiac. It is believed to improve sexual function, libido, and performance by increasing blood flow and stimulating sexual desire. The herb's reputation for enhancing sexual health is partly due to its effects on nitric oxide and its potential to improve erectile function.
- **Bone Health:** Some research suggests that Epimedium may help support bone health and prevent osteoporosis. Icaritin has been shown to have osteoprotective effects, which might contribute to maintaining bone density and strength.
- **Energy and Stamina:** It is often used to boost energy levels and reduce fatigue. Epimedium is thought to improve physical endurance and overall vitality.
- **Cognitive Function:** There is some evidence suggesting that Epimedium may have neuroprotective effects, potentially supporting cognitive function and protecting against neurodegenerative conditions.
- **Immune Support:** The herb is sometimes used to support the immune system and enhance overall health and well-being.

Clinical Research: [1] Epimedium is an herb used in traditional Chinese medicine to treat fatigue, arthritic pain, nerve pain, and sexual dysfunction. It is thought to alter levels of certain hormones and is marketed as a dietary supplement for libido.

[1] available from: <https://www.mskcc.org/cancer-care/integrative-medicine/herbs/epimedium>

About Key Ingredient: Taurine

Key Ingredient: Taurine

Benefits:

- **Cardiovascular Health:** Taurine supplementation may help improve heart health by reducing blood pressure, improving heart function, and reducing the risk of heart disease.
- **Exercise Performance:** Some studies suggest that taurine may enhance exercise performance and recovery by improving muscle function and reducing fatigue.
- **Neurological Health:** Taurine may have neuroprotective effects and could support cognitive function and mental health, particularly in conditions like epilepsy and neurodegenerative diseases.
- **Metabolic Health:** Taurine might help improve insulin sensitivity and support metabolic health, potentially benefiting conditions like diabetes and obesity.
- **Eye Health:** Taurine is found in high concentrations in the retina, and it may help protect against retinal degeneration and support overall eye health.

Clinical Research: [1] Energy metabolism is a basic and general process, by which the body acquires and uses energy to maintain normal function, and taurine plays a vital role in energy metabolism.

[1] Chaoyue Wen , Fengna Li , Lingyu Zhang, Yehui Duan , Qiuping Guo , Wenlong Wang , Shanping He , Jianzhong Li , Yulong Yin, Taurine is Involved in Energy Metabolism in Muscles, Adipose Tissue, and the Liver,[internet], Jan 2019, available from: <https://pubmed.ncbi.nlm.nih.gov/30251429/>

SUGAR METABOLISM

EZZ Sugar Metabolism provides important nutritional needs for the metabolism of carbohydrates and energy production. This product contains Zinc and Magnesium which helps metabolism of Carbohydrates, Fats and Proteins.

Product Description:	<ul style="list-style-type: none">EZZ Sugar Metabolism Capsules are designed to support healthy sugar metabolism.Formulated to assist in managing blood sugar levels
Key Ingredients:	<ul style="list-style-type: none">Chromium: Helps regulate insulin and glucose metabolism.B vitamins (e.g., Biotin, B6, B12): Support energy metabolism and nerve function.Ascorbic acid (Vitamin C)
Benefits:	<ul style="list-style-type: none">Supports healthy sugar metabolism.Helps manage blood sugar levels within normal range.Assists in energy production from carbohydrates.
Target Audience:	<ul style="list-style-type: none">Individuals concerned about blood sugar management.Those with prediabetes or diabetes seeking natural supplements to complement their regimen.



About Key Ingredient: Chromium Picolinate

Key Ingredients: Chromium Picolinate

Benefits:

- **Diabetes and Blood Sugar Control:** Chromium picolinate is commonly used to help manage type 2 diabetes by improving blood sugar control and insulin sensitivity. Some research indicates that it may help lower fasting blood glucose levels and improve glycemic control, though results are mixed.
- **Weight Loss and Appetite Control:** There is evidence suggesting that chromium picolinate may help reduce body weight and body fat, as well as control appetite and cravings. However, studies have produced varying results, and its effectiveness for significant weight loss is still debated.
- **Cardiovascular Health:** Chromium may have a role in maintaining cardiovascular health by improving lipid profiles and supporting overall metabolic health. Some studies suggest it may help reduce cholesterol levels, though results are inconsistent.

About Key Ingredient: B vitamins

Key Ingredients:

- **Vitamin B1 (Thiamine):** Thiamine is essential for energy metabolism and the proper functioning of the nervous system. It helps convert carbohydrates into energy and is important for muscle and nerve function.
- **Vitamin B2 (Riboflavin):** Riboflavin is involved in energy production, cellular function, and the metabolism of fats, drugs, and steroids. It also acts as an antioxidant, helping to fight free radicals in the body.
- **Vitamin B12 (Cobalamin):** Vitamin B12 is vital for neurological function, red blood cell formation, and DNA synthesis. It also helps prevent megaloblastic anemia, a condition that causes fatigue and weakness.

Benefits:

B vitamins are essential nutrients that support many critical bodily functions, including energy production, brain health, cardiovascular health, and skin health. Ensuring adequate intake of B vitamins through diet or supplements is important for maintaining overall health and preventing deficiency-related conditions.

