



improvD³™

Vitamin D activity BOOSTER

- > IMMUNITY SUPPORT
- > BOOSTS VITAMIN D3 ACTIVE FORM
- > TRIPLE ACTION ON IMMUNE SYSTEM

Demonstrated synergistic action on the conversion of vitamin D3 into its active form.



Supporting the
body's defenses



Synergistic conversion of
vitamin D3 into its active
form



Proven
SYNERGISTIC
formula

**Green tea extract +
Vitamin D3**



improvD³™

- > **Patent-pending** association between **green tea flavanols & vitamin D**
- > **Triple action on immunity**
 1. ImprovD3 **synergistically** boosts the conversion of vitamin D3 into its active form (proprietary data)
 2. Vitamin D supports the immune system
 3. Green tea boosts the immune response
- > **Validated & pending EFSA claims in Europe**



VALIDATED EFSA CLAIMS:

- > High in vitamin D
- > Vitamin D contributes to the normal function of the immune system

PENDING EFSA CLAIMS:

- > Green tea contributes to the natural defences of the body
- > Green tea is a support of the body's defence
- > Green tea supports the immune system
- > Green tea improves body's defences against unfavourable external environmental factors
- > Green tea builds up the immune system
- > Green tea strengthens the immunity

EXAMPLES OF OTHER BENEFITS CLAIMS

- > Green tea extract can help to strengthen the bones
- > Vitamin D contributes to normal blood calcium levels
- > Vitamin D contributes to the maintenance of normal muscle function

EXTRA CLAIMS:

- > Proven synergistic mechanism
- > Immunity booster
- > Patented (patent-pending)



