Serenzo™

Stress relief & mood improvement

- Patented citrus extract
- Reduction of initial stress bio-markers
- Decrease of stress related symptoms

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Serenzo™

Active stress relief

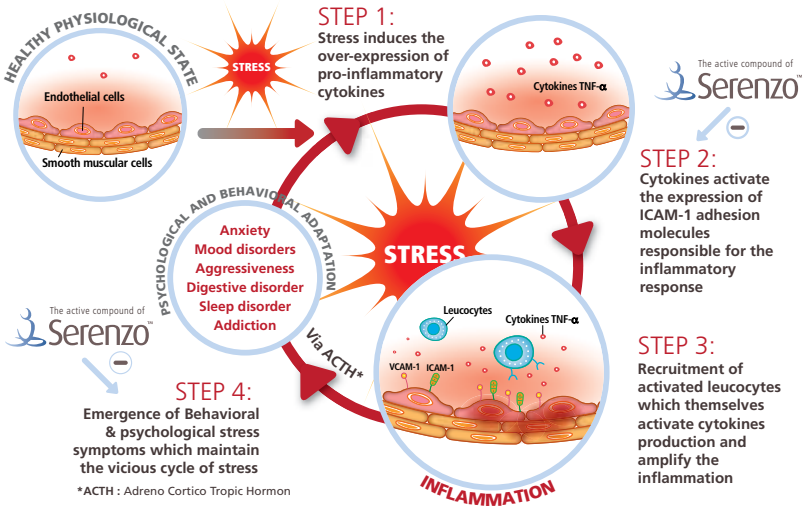
Working on the cause of stress

• Stress and inflammation:

Recurrent stressful life conditions induce a pro-inflammatory state resulting in endothelial dysfunctions[1,2] which contributes to a cyclical stress and inflammation.

• The role of ICAM-1:

ICAM-1 is a molecule that recruits leucocytes at the endothelial level. The increased ICAM-1 expression comes with a higher response to stressful conditions: more leucocytes producing more cytokines amplifying the inflammatory response.

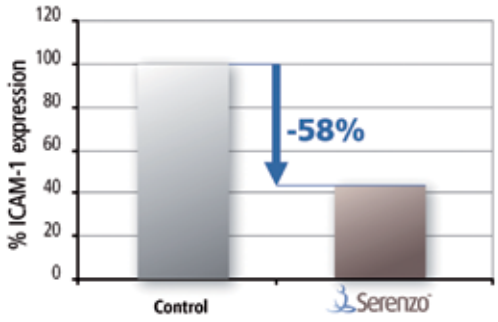


A patented mechanism of action inhibiting ICAM-1

Serenzo™ contains a patented active substance that targets the ICAM-1 expression. An *in vitro* study[3] demonstrated :

- **up to 58% inhibition of the ICAM-1 expression**

***In vitro* study : Effect of the active compound of Serenzo™ on the ICAM-1 expression level when stressed by TNF-α**

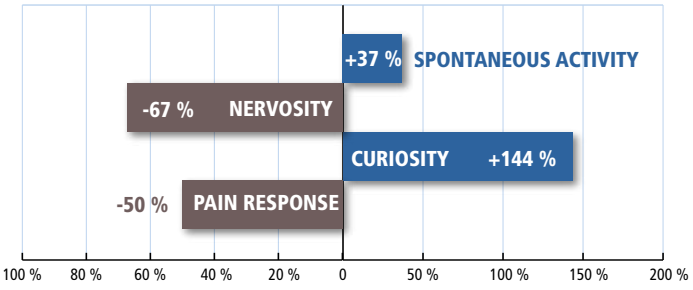


Stress symptom reduction & mood improvement

An *in vivo* Functional Observation Battery (FOB) test[4] highlighted that Serenzo™ significantly:

- **reduces behavioral stress symptoms**
- **improves well-being indicators**

***In vivo* study : FOB results on motor functions and mood modulation following treatment with the active compound of Serenzo™ (at t=180 min.)**



PATENTED NATURAL STRESS RELIEF

- **Original active ingredient extracted from Citrus species**
- **Patented and scientifically tested ingredient**
- **Well-documented anti-stress properties**
- **Safe & bioavailable**
- **Active dose: minimum 500 mg daily**

(1) Esch T et al. Proinflammation: a common denominator or initiator of different pathophysiological disease processes. Med Sci Monit. 2002 May;8(5):HY1-9.

(2) Plante GF. Vascular response to stress in health and disease. Metabolism. 2002 Jun;51 (6 Suppl 1): 25-30.

(3) Effect of Serenzo™ on the reduction of inflammatory disorders induced by stress – *In vitro* study on human umbilical vein endothelial cells (2008).

(4) Effect of Serenzo™ on the reduction of stress symptoms and mood disorders induced by stress – Rat study (2008).

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