Clinical Research:

Metabolism of dietary and microbial vitamin B family in the regulation of host immunity by Ken Yoshii et al. (Frontiers in Nutrition, 2019) highlights the role of B vitamins in immune regulation and their significance in preventing complications linked to high blood sugar [1].

[1]Available at: <https://www.frontiersin.org/journals/nutrition/articles/10.3389/fnut.2019.00048/full>

About Key Ingredient: Vitamin C

Key Ingredients: Vitamin C

Benefits:

- **Antioxidant Protection:** Vitamin C is a powerful antioxidant that helps reduce oxidative stress in the body. In people with high blood sugar levels, such as those with diabetes, there is often increased oxidative stress, which can damage cells and tissues. By neutralizing free radicals, vitamin C may help protect cells, including pancreatic cells that produce insulin, which can support overall blood sugar control.
- **Improving Insulin Sensitivity:** Some research suggests that vitamin C can improve insulin sensitivity, which means that the body can use insulin more effectively to transport glucose into cells for energy. This is especially important for people with insulin resistance, a condition that can lead to higher blood sugar levels and eventually type 2 diabetes.
- **Supporting Immune Function:** Vitamin C is well-known for boosting immune function, which can be beneficial for people with diabetes or unstable blood sugar levels. Illness or infection can lead to increased blood sugar levels, so a stronger immune system may help prevent these fluctuations by reducing the risk of infections.
- **Reducing Diabetes-Related Complications:** Diabetes can lead to various complications, such as cardiovascular issues and nerve damage. Vitamin C's role in promoting vascular health and protecting against oxidative damage may help reduce the risk of these complications. This can indirectly support better blood sugar management over the long term.

About Key Ingredient: Vitamin C cont.

Clinical Research: [1]

The present meta-analysis included a total of 22 RCTs with 1447 patients diagnosed with T2DM. A pooled analysis revealed a significant decrease in levels of serum hemoglobin A1c (HbA1c), fasting insulin, and fasting blood glucose (FBG) in vitamin C-treated T2DM patients compared with their untreated counterparts. The dose-response evaluation displayed a substantial linear association between the intervention duration and changes in serum HbA1c levels. However, the analysis did not demonstrate any significant effect of vitamin C on serum values of homeostasis model assessment of insulin resistance (HOMA-IR) in diabetic patients. Subgroup analyses indicated that high-dose vitamin C administration (≥ 1000 mg/d) considerably decreased serum HOMA-IR levels.

[1] Available at: <https://pubmed.ncbi.nlm.nih.gov/37523928/>

CHILDRENS EYE HEALTH

The **EZZ Children's Eye Health** is a children's supplement formulated to support children's eye health and macula health. With key ingredients such as lutein and blueberry powder, this supplement is rich in antioxidant and helps to reduce free radical damage to body cells. It is available in tasty chewable tablets.

Product Description:	<ul style="list-style-type: none">Formulated to support children's eye health and macula health
Key Ingredients:	<ul style="list-style-type: none">D-Alpha-Tocopheryl Acid Succinate (Vitamin E)Vaccinium myrtillus extRiboflavinZinc Amino Acid ChelateLutein (from PI - 114160)ZeaxanthinBeta-CaroteneAscorbic Acid (Vitamin C)
Benefits:	<ul style="list-style-type: none">Supports eye healthMaintains healthy eye functionSupports eye macula healthHelps reduce free radical damage to body cellMaintains healthy immune system function
Target Audience:	<ul style="list-style-type: none">Children over 4 years



About Key Ingredient: Lutein & Zeaxanthin

Key Ingredients: Lutein and Zeaxanthin

Benefits:

- **Protection Against Blue Light:** Lutein and zeaxanthin are both present in high concentrations in the retina, particularly in the macula, where they act as natural filters for harmful blue light. This protection helps reduce the risk of damage to the photoreceptor cells in the retina, which can prevent conditions such as digital eye strain and age-related macular degeneration (AMD).
- **Prevention of Age-Related Macular Degeneration (AMD):** AMD is a leading cause of vision loss in older adults, and both lutein and zeaxanthin are essential for reducing the risk of this condition. By accumulating in the macula, these carotenoids help preserve central vision, which is critical for activities like reading, driving, and recognizing faces.
- **Antioxidant Properties:** Both lutein and zeaxanthin function as antioxidants, helping to neutralize free radicals that can cause oxidative stress and damage to the eyes. This antioxidant effect is important in preventing the development of cataracts and other degenerative eye conditions.
- **Enhanced Visual Function:** These carotenoids contribute to improved visual performance, including better contrast sensitivity and faster recovery from glare. This is especially beneficial in low-light conditions or situations where bright light can cause temporary vision impairment.

About Key Ingredient: Lutein & Zeaxanthin cont.

Clinical Research: [1]

Lutein and Zeaxanthin Supplementation Improves Dynamic Visual and Cognitive Performance in Children: A Randomized, Double-Blind, Parallel, Placebo-Controlled Study

Supplementing LZ resulted in increased MPOD levels, along with increased serum levels of L, Z, and BDNF. These changes were associated with improved visual and cognitive performances and reduction in eye strain and eye fatigue in the children receiving LZ gummies. The investigational product was safe and well tolerated.

