



OWN THE STAGE.

Your Now Is Beautiful



# her life STAGES™



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# WOMEN'S HEALTH STUDY

## PMS

## MENSTRUAL

## PERIMENOPAUSE

## MENOPAUSE

## POSTMENOPAUSE

### TOP SYMPTOMS

1. Irritability
2. Abdominal Bloating
3. Cramps
4. Mood Swings
5. Fatigue

1. Cramps
2. Abdominal Bloating
3. Fatigue
4. Backache
5. Breast Tenderness

1. Irregular Periods
2. Mood Swings
3. Difficulty Sleeping
4. Hot Flashes
5. Night Sweats

1. Weight Gain
2. Hair Loss/Thinning
3. Trouble Sleeping
4. Joint Pain
5. Hot Flashes
6. Fatigue
7. Mood

1. Hot Flashes
2. Hair Loss/Thinning
3. Weight Gain
4. Trouble Sleeping
5. Decreased Libido  
(Vaginal Dryness & Painful Sex)

# STAGE 1: PMS & MENSTRUAL

.....

PMS and Menstruation Support  
(ages 12-40)

Addresses the common 28-day women's cycle

## Survey Top Symptoms

### Top PMS Symptoms

1. Irritability
2. Abdominal Bloating
3. Cramps
4. Mood Swings
5. Fatigue

### Top Menstruation Symptoms

1. Cramps
2. Abdominal Bloating
3. Fatigue
4. Backache
5. Breast Tenderness

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# STAGE 1: PMS & MENSTRUAL

Period support for a healthy, happy cycle.\*



24 VegCaps  
24 servings  
\$21.99

- Doctor formulated by renowned women's medical physician
- Clinically studied herbs and minerals for a healthy cycle
- Designed to support: menstrual discomfort, breast tenderness, a healthy cycle, positive mood and energy<sup>†</sup>\*
- One product to support both PMS and menstruation

## Usage Occasions:

- Take for 7-12 days during PMS and menstruation
- One bottle supports two monthly cycles
- Can be taken with birth control

## Additional Benefits:



<sup>†</sup> As experienced in conjunction with a normal, healthy period.  
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# STAGE 1: PMS & MENSTRUAL

Period support for a healthy, happy cycle.\*



- **Affron® Saffron Extract**
  - PMS support, mood & sleep support\*
- **Vitex Chaste Berry Extract**
  - PMS support (breast tenderness), support for a healthy cycle.\*
- **Cramp Bark Extract**
  - Traditional use\*
- **PurTea® Organic Green Tea Extract (36 mg caffeine)**
  - Energy support\*
- **Vitamin B-1**
  - Menstrual discomfort, cellular energy, energy metabolism, healthy nerve function †\*
- **Chromax® Chromium Picolinate**
  - Blood glucose support\*
- **Iodine (Kelp)**
  - Thyroid support\*
- **Trace Mineral Concentrate**



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# affron®

- » Patented, Spanish saffron extract
- » Standardized to >3.5% Lepticrosalides™
- » Backed by 9+ clinical studies
- » Clinically proved to support menopause, mood, sleep and mental outlook.
- » Nutra Cognitive Ingredient of the Year 2020 Award Winner
- » NIE Awards Winner 2020

## Affron® improves mental outlook<sup>2\*</sup>

In a randomized, double-blind, placebo-controlled study **affron®** intake for 4 weeks, showed signs of improved mood and alleviated stress or tension related anxieties and associated fatigue<sup>2\*</sup>. **Affron®** intake was well tolerated and no associated side effects were noted<sup>2\*</sup>.

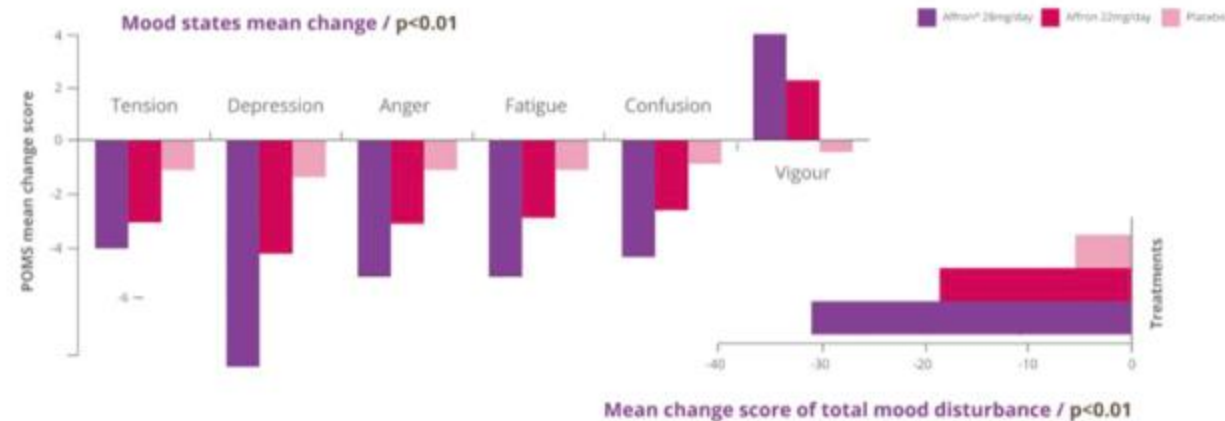


Figure 1: POMS "Profile of Mood States".

