



# NutriScience

**Ingredients Matter.**

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# BERRY SHIELD™

## Structure/Function Claims:

- Immune Support
- Prebiotic
- Antioxidant





# BERRY SHIELD™

## **What is BerryShield® :**

BerryShield® is an innovative new product made from elderberry juice concentrate that is standardized to polyphenol content. The elderberry juice concentrate is combined with a fiber and a digestive resistant starch to shield the anthocyanins and polyphenol antioxidants during the drying process. This combination aids in protecting the elderberry antioxidants from the harsh pH of the stomach, helping to deliver beneficial levels of these key antioxidants.

## **Features & Benefits:**

- BerryShield® is an immune support elderberry product made from elderberry juice concentrate combined with Promitor®, a non-GMO soluble dietary fiber from corn; non-GMO potato digestive resistant starch; silicon dioxide and carrot extract.
- It contains standardized levels of polyphenols to support immune health. It is a solvent-free concentrate which contains all the elderberry components.
- Promitor®, a digestive fiber, is used as the matrix during drying. Promitor® is an FDA-defined, non-GMO, prebiotic, soluble dietary fiber which helps protect the polyphenols, anthocyanins and Vitamin C, and helps replace the natural elderberry fiber lost during the juicing process.
- BerryShield® is “farm-to-finish” - fully traceable from the farm to the final product with complete control of the supply chain. In addition, the elderberry juice concentrate in BerryShield® is TRU-ID® certified. It is tested for authenticity using fingerprint analysis.



# BERRY SHIELD™

## **Mechanism of Action:**

The powerful antioxidants present in elderberry – the anthocyanins and polyphenols in particular, work to reduce free radicals and support the immune system. In-vitro studies show that elderberry has a direct antiviral effect against the influenza virus. By blocking key viral proteins responsible for viral attachment and entry into the host cell, elderberry inhibits the early stages of an infection.

## **Elderberry Science:**

Clinical studies using elderberry supplements have shown a reduction in sick days and a reduction in cold and flu symptoms. Below are some of the clinical findings:

- A randomized, double-blind placebo-controlled clinical trial, conducted with elderberry supplements, was shown to significantly reduce cold duration and symptoms in air travelers.
- A study with patients suffering influenza-like symptoms showed relief on average 4 days earlier and use of significantly less rescue medication in those receiving elderberry supplement compared with placebo.
- In a meta-analysis, elderberry supplementation was shown to substantially reduce upper respiratory symptoms.



# BERRY SHIELD™

## Acceptable Structure/Claims

- Supports a healthy immune system
- Supports a healthy immune response
- Helps maintain proper immune function
- Helps support normal immune function
- Activates normal immune response in healthy individuals
- Provides naturally occurring anthocyanins and polyphenols found in elderberry to
- Provides a healthy source of antioxidants
- Supports a healthy microbiome
- Delivers immune supporting flavonoids / antioxidants
- Formulated to help protect the heat-sensitive anthocyanins and polyphenols / flavonoids / antioxidants during processing
- Contains soluble prebiotic fiber which supports healthy digestion

# *ElderZinc*<sup>TM</sup>

## **Structure/Function Claims:**

- Innovative Immune Support with Elderberry + Zinc
- Delivers Immune Supporting Flavonoids & Antioxidants
- Enhanced Absorption, Palatability & Stability
- Supports Healthy Microbiome



# ElderZinc™

*An Enhanced delivery system perfect for:  
gummies, rock candies, lozenges,  
powdered drink formulas and more*

## What is ElderZinc™

ElderZinc™ is an innovative formula which is designed to protect the bioactive polyphenols and anthocyanins in elderberry juice concentrate during processing. This also allows for better stability and protection from the harsh pH of the gut leading to better absorption. ElderZinc™ also includes a unique zinc delivery system designed to significantly improve dispersibility and palatability.

## Features & Benefits:

- ElderZinc™ is an elderberry/zinc formula with enhanced stability and absorption of elderberry bioactives and improved dispersibility and palatability of zinc.
- The 10:1 Elderberry juice concentrate is combined with Promitor® soluble dietary fiber and a digestive resistant starch. This helps protect the bioactives during processing and helps them get through the harsh pH of the gut for better stability and absorption.
- Zinc is delivered utilizing a special emulsification system which allows for better dispersion in solution as well as improved palatability (no metallic taste).
- This synergistic formula makes ElderZinc™ the most innovative elderberry/zinc dietary ingredient for immune support - offering better absorption, palatability and stability.
- This synergistic immune support system offers: Better Absorption, Stability and Palatability.