[1] Rajesh Parekh , Billy R Hammond Jr , Divya Chandradhara, Lutein and Zeaxanthin Supplementation Improves Dynamic Visual and Cognitive Performance in Children: A Randomized, Double-Blind, Parallel, Placebo-Controlled Study. [internet], Apr 2024, available from:

<https://pubmed.ncbi.nlm.nih.gov/38363462/>

HAIR PROTECTOR

- **Star Ingredients for Maximum Efficacy:** Featuring 300mg of Saw Palmetto Extract and 300mg of Chasteberry Extract, Hair Protector nourishes the liver and kidneys, improving hair quality by the principles of Chinese medicine.
- **Advanced Extraction for Purity:** Utilising supercritical CO2 extraction methods, our formula ensures efficient purification with zero chemical residue, delivering pure and potent ingredients to your hair follicles.
- **Holistic Hair Health:** With Vitamin B, Folic Acid, and essential minerals like Selenium, Zinc, and Iron, Hair Protector not only regulates metabolism for improved hair structure but also strengthens the environment for hair growth.

Key Ingredients:	<ul style="list-style-type: none">• Biotin• Ligustrum lucidum• Serenoa repens
Benefits:	<ul style="list-style-type: none">• Promotes hair growth• Enhances hair health• Supports hair strength• Improves scalp health• Reduces hair loss
Target Audience:	<ul style="list-style-type: none">• Individuals with Hair Thinning or Hair Loss• People with Scalp Issues



About Key Ingredients:

Serenoa repens and Biotin Pyridoxine

Key Ingredients: Serenoa repens (Saw Palmetto) Extract and Biotin Pyridoxine

Benefits:

Serenoa repens (Saw Palmetto) Extract Saw palmetto is also used as a natural treatment for hair loss, particularly androgenetic alopecia (male-pattern baldness). It is believed to work by inhibiting the action of dihydrotestosterone (DHT), a hormone linked to hair loss.

Biotin Pyridoxine (Biotin Pyridoxine refers to a combination of two important B vitamins: biotin (vitamin B7) and pyridoxine (vitamin B6) Both vitamins contribute to maintaining the health and appearance of hair, skin, and nails, with biotin primarily supporting keratin production and pyridoxine aiding in overall nutrient utilization.

Clinical Research:^[1]

- Serenoa repens extracts promote hair regeneration and repair of hair loss mouse models by activating TGF- β and mitochondrial signaling pathway (H-L Zhu et al. Eur Rev Med Pharmacol Sci. 2018 Jun)
- LSEsr promoted the hair regeneration and repair of hair loss mouse models by activating TGF- β signaling and mitochondrial signaling pathway
- In males: S. repens extract could be an alternative treatment in male pattern baldness in male patients who do not want or cannot tolerate the side-effects of standard medications, but the use of a concentrated S. repens product beyond 4 weeks may be necessary for sustained efficacy.

[1] H-L Zhu , Y-H Gao, J-Q Yang, J-B Li, J Gao, Serenoa repens extracts promote hair regeneration and repair of hair loss mouse models by activating TGF- β and mitochondrial signaling pathway. [internet], Jun 2018, available from: <https://pubmed.ncbi.nlm.nih.gov/29949176/>

LUMINESCENT BEAUTY

The **EZZ Luminescent Beauty Tablet** targets skin repair and collagen formation. The formulation of Lycopersicon esculentum and glutathione repair cell damage, while Rosa canina(rosehip) extract work to support overall skin integrity.

Key Ingredients:	<ul style="list-style-type: none">• Ascorbic acid• D-alpha-tocopheryl acid succinate• Glutathione• Hydrolysed collagen• Lycopersicon esculentum fruit extract dry• Lycopersicon esculentum fruit powder• Rosa canina fruit extract dry
Benefits:	<ul style="list-style-type: none">• Antioxidant/Reduces free radicals formed in the body Decrease/reduce/relieve skin dryness• Helps enhance/promote skin health• Maintains/supports skin health• Helps enhance/improve skin internal structure• Helps enhance/improve skin elasticity• Maintains/supports skin integrity/structure• Helps enhance/promote skin regeneration• Maintains/supports skin repair/healing/regeneration
Target Audience:	<ul style="list-style-type: none">• People who want to improve skin texture, tone, and hydration



About Key Ingredients: Vitamin C, Glutathione, Hydrolyzed Collagen

Key Ingredients: Vitamin C, Glutathione, Hydrolyzed Collagen

Vitamin C is crucial for collagen production, which thickens the skin and reduces fine lines and wrinkles. It also acts as a depigmenting agent by inhibiting melanin synthesis, promotes wound healing, controls inflammation, and improves blood flow, helping to repair and protect skin from damage.

Glutathione is a powerful antioxidant known for its skin-whitening and anti-aging properties. It reduces fine lines, wrinkles, and melanin production, leading to a more even skin tone and diminishing dark eye circles.

Hydrolyzed collagen: stimulates the production of collagen, elastin and hyaluronic acid in the skin, effectively combating signs of ageing.

About Key Ingredients: Vitamin C, Glutathione, Hydrolyzed Collagen cont.

Clinical Research:[1]

Vitamin C (l-Ascorbic Acid): Antioxidant Involved in Skin Care (Bioactive Dietary Factors and Plant Extracts in Dermatology, 61-66) Effects of hydrolyzed collagen supplementation on skin aging: a systematic review and meta-analysis (Roseane B de Miranda et al. Int J Dermatol. 2021 Dec).