## How affron® can help you?

- 1 Decrease the inflammatory response**
  - ▼ Inflammatory markers (IL-1β, TNFα)<sup>1,2</sup>
  - ▼ Anti-inflammatory marker (IL-10)<sup>1,2</sup>
  - ▲ Cortisol release<sup>1,2</sup>
  - ▲ Increases selective serotonin and dopamine reuptake inhibitor response<sup>1,2</sup>
  - ▲ Increases serotonin and dopamine levels<sup>1,2</sup>
- 2 Increases the neurotransmitter balance**
  - ▼ Decreases reuptake of major neurotransmitters such as norepinephrine, serotonin, adrenaline<sup>1,2</sup>
  - ▼ Decreases enzymatic breakdown of dopamine, norepinephrine and serotonin and maintain the correct level of acetylcholine<sup>1,2</sup>
  - ▲ Increases GABAergic response to induce sleep<sup>1,2</sup>
- 3 Decrease oxidative stress**
  - ▼ Decreases ROS (Reactive Oxygen species)<sup>1,2</sup>
  - ▲ Increases de activity of the oxidant enzymes GPx, GSS, catalase and SOD<sup>1,2</sup>
  - Delay the cellular ageing and promote cognitive improvement<sup>1,2</sup>
- 4 Increases Neuronal Plasticity**
  - ▲ Increases BDNF expression<sup>1,2</sup>
  - (Molecule involved in neuronal plasticity and connectivity processes)
  - ▲ Increases the cognitive capacity and neuronal recovery of mood<sup>1,2</sup>

**AFFRON® INTAKE**  
**14 MG X2**

Image(s): Pharmactive Biotech Products, Affron Brochure, 2020; <https://www.gencorpacific.com/ingredients/affron>



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# affron®

## Features

- 100% Spanish saffron (*Crocus sativus* L.), DNA certified.
- Standardized to ≥3.5% Lepticrosalides® by HPLC-DAD.
- Well-tolerated: No side effects have been reported in +500 participants<sup>14\*</sup>.
- High stability.
- 100% vertically integrated.
- Halal and Kosher certified.

+600

**1 million people worldwide benefit from affron® to maintain a positive mood and mental balance every day\***

## Differentiated value

- International Patent US2019099464A1.
- 8 clinical studies<sup>14\*</sup>.
- Most clinically backed saffron ingredient worldwide\*.
- Most awarded saffron ingredient worldwide\*.
- Unique dose-response study in 128 healthy adults\*.
- 1<sup>st</sup> saffron extract clinically studied in adolescents\*.
- Proven bioavailability (pharmacokinetics study)<sup>19\*</sup>.
- Rapid absorption in 1 hour<sup>20\*</sup>.
- Lowest dosage: 14mg x2/day.
- Made in Spain. Own fields and extraction plant.
- Patented **AFF-ON COX2 Tech** extraction technology, which uniquely concentrates and preserves the actives in a natural way.

### BEST NATURAL ALTERNATIVE TO

Mental balance<sup>14\*</sup>

Supportive for menopausal women<sup>21\*</sup>

Helps promote restorative sleep<sup>22,23\*</sup>

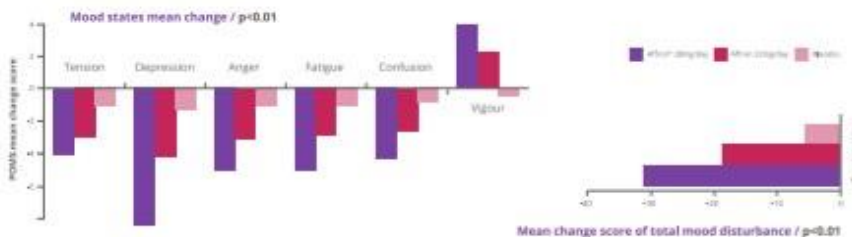
## Bioactive compounds: Lepticrosalides®

Affron® is standardized to ≥3.5% **Lepticrosalides®**, a complex of bioactive compounds responsible for the beneficial and organoleptic properties of affron®. They have shown to improve mood in healthy consumers with occasional stress, low mood and sleeplessness<sup>14\*</sup>.

