

## Mental Wellbeing

Taking it easy

### Saffron

(Crocus sativus L.)

- One of the most expensive spices in the world.
- A part of Ayurvedic and Persian traditional healing strategies for over 2500 years.
- Traditionally used for cramps, asthma, menstruation, cardiovascular and stomach disorders, pain, memory and brain health.<sup>1</sup>



### Studied benefits of Saffron

#### Improves mood

- ✓ Decreases daily feelings of tension, depression, anxiety, confusion and fatigue<sup>2-5</sup>
- ✓ Promotes resilience and vigour<sup>4-5</sup>
- ✓ Promotes happiness and increases levels of serotonin and  $\beta$ -endorphins<sup>6</sup>

#### Improves sleep

- ✓ Improves ease of getting to sleep<sup>9</sup>
- ✓ Improves sleep duration<sup>9</sup>
- ✓ Promotes a good-quality sleep with less disturbances<sup>7-9</sup>
- ✓ Improves next-day alertness<sup>7-8</sup>

#### Improves cognition

- ✓ Reduces cognitive and memory deterioration in elderly<sup>10-14</sup>
- ✓ Improves short term memory<sup>14</sup>



**73 %**

of consumers rate mental health as currently having an impact on their everyday life.<sup>15</sup>

Everyone experiences stress at one time or another:

*Mental well-being is the top criteria to being healthy*

(Today's consumers<sup>16</sup>)

## A daily softgel for mental and physical balance

### Formulation example:

- Saffron (affron®) 30 mg
- Vitamins B3 and B6
- Hempseed oil –contains omega-6 and omega-3s or your choice of other vegetable or fish oils

- ✓ Standardized saffron extract
- ✓ All-natural
- ✓ GMO-free



### Contributes to

- ✓ normal psychological and nervous system functions,
- ✓ energy-yielding metabolism and
- ✓ reduction of tiredness and fatigue.

(EFSA health claims)

### Available capsule options

- Gelatine: fish, bovine, organic pork
- Shape: oval, oblong
- Colors: naturally clear or riboflavin orange

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### Softgel key benefits

- ✓ Single dose
- ✓ High compliance rate
- ✓ Premium quality ingredients
- ✓ High bioavailability
- ✓ Fill protected from oxidation and degradation
- ✓ Excellent dose uniformity
- ✓ Easy to swallow



Made in Germany  
Manufacturing site **pharma GMP, US-FDA, IFS, BRC, EU Organic, MSC, FOS, Feed certified**  
For more information, please visit our website: [sirio-europe.com](http://sirio-europe.com)

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Market launch is subject to local regulatory requirements

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