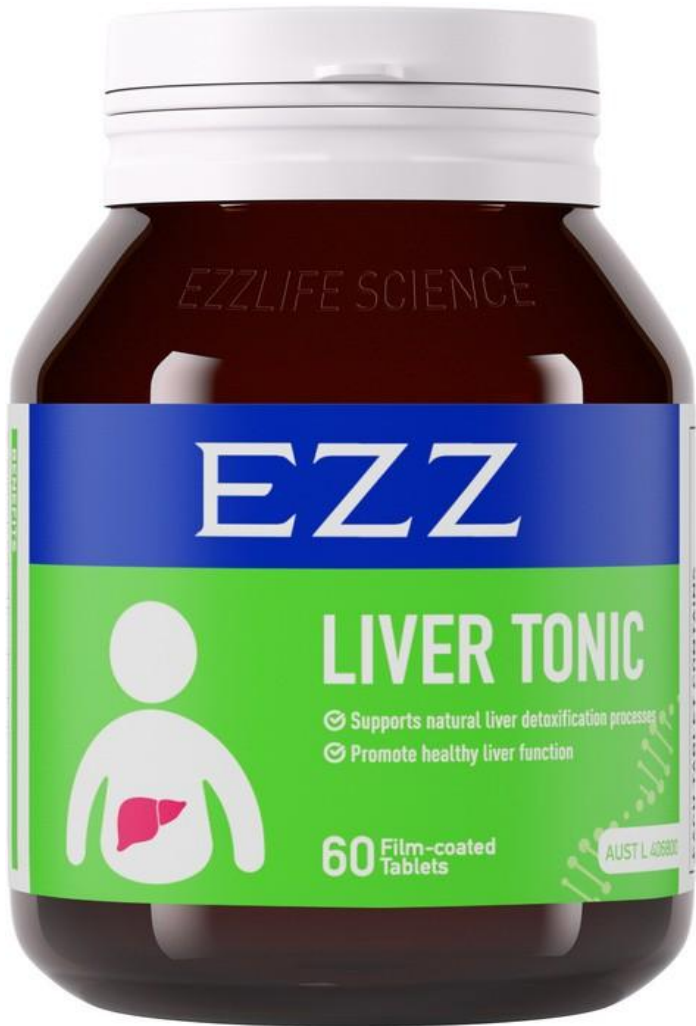
In the meta-analysis, a grouped analysis of studies showed favorable results of hydrolyzed collagen supplementation compared with placebo in terms of skin hydration, elasticity, and wrinkles. The findings of improved hydration and elasticity were also confirmed in the subgroup meta-analysis. Based on results, ingestion of hydrolyzed collagen for 90 days is effective in reducing skin aging, as it reduces wrinkles and improves skin elasticity and hydration.

[1] Szu-Yu Pu, Ya-Li Huang, Chi-Ming Pu, Yi-No Kang, Khanh Dinh Hoang, Kee-Hsin Chen, and Chieh-feng Chen, Effects of Oral Collagen for Skin Anti-Aging: A Systematic Review and Meta-Analysis. [internet], May 2023, available from: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10180699/>

LIVER TONIC

EZZ Liver Tonic supports healthy liver function and assists with digestive and metabolic functions. This formula helps to protect the liver from damage and toxins while increasing antioxidant levels in the body through key ingredients including milk thistle, artichoke extract and turmeric.

Key Ingredients:	<ul style="list-style-type: none">• Choline bitartrate• Curcuma longa• Cynara scolymus• inositol• Reynoutria japonica• Silybum marianum
Benefits:	<ul style="list-style-type: none">• Detoxification Support• Liver Regeneration• Enhances Liver Function• Antioxidant Protection• Supports for Metabolism• Reduction of Liver Inflammation• Digestive Health• Protection Against Liver Diseases
Target Audience:	<ul style="list-style-type: none">• People with Lifestyle-Related Liver Issues (Individuals who consume alcohol regularly, have a high-fat diet, or are exposed to environmental toxins.)



About Key Ingredient: Silybum Marianum

Key Ingredient: Silybum Marianum (Milk Thistle): A flavonoid complex extracted from milk thistle seeds known for its liver-protective properties.

Benefits:

- **Liver Protection and Regeneration:** Silymarin, the primary active component in milk thistle, is known for its liver-protective properties. It helps protect liver cells from damage caused by toxins, oxidative stress, and inflammation.
- **Antioxidant Effects:** Silymarin is a powerful antioxidant that helps neutralize free radicals and reduce oxidative stress in the liver and other parts of the body.
- **Anti-Inflammatory Properties:** Milk thistle has anti-inflammatory effects that help reduce inflammation in the liver and other tissues.
- **Detoxification Support:** By supporting liver function, milk thistle aids in the detoxification processes, helping the liver to efficiently eliminate toxins from the body.
- **Improved Liver Function:** Regular use of milk thistle can enhance liver function by improving bile production and flow, which is essential for digestion and nutrient absorption.
- **Support for Metabolic Health:** Silymarin may support metabolic health by improving insulin sensitivity and regulating blood sugar levels.
- **Skin Health:** The antioxidant and anti-inflammatory properties of milk thistle can also benefit skin health by reducing oxidative stress and inflammation.

About Key Ingredient: Silybum Marianum cont.