They are analysed by the high-reliable technique: HPLC-DAD, which is more precise than the traditional ISO3632 (2003), and which distinguishes between molecular isomers and enables detection of adulteration.

## Affron® improves mental outlook<sup>24\*</sup>

In a randomized, double-blind, placebo-controlled study affron® intake for 4 weeks, showed signs of improved mood and alleviated stress or tension related anxieties and associated fatigue<sup>24\*</sup>. Affron® intake was well tolerated and no associated side effects were noted<sup>24\*</sup>.



## Clinically proven to support occasional sleeplessness<sup>25\*</sup>

A new, randomized, double-blind, placebo-controlled study provided further confirmation of the **sleep-enhancing effects of 28 days of affron®** supplementation at 14 mg, 1 hour before bedtime, facilitating consumer's adherence<sup>25\*</sup>.

By the very first time, a single dose of affron® 1 hour before sleep revealed new possible mechanism of action influencing sleep hormones<sup>26\*</sup>.



Figure 2: Changes in sleep quality ratings from baseline to week 4

## Affron® supports menopause symptoms<sup>27\*</sup>

In a randomized, double-blind, placebo-controlled study (N=128) affron® intake of 28mg/day for 12 weeks, significantly improved the **psychological aspects** of the Greene Climacteric Scale (GCS), characterized by:

- **33%** reduction in occasional anxiety symptoms<sup>27\*</sup>.
- **32%** reduction in low mood and negative thoughts<sup>27\*</sup>.



**Unlock your potential with affron®**

## Main mechanisms of action



Image source: <https://www.affronsafron.com/science-research>

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# STAGE 2: PERIMENOPAUSE

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## Perimenopause Support (ages 35-55)

Addresses the initial onset of menopause when periods become irregular and some menopause symptoms start to develop.

### Survey Top Symptoms

1. Irregular Periods
2. Mood Swings
3. Difficulty Sleeping
4. Hot Flashes
5. Night Sweats
6. Weight Gain
7. Changes in Sex Drive

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# STAGE 2: PERIMENOPAUSE

Cycle support + more: Targeted solutions for the menopausal transition.\*



60 VegCaps  
30 servings  
\$36.99

- Doctor formulated by renowned women's physician
- Clinically studied herbs and minerals for cycle and perimenopause support\*
- Designed to support: A healthy cycle, hot flashes, night sweats^, positive mood and sleep<sup>^\*</sup>
- Can be taken with birth control



\*As experienced in conjunction with a normal, healthy period.

^As experienced in conjunction with perimenopause

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# STAGE 2: PERIMENOPAUSE

Cycle support + more: Targeted solutions for the menopausal transition.\*



- **Maca Root Extract**
  - Peri & menopause support\*
- **Black Cohosh Root Extract**
  - Peri & menopause support (hot flashes, night sweats, sleep)^\*
- **Affron® Saffron Extract**
  - Peri, menopause & PMS support, mood and sleep support, support for hot flashes^\*
- **Vitex Chaste Berry Extract**
  - PMS support (breast tenderness), support for a healthy cycle†\*
- **Chromax® Chromium Picolinate**
  - Blood glucose support\*
- **Iodine (Kelp)**
  - Thyroid support\*
- **Trace Mineral Concentrate**

\*As experienced in conjunction with a normal, healthy period.

^As experienced in conjunction with perimenopause

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# STAGE 3: MENOPAUSE

## 34 Common Symptoms



- Hot Flashes
- Irregular Periods
- Mood Changes/Swings
- Weight Gain
- Trouble Sleeping
- Night Sweats
- Breast Soreness
- Bladder Control/Incontinence
- Brain Fog
- Difficulty Concentrating
- Memory Lapses
- Decreased Libido
- Vaginal Dryness/Painful Sex
- Osteoporosis
- Headaches
- Fatigue
- Irritability
- Anxiety/Stress
- Depression
- Panic Attacks
- Bloating
- Joint Pain
- Muscle Tension & Aches
- Thinning Hair/Hair Loss
- Brittle Nails
- Skin Changes
- Dizzy Spells (hormonal)
- Changes in Taste
- Burning Mouth (Paresthesia)
- Electric Shock Sensations
- Itchiness
- Body Odor
- Irregular Heartbeat
- Facial Hair

# STAGE 3: MENOPAUSE



Menopause Support  
(Traditionally age 52, lasting 5+ years)

Addresses prioritized symptom relief for menopause.