# ***ElderZinc™***

## **Science:**

Clinical studies using elderberry supplements have shown a reduction in sick days and a reduction in cold and flu symptoms. Below are some of the clinical findings:

- A randomized, double-blind placebo-controlled clinical trial, conducted with elderberry supplements, was shown to significantly reduce cold duration and symptoms in air travelers.
- A study with patients suffering influenza-like symptoms showed relief on average four days earlier and use of significantly less rescue medication in those receiving elderberry supplement compared with placebo.
- In a meta-analysis, elderberry supplementation was shown to substantially reduce upper respiratory symptoms.
- Supports a strong immune system.

## **Formulating with ElderZinc™ :**

- We recommend a standard 317 mg dose which delivers 105 mg of elderberry juice concentrate, combined with 15 mg elemental zinc.
- For a high potency formula, use a 634 mg dose which delivers 210 mg of elderberry juice concentrate, combined with 30 mg elemental zinc.
- To further individualize and differentiate your product, consider adding Vitamins C and/or Vitamin D or BGF-Immune® 1,3 Beta-Glucan for a supercharged immune support product.



## Product Concept

ElderZinc™ provides anthocyanins and polyphenols from elderberry, along with the immune health mineral zinc; this innovative delivery system promotes absorption, stability and palatability. The anthocyanins and polyphenols are protected during processing and then again from the harsh pH of the gut. The zinc is encapsulated to eliminate its metallic taste allowing the product to taste great.\*

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

ElderZinc™ is distributed by  
NutriScience Innovations, LLC, Trumbull, CT, USA

# ElderZinc™

*Innovative Ingredients  
Promote Absorption, Stability  
and Palatability*

**For Immune Support\***

**DIETARY SUPPLEMENT**  
60 Gummies

### Supplement Facts

Serving Size: 2 Gummies  
Servings Per Container: 30

	Amount Per Serving	%DV
Zinc	15 mg	136%
ElderZinc™	317 mg	†
Elderberry Concentrate Sambucus L. (fruit) (250 mg) Standardized to 2% polyphenols		
Zinc Complex (67 mg)		
† Daily Value (DV) not established		

**Other Ingredients:** Glucose Syrup, Sucrose, Water, Non-GMO Prebiotic Fiber, Vegetable Gelatin, Palm Oil, Potato Digestive Resistant Starch, Maltodextrin, Fatty Acid Esters, Hydrolyzed Lecithin, Black Carrot Extract, Silicon Dioxide.

### THE CONCEPT

- Immune health
- 30 capsules per bottle
- 30-day supply
- A blend of 2 separate ingredients
- Immune health for all ages

### DELIVERY FORMS

- Capsule, Powder, Tablet, Syrup, Chewable, Gummy, Soft Chew & RTD

### CLAIMS

- Supports a healthy & strong immune system
- Helps maintain proper immune function
- Supports a healthy microbiome
- Healthy source of prebiotics





### Structure/ Function Claims:

- Supports healthy immune function
- Supports healthy immune function in pets



## **What is BGF-Immune®:**

BGF-Immune® is a clinically substantiated, immune support ingredient containing high purity 1,3-Beta-Glucan produced via a unique fermentation process. 1,3-Beta-Glucan supports healthy immune function by working on the cells of the innate immune defense system to mobilize a complex set of immune defense mechanisms. This ultimately enhances the body's immune response to promote overall health and wellness. General research shows that immune function receptor bindings are specific to 1,3 linkages.

## **Features & Benefits:**

- Unlike other sources of Beta-Glucan from barley, oats, mushrooms and yeast that report a combined total of (1,3 & 1,4) or (1,3 & 1,6) Beta-Glucans, BGF-Immune® contains high purity 1,3 linkages with virtually no 1,4 or 1,6 linkages. It is the 1,3 linkage that is specifically associated with immune health.
- BGF-Immune® offers Enhanced Bioavailability due to its Lower Molecular Weight.
- BGF-Immune® is produced via a Unique Fermentation Method without the use of solvents.
- BGF-Immune® is Non-GMO Project Verified.





## Science:

- At a dose of 412 mg/day, BGF-Immune® demonstrates an increase in immune modulating NK cell activity, especially in those experiencing stress.
- Lab animal research has been used to elucidate biochemical mechanisms of BGF-Immune® for supporting immune-related GI distress and inflammation.
- BGF-Immune® demonstrates immune action with respect to cytokine production, gene expression and cellular toxicity.
- BGF-Immune® has been shown to enhance immune pathway expression when compared to Baker's Yeast 1,3/1,6 beta-glucan. This supports the immune modulating benefits of the 1,3 beta-glucan in BGF-Immune® versus beta-1,3/1,6 glucans.