Clinical Research:[1]

Silymarin is an extract from the dried seeds and fruits of the milk thistle plant (*S. marianum*). Milk thistle has been used medicinally in Europe since the first century AD. Its medicinal properties were mentioned in the writings of the Greek physician and botanist Dioscorides (40–90 AD), who recommended it as a treatment for snakebite [8, 9]. The sixteenth century English herbalist Nicholas Culpeper recommended milk thistle for jaundice and for expelling stones [9]. By the nineteenth century, a German scientist, Johannes Gottfried Rademacher, had shown that extracts or ‘tinctures’ from milk thistle seeds were beneficial for treating patients with liver disorders.

[1] Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7140758/>

MAGNESIUM PLUS

EZZ Magnesium Plus is an easy-to-swallow and highly absorbable supplement rich in natural magnesium oxide. Magnesium is a trace mineral essential for the nerves and muscles, and can effectively relieve muscle spasms, soreness and tremors. It is also essential to the functioning of the nervous system. Other benefits to EZZ Magnesium Plus include reduce the formation of liver, gallbladder and kidney stones, as well as soft tissue calcification. It can also promote the absorption and metabolism of calcium, which help to keep the immune system balanced and strong.

Key Ingredients:	<ul style="list-style-type: none">• Colecalciferol (vitamin D3)• Heavy magnesium oxide• Magnesium amino acid chelate• Magnesium aspartate dihydrate• Magnesium citrate• Magnesium phosphate pentahydrate• Pyridoxine hydrochloride• Sodium ascorbate
Benefits:	<ul style="list-style-type: none">• Maintains/supports general health and wellbeing• Decreases/reduces/relieves muscle cramps• Helps decrease/reduce/relieve mild muscle spasms/twitches• Maintains/supports muscle performance/endurance/stamina• Maintains/supports nervous system health
Target Audience:	<ul style="list-style-type: none">• People with muscle spasms, soreness and tremors.• People with liver disease.



About Key Ingredient: Magnesium

Key Ingredient: Magnesium

Magnesium is an essential mineral that plays a critical role in many physiological functions. It is involved in over 300 biochemical reactions in the body and offers numerous health benefits. Below are some key health benefits of magnesium:

Benefits:

1) Supports Muscle Function:

- **Prevents Muscle Cramps:** Magnesium helps regulate muscle contractions and can prevent muscle cramps and spasms, especially during exercise or at night.
- **Reduces Muscle Soreness:** It aids in muscle recovery after intense physical activity by reducing inflammation and lactic acid buildup.

2) Promotes Heart Health:

- **Regulates Heart Rhythm:** Magnesium plays a key role in maintaining normal heart rhythm by supporting the electrical activity of the heart.
- **Blood Pressure Regulation:** It helps relax blood vessels, which can reduce blood pressure and lower the risk of hypertension, a major risk factor for cardiovascular diseases.
- **Reduces Risk of Heart Disease:** Adequate magnesium levels are associated with a reduced risk of developing coronary artery disease and other heart-related conditions.

About Key Ingredient: Magnesium cont.

Benefits:

3) Bone Health:

- **Supports Bone Density:** Magnesium is essential for healthy bones, as it is involved in the regulation of calcium and vitamin D. It plays a critical role in bone formation and may help prevent osteoporosis, especially in postmenopausal women.
- **Improves Calcium Absorption:** Magnesium aids in the proper absorption and metabolism of calcium, which is crucial for maintaining strong bones and teeth.

4) Nervous System Support:

- **Reduces Stress and Anxiety:** Magnesium has a calming effect on the nervous system and can help reduce symptoms of anxiety, stress, and depression by regulating neurotransmitters like serotonin.
- **Improves Sleep Quality:** Magnesium supports the production of melatonin, the hormone that regulates sleep. It helps people fall asleep faster and improves the overall quality of sleep, especially in those with insomnia.

5) Blood Sugar Regulation:

- **Helps Manage Diabetes:** Magnesium is important for insulin function and glucose metabolism. Adequate magnesium levels can improve insulin sensitivity and reduce the risk of developing type 2 diabetes.
- **Stabilizes Blood Sugar Levels:** For people with diabetes, magnesium may help control blood sugar levels, reducing the risk of complications associated with the disease.

About Key Ingredient: Magnesium cont.

Benefits:

6) Supports Digestive Health:

- **Prevents Constipation:** Magnesium helps regulate bowel movements by drawing water into the intestines, softening stool, and promoting regularity. This makes it a common remedy for constipation.
- **Alleviates Indigestion:** Magnesium acts as an antacid, neutralizing stomach acid and providing relief from heartburn and indigestion.

7) Reduces Migraines:

- **Prevention of Migraines:** Magnesium deficiency has been linked to an increased risk of migraines. Supplementing with magnesium can help reduce the frequency and severity of migraines by regulating neurotransmitter function and blood flow.

8) Enhances Exercise Performance:

- **Boosts Energy Production:** Magnesium is involved in energy production at the cellular level, helping to convert food into energy (ATP). This can enhance endurance, strength, and overall exercise performance.
- **Reduces Inflammation:** It helps reduce exercise-induced inflammation and supports muscle recovery, making it beneficial for athletes and active individuals.

9) Anti-Inflammatory Properties:

- **Reduces Chronic Inflammation:** Magnesium has been shown to reduce levels of certain inflammatory markers in the body. Chronic inflammation is associated with many health conditions, including heart disease, arthritis, and autoimmune diseases.
-

About Key Ingredient: Magnesium cont.