## Survey Top Symptoms

1. Weight Gain
2. Hair Loss/Thinning
3. Trouble Sleeping
4. Joint Pain
5. Hot Flashes/ Night Sweats
6. Fatigue
7. Mood

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# STAGE 3: MENOPAUSE

Support for common changes during the change of life.\*



60 VegCaps  
30 servings  
\$36.99

- Doctor formulated by renowned women's physician
- Clinically studied herbs and minerals for menopause support\*
- Designed to support: hot flashes, night sweats, positive mood, sleep and weight loss^\*
- Made without hormones



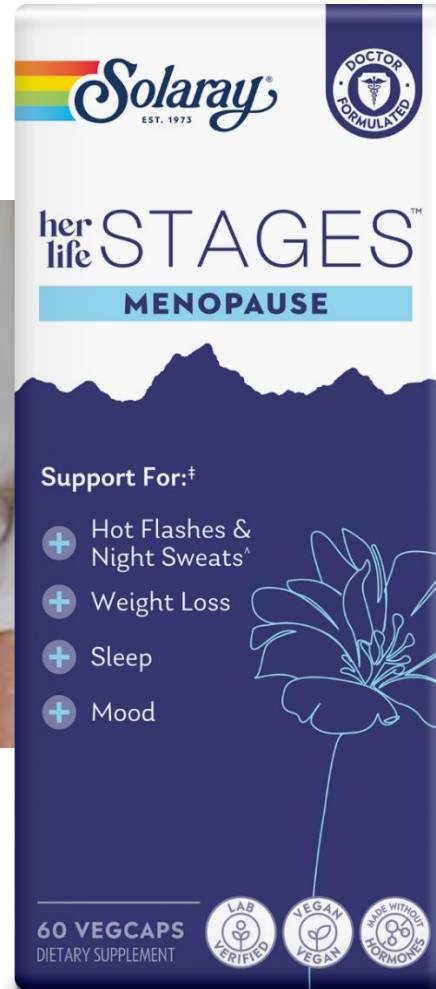
^As experienced in conjunction with menopause.

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# STAGE 3: MENOPAUSE

Support for common changes during the change of life.\*



- **Black Cohosh Root Extract**
  - Menopause support (hot flashes, night sweats, sleep disturbances, mood)^\*
- **Morosil® Moro/Blood Orange Extract**
  - Weight loss support, body composition & hip and waist circumference support\*
- **PurTea® Organic Green Tea Extract (36 mg Caffeine)**
  - Energy support\*
- **Affron® Saffron Extract**
  - Menopause support (hot flashes, night sweats, sleep disturbances, mood)^\*
- **Chromax® Chromium Picolinate**
  - Blood glucose support\*
- **Iodine (Kelp)**
  - Thyroid support\*
- **Trace Mineral Concentrate**

^As experienced in conjunction with menopause.

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- » Sicilian blood orange (moro variety)
- » Clinically proven to support weight control, reduction in waist and hip circumference.
- » 2022 Nutra Ingredient of the Year: Weight Management Finalist
- » Moro Red Orange is the most colorful of the blood oranges, the flavor is stronger and the aroma is intense. The phytocomplex contained in Moro juice, unlike other orange varieties have been shown to possess a high content of anthocyanins with important activity against fat accumulation.



### WHAT IT DOES

Thanks to the synergistic mechanism related to the pool of **biophenols** contained in enriched blood orange extract, **MOROSIL™** may be used for weight control and, acting on fat accumulation, it can indirectly be used to reduce the risk of onset and chronicity of cardiovascular related problems.

Image Source: <http://morosil.bionap.com/>

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# STAGE 4: POSTMENOPAUSE



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Postmenopause Support  
(ages 55+)

Addresses the symptoms once menstrual period has been gone  
for longer than 12 consecutive months.

## Survey Top Symptoms

1. Hot Flashes
2. Hair Loss/Thinning
3. Weight Gain
4. Trouble Sleeping
5. Decreased Libido (Vaginal Dryness & Painful Sex)

# STAGE 4: POSTMENOPAUSE

Mind and body support once menopause is in the rearview.\*



- Doctor formulated by renowned women's physician
- Clinically studied herbs and minerals for support after menopause\*
- Designed to support: Weight loss, hot flashes, night sweats, cognitive health, positive mood and healthy sleep.^\*



60 VegCaps  
30 servings  
\$36.99



^As experienced in conjunction with menopause.  
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# STAGE 4: POSTMENOPAUSE

Mind and body support once menopause is in the rearview.\*



- **Morosil® Moro/Blood Orange Extract**
  - Weight loss support, body composition & hip and waist circumference support\*
- **Veri-te® Resveratrol**
  - Menopause support (hot flashes, night sweats, sleep disturbances, mood)^\*
  - Postmenopause support (mood, occasional stress, cognitive function)\*
- **Affron® Saffron Extract**
  - Menopause support