Daily dose : **187 mg**



✓ Mechanism of action

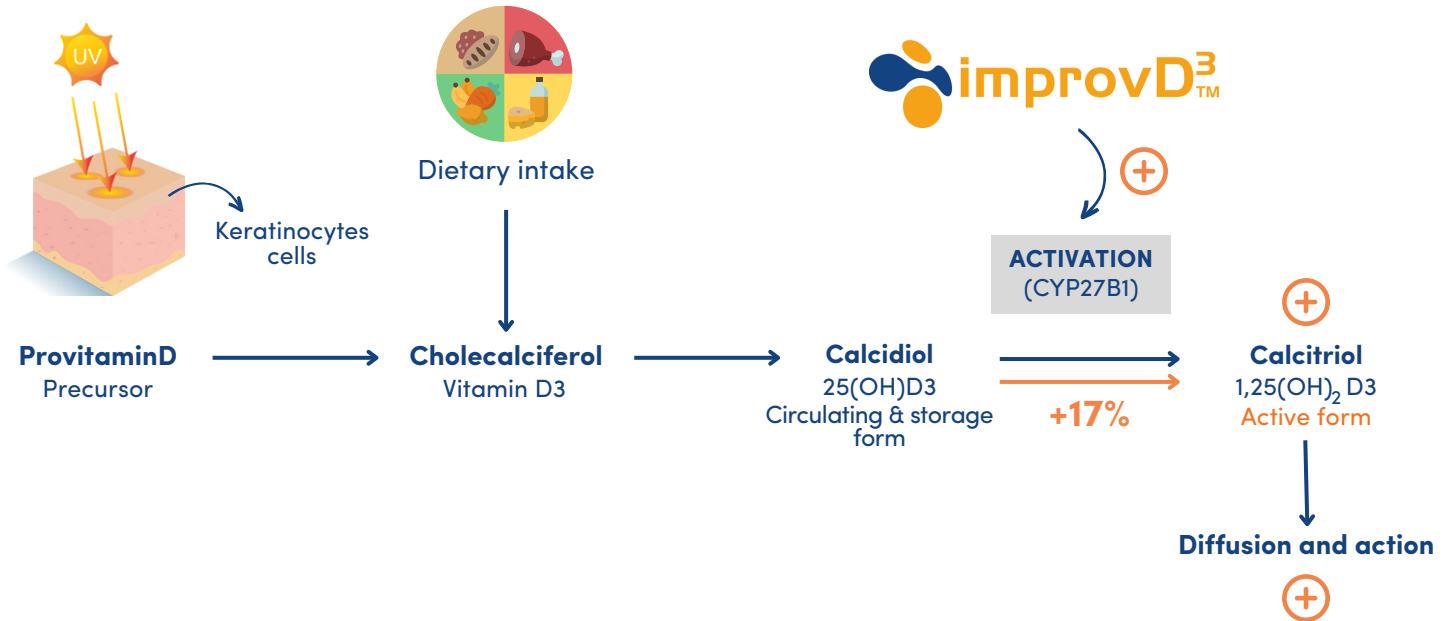


BOOSTING THE ACTIVATION OF VITAMIN D3

To achieve efficiency, Vitamin D3 must undergo two enzymatic transformations :

- 1 One resulting in Calcidiol production, the circulating and storage form.
- 2 The other resulting in Calcitriol, the active form, thanks to the action of the CYP27B1 gene which provides instructions for producing the enzyme that activates the vitamin.

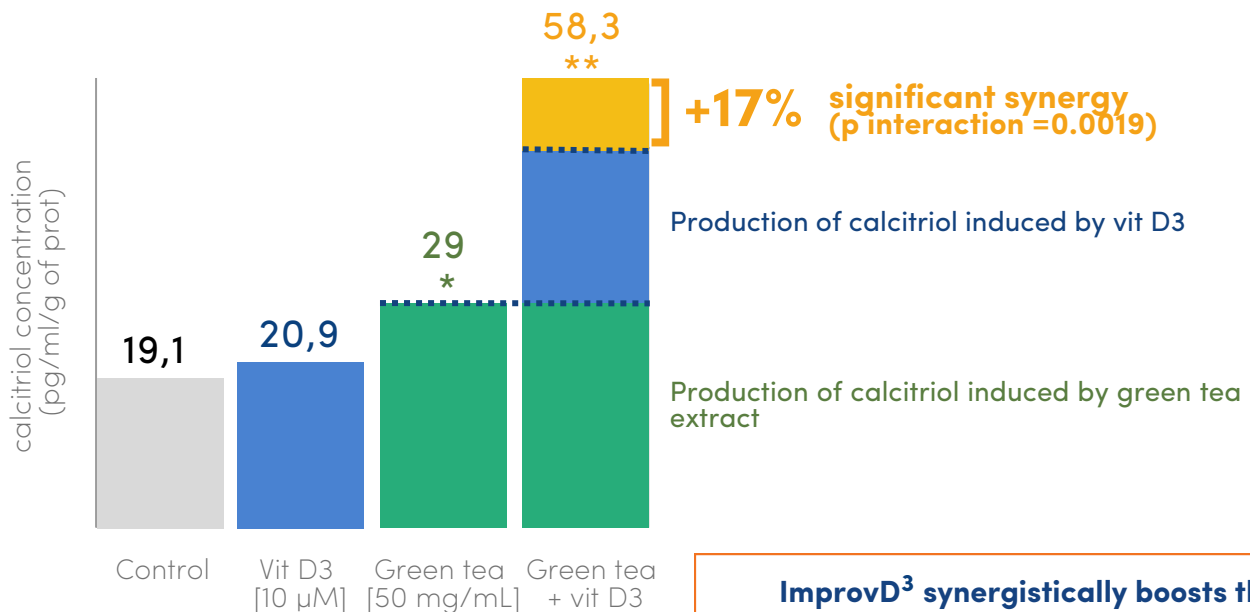
The active form Calcitriol exerts its effects not only on immune cells, but also bowel cells, bone cells and kidney cells.



✓ Proprietary results on vitamin D3 production

SYNERGISTIC ACTION ON THE CONVERSION OF VITAMIN D3 INTO ITS ACTIVE FORM

Keratinocytes (skin cells) were incubated in vitro with vitamin D3, green tea extract and their combination for 24 hours. *: p<0.05, **: p<0.01 compared to control



ImprovD³ synergistically boosts the conversion of vitamin D3 into its active form.



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