Benefits:

10) Hormonal Balance:

- **Supports Women's Health:** Magnesium plays a role in hormone regulation and can alleviate symptoms of premenstrual syndrome (PMS), including mood swings, bloating, and menstrual cramps. It may also help ease symptoms associated with menopause, such as hot flashes and insomnia.

11) Cognitive Function:

- **Supports Brain Health:** Magnesium is essential for cognitive functions, such as memory and learning. It may also protect against age-related cognitive decline and conditions like Alzheimer's disease.

12) Detoxification:

- **Supports Liver Function:** Magnesium helps in detoxifying the body by supporting liver function, helping to remove toxins from the body.

Summary:

Magnesium is vital for many aspects of health, from muscle and nerve function to heart health and bone strength. Ensuring adequate magnesium intake can reduce the risk of chronic diseases, improve physical and mental well-being, and enhance overall health. Many people can benefit from increasing their magnesium intake through diet or supplements, especially if they have conditions that deplete magnesium levels, such as stress, diabetes, or gastrointestinal disorders.

About Key Ingredient: Magnesium cont.

Related Clinical Research Reference:

Behnood Abbasi , Masud Kimiagar, Khosro Sadeghniiat, Minoo M Shirazi, Mehdi Hedayati, Bahram Rash, The effect of magnesium supplementation on primary insomnia in elderly: A double-blind placebo-controlled clinical trial, [internet], Dec 2012, Available from: <https://pubmed.ncbi.nlm.nih.gov/23853635/>

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DAILY ENERGY & WELLBEING

Daily Energy & Wellbeing is an advanced formulation for support of energy production and general wellbeing. Nicotinic acid, Nicotinamide and Taurine help in the metabolism of sugar and fat, maintaining energy levels in the body. Grape seed helps support blood vessel health and healthy blood circulation. The natural antioxidants Procyanidins (OPCs) from the grape seed and Citrus bioflavonoids help reduce free radicals formed in the body. Zinc and Elderflower help maintain the immune system health.

Key Ingredients:	<ul style="list-style-type: none">• Citrus bioflavonoids extract• Folic acid• Leucine• Nicotinamide• Nicotinic acid• Sambucus nigra (Elderberry)• Taurine• Vitis vinifera• Zinc oxide
Benefits:	<ul style="list-style-type: none">• Supports energy levels• Reduces free radicals formed in the body• Maintains healthy blood circulation
Target Audience:	Include a diverse range of people, from health-conscious individuals and busy professionals to parents, fitness enthusiasts, and those dealing with chronic health conditions. These customers are united by a desire to enhance their daily energy levels, improve mental and physical well-being, and lead healthier, more balanced lives.



About Key Ingredients and their benefits:

Citrus Bioflavonoids Extract / Folic Acid / Leucine

1) Citrus Bioflavonoids Extract:

- **Antioxidant:** Helps neutralize free radicals, reducing oxidative stress.
- **Immune Support:** Enhances immune system function.
- **Cardiovascular Health:** Improves blood circulation and supports heart health.
- **Skin Health:** Reduces signs of aging and improves skin texture.

2) Folic Acid:

- **Cellular Growth:** Essential for DNA synthesis and repair, and cell division.
- **Pregnancy Health:** Reduces the risk of neural tube defects in the developing fetus.
- **Cardiovascular Health:** Helps lower levels of homocysteine, reducing the risk of heart disease.

3) Leucine:

- **Muscle Protein Synthesis:** Stimulates muscle growth and repair, crucial for muscle recovery and strength.
- **Metabolic Regulation:** Supports glucose metabolism and regulates blood sugar levels.
- **Weight Management:** Helps preserve lean muscle mass during weight loss.

About Key Ingredients and their benefits:

Nicotinamide / Nicotinic Acid / Sambucus Nigra

4) Nicotinamide (Niacinamide):

- **Skin Health:** Improves skin barrier function, reduces acne, and diminishes signs of aging.
- **Cellular Energy:** Precursor to NAD⁺, which supports cellular energy production and repair.
- **Neuroprotection:** May help protect against cognitive decline and neurodegenerative diseases.

5) Nicotinic Acid (Niacin):

- **Cholesterol Management:** Helps increase HDL (good cholesterol) and lower LDL (bad cholesterol) and triglycerides.
- **Cardiovascular Health:** Supports overall heart health by improving lipid profiles.
- **Metabolism:** Plays a role in converting carbohydrates, fats, and proteins into energy.

6) Sambucus Nigra (Elderberry):

Elderberries are rich in:

- **Vitamin C:** Important for immune function, collagen production, and skin health.
- **Vitamin A:** Supports vision, skin health, and the immune system.
- **Dietary Fiber:** Helps maintain digestive health and regularity.
- **Flavonoids:** Such as quercetin and anthocyanins, which provide strong antioxidant activity.

Key Health Benefits: Immune System Support | Cold and Flu Relief | Rich in Antioxidants | Anti-Inflammatory Effects | Heart Health | Skin Health | Digestive Health.

About Key Ingredients and their benefits:

Taurine / Vitis Vinifera (Grape Seed Extract) / Zinc Oxide

7) Taurine:

- **Cardiovascular Health:** Supports heart function and helps regulate blood pressure.
- **Electrolyte Balance:** Helps maintain electrolyte balance in cells.
- **Neurological Health:** Supports cognitive function and has neuroprotective properties.