## Formulating with BGF-Immune®:

- Suitable for use in capsules, tablets, softgels, gummies, powders.
- Studied dose is 412 mg/day, which delivers 350 mg of 1,3-Beta-Glucan.
- Use BGF-Immune® (1,3-Beta-Glucan) at a lowest daily dose of 250 mg as a cost effective option to replace other beta-glucans containing both 1,3 & 1,6 linkages. This is based on a dose comparison analysis which takes into account the amount of beta-glucans in clinically studied products.

The combination of BGF-Immune® 1,3 beta-glucan and Shoden® ashwagandha extract is designed to provide both direct immune support, while helping to relieve stress and anxiety and improve sleep quality. Stress and sleep are factors in immune function.\*

BGF-Immune® is a clinically studied 1,3 beta-glucan made by fermentation. It does not contain yeast, algae or mushroom.

Shoden® ashwagandha is a clinically studied high potency ashwagandha standardized to an industry leading 35% glycowithanolides.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

BGF-Immune® is a registered trademark of NutriScience Innovations, LLC.  
Shoden® is a registered trademark of Arjuna Natural Pvt Ltd.



## Supplement Facts

Serving Size: 1 Capsule  
Servings Per Container: 30

	Amount Per Serving	%Daily Value
BGF-Immune® 1,3 beta-glucan	250 mg	†
Shoden® Ashwagandha Extract <i>Withania somnifera</i> (root and leaf)	120 mg	†
Standardized to 35% glycowithanolides		
†Daily Value not established		

**Other Ingredients:** HPMC (Capsule).

## THE CONCEPT

- Immune Health
- 30 capsules per bottle
- 30-day supply
- A blend of 2 separate ingredients
- Immune Health for All ages

## DELIVERY FORMS

- Capsule, Powder, Tablet, Syrup, Chewable, Gummy, Soft Chew & RTD

## CLAIMS

- Supports a healthy immune system
- Helps maintain proper immune function
- Improves stress resilience
- Decrease cortisol levels
- Supports healthy mood
- Support emotional wellbeing



# SHODEN<sup>®</sup>

World's Most Bioactive Ashwagandha™

## Claim Areas:

- Stress & Anxiety
- Sleep & Relaxation
- Energy & Endurance
- Vitality/ Testosterone
- Immune Support
- Fatigue





### What is Shoden®:

Shoden® is a clinically-tested, purified extract from the leaves and roots of the ashwagandha plant. With an industry leading **35% Withanolide Glycosides** and **21 identified Withanolide Glycosides**, this makes Shoden® the most full-spectrum ashwagandha on the market today.

### Features & Benefits:

- Worlds Most Bioactive Ashwagandha with 21 active Withanolide Glycosides
- High Bioavailability at low doses
- Clinically studied
- Patented
- Flexibility in formulating
- Multiple health categories
  - stress, fatigue, sports/endurance, sleep, vitality, immune, joint health, testosterone, cognitive function, focus, anxiety
- Full spectrum of bioactives
- Feel The Difference – Experiential
- Analytical testing- fully transparent
- Maltodextrin & Excipient Free
- Non-GMO Project Verified
- Patented, Allergen Free, Gluten Free, Vegan, Kosher & Halal Certified



## **Mechanism of Action**

Adaptogen – These bioactives mimic the body's own stress reducing hormones, help the body adapt to stress and exert a normalizing effect on body processes. For rejuvenation and homeostasis (balance)

## **Science:**

- **Decreases in cortisol and estradiol with Shoden®.**
- Improved non-restorative sleep as measured by physical, psychological and environmental markers.
- Improved quality of sleep as measured by total sleep time and total bedtime.
- Increased DHEA-S levels with Shoden® – 18% increase which is statistically significant.
- Improvements in fatigue, vigor, wellbeing with Shoden®.
- Increased testosterone levels with Shoden® – 15% increase which is statistically significant.

## Applications:

- Capsule
- Tablets
- Powder
- Gummy
- Soft Chew
- Functional Foods & Beverages



# Support YOUR Emotional Wellbeing

SH  DEN<sup>®</sup>

World's Most Bioactive Ashwagandha™

&

  
***Suntheanine***<sup>®</sup>

Relax. Focus. Revive.



Thank you...