8) Vitis Vinifera (Grape Seed Extract):

- **Antioxidant:** Contains powerful antioxidants that protect cells from damage.
- **Cardiovascular Health:** Supports vascular health and improves circulation.
- **Skin Health:** May improve skin elasticity and reduce signs of aging.

9) Zinc Oxide:

- **Immune Support:** Essential for a healthy immune system and wound healing.
- **Skin Health:** Used topically to protect the skin from UV rays and treat skin conditions like acne and eczema.
- **Antioxidant:** Provides antioxidant protection to cells.

Summary:

Each of these substances has distinct benefits, and they can complement each other in supporting overall health, from skin and cardiovascular health to immune support and muscle function.

CHILDREN’S ESSENTIAL MINERALS

Children’s essential minerals - This powerful formula is packed with essential minerals and vitamins, including calcium, zinc, ferrous sulfate, magnesium, vitamin C, and B12, all vital for Children’s healthy growth and development.

Key Ingredients:	<ul style="list-style-type: none">• Water-Soluble Calcium• Iron• Zinc• Selenium• Magnesium• Chromium• Manganese
Benefits:	<ul style="list-style-type: none">• Helps enhance healthy growth and development• Supports general health and wellbeing• Assists healthy bone development/growth/building• Helps maintain bone mineralisation• Vitamin D helps calcium absorption (or words of like intent) and a diet deficient in calcium can lead to osteoporosis in later life Maintain• Supports immune system health Maintain/support muscle strength• Supports (state vitamin/mineral/nutrient) levels in the body
Target Audience:	<ul style="list-style-type: none">• Children seeking support for growth and development• Children over 6 years old



About Key Ingredient: Water-Soluble Calcium

1) Water-soluble calcium

Water-soluble calcium (WSCa) is a form of calcium that dissolves easily in water, making it highly absorbable for the human body. It is commonly derived from natural sources like eggshells, bones, or coral through a process that converts the calcium into a more soluble form.

Benefits:

- **Supports Bone Health:** WSCa is easily absorbed by the body, making it effective in maintaining bone density and strength, which helps prevent osteoporosis and fractures.
- **Improves Dental Health:** Adequate calcium intake is essential for maintaining strong teeth and preventing dental issues.
- **Aids Muscle Function:** Calcium is crucial for muscle contractions, so WSCa helps support proper muscle function, reducing cramps and spasms.
- **Promotes Nerve Function:** It plays a role in transmitting nerve impulses, ensuring proper communication between the brain and body.

About key ingredients: Iron / Zinc / Selenium

2) Iron:

- **Supports Oxygen Transport:** Iron is essential for forming hemoglobin, which carries oxygen from the lungs to the rest of the body.
- **Boosts Energy Levels:** It helps maintain energy levels and supports physical performance.
- **Strengthens the Immune System:** Iron plays a role in supporting immune function.

3) Zinc:

- **Supports Immune Health:** Zinc is crucial for maintaining a strong immune system, helping the body fight off infections and heal wounds.
- **Promotes Skin Health:** It aids in wound healing and helps maintain healthy skin.
- **Supports Growth and Development:** Zinc is important for cell growth and division, making it essential for normal development during pregnancy, childhood, and adolescence.

4) Selenium:

- **Powerful Antioxidant:** Selenium helps protect cells from oxidative damage and reduces inflammation.
- **Supports Thyroid Function:** It plays a vital role in the production of thyroid hormones, which regulate metabolism.
- **Boosts Immunity:** Selenium supports the immune system and can enhance the body's ability to fight infections.

About key ingredients:

Magnesium / Chromium / Manganese

5) Magnesium:

- **Maintains Bone Health:** Magnesium is essential for bone structure and helps the body absorb calcium.
- **Supports Muscle and Nerve Function:** It aids in muscle relaxation and prevents cramps, while also supporting nerve function.
- **Regulates Blood Sugar Levels:** Magnesium helps manage blood glucose levels, making it important for people with diabetes.

6) Chromium:

- **Regulates Blood Sugar:** Chromium enhances the action of insulin, helping regulate blood glucose levels.
- **Supports Metabolism:** It plays a role in the metabolism of carbohydrates, fats, and proteins, contributing to overall energy production.

7) Manganese

- **Promotes Bone Health:** Manganese is essential for bone formation and helps maintain bone density.
- **Acts as an Antioxidant:** It plays a role in protecting cells from oxidative damage.
- **Supports Metabolism:** Manganese helps metabolize carbohydrates, amino acids, and cholesterol.

Summary:

These minerals are vital for overall health, and ensuring adequate intake can help maintain various bodily functions, from metabolism to immune defense.

MULTI VITAMINS FORMULATED MILK POWDER FOR CHILDREN

Milk Powder for Children- 100% source from New Zealand. Combines multi-vitamins to provide a complete nutrition to the children. At least 2*10⁸ CFU/100g Bifidobacterium animalis subsp. Lactis Bb were added when manufactured. Per100g product contains 45mg DHA AND 25MG ARA.

Key Ingredients:	<ul style="list-style-type: none">• Calcium• Zinc• Vitamin A• Vitamin C• Vitamin D
Benefits:	<ul style="list-style-type: none">• BALANCED NUTRITION• ENHANCE PHYSICAL FITNESS• SUPPORT GROWTH• SUPPORT EYE AND BRAIN DEVELOPMENT
Target Audience:	<ul style="list-style-type: none">• Children seeking support for growth and development• Children 3-14 yrs old.



About key ingredients: *Bifidobacterium animalis subsp Lactis Bb*

Bifidobacterium animalis subsp. is a probiotic bacterium that is widely recognized for its positive effects on digestive and overall health. Here are some of its key benefits:

1. Promotes Digestive Health

It helps maintain a balanced gut microbiome by inhibiting the growth of harmful bacteria, which can improve the overall health of the digestive system.

It can alleviate common digestive issues such as constipation and diarrhea, leading to better digestion and regular bowel movements.

2. Boosts Immune System

This probiotic stimulates the immune system by interacting with the gut-associated lymphoid tissue (GALT), which plays a crucial role in immune response.

It may help reduce the risk of infections, particularly those affecting the gastrointestinal tract.

3. Improves Nutrient Absorption

Bifidobacterium animalis subsp. assists in breaking down complex carbohydrates and fibers in the diet, making it easier for the body to absorb essential nutrients.

It is particularly beneficial for those with lactose intolerance, as it can aid in the digestion of lactose, thereby reducing symptoms like bloating and gas.

About key ingredients: *Bifidobacterium animalis subsp lactis* Bb (cont)

4. Anti-inflammatory Properties

Research has shown that this probiotic has anti-inflammatory effects, which can help reduce inflammation in the gut.

It may be beneficial for individuals with inflammatory bowel diseases (IBD) such as Crohn's disease and ulcerative colitis.

5. Supports Metabolic Health

By modulating the gut microbiota, it may help with weight management and improving metabolic conditions like insulin resistance.

It has been associated with lowering cholesterol levels, contributing to better cardiovascular health.

6. Alleviates Allergies

Studies suggest that *Bifidobacterium animalis subsp.* can help mitigate allergic reactions such as eczema and hay fever, potentially through its role in immune regulation.

It may be particularly useful for children and individuals prone to allergies.

This probiotic is often included in yogurt, fermented dairy products, and probiotic supplements, making it a popular choice for those looking to support digestive health and overall well-being.

About key ingredients: *Bifidobacterium animalis subsp lactis*

Bb (cont)

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About key ingredients: DHA & ARA

DHA (Docosahexaenoic Acid) and **ARA (Arachidonic Acid)** are essential fatty acids that play a crucial role in the development and function of the brain, eyes, and immune system. Here are some of the key benefits of each:

1. Benefits of DHA (Docosahexaenoic Acid):

•Brain Development and Function:

- DHA is a major structural component of the brain, contributing to the formation of neuronal membranes and synaptic connections.
- It is essential for brain development in infants and young children, supporting cognitive functions such as learning, memory, and problem-solving.
- In adults, DHA helps maintain brain function and may play a role in reducing the risk of cognitive decline and neurodegenerative diseases.

•Eye Health:

- DHA is a vital component of the retina, and adequate levels are important for visual development in infants.
- It supports overall eye health and helps maintain good vision throughout life.

•Heart Health:

- DHA can contribute to cardiovascular health by reducing triglycerides, lowering blood pressure, and supporting overall heart function.
- It has anti-inflammatory properties, which can help in reducing the risk of heart disease.

2. Benefits of ARA (Arachidonic Acid):

•Growth and Development:

- ARA is important for the development of the central nervous system, especially during the early stages of life.
- It is a key component of cell membranes and is involved in cell signaling, playing a role in brain and muscle development.

•Immune System Support:

- ARA is involved in the body's immune response, aiding in the production of eicosanoids, which are signaling molecules that help regulate inflammation and immune function.
- It supports the body's ability to respond to infections and injuries.

•Muscle Growth and Repair:

- ARA plays a role in muscle growth, making it valuable for athletes and active individuals. It is involved in muscle protein synthesis and helps with recovery and repair after exercise.

About key ingredients: DHA & ARA (CONT)

3. Combined Benefits of DHA and ARA:

•Synergistic Role in Infant Nutrition:

- DHA and ARA are both naturally found in breast milk, and they work together to support the growth and development of infants. Most infant formulas now include both to better mimic the composition of breast milk.
- Together, they support brain and vision development, contributing to cognitive and motor skill improvements in early childhood.

•Inflammation Regulation:

- While DHA has anti-inflammatory properties, ARA is more involved in initiating the inflammatory process when needed (like in response to injury). This balance helps regulate inflammation in the body, ensuring that it is controlled and beneficial rather than excessive.

In summary, DHA is particularly known for its benefits for brain and eye health, while ARA supports cell membrane structure, growth, and immune function. The combination of DHA and ARA is crucial for early development in infants and beneficial for overall health throughout life.

About key ingredients: Calcium, Zinc, Vitamin A, C, D

Calcium: contributes to strength of bones and teeth.

Zinc: an essential element for Children's growth and development.
Zinc contributes to healthy skin.

Vitamin A: helps maintain dark vision. Vitamin A helps maintain
healthy skin and mucous membranes.

Vitamin D: can promote iron absorption of calcium.
Vitamin D contributes to healthy bones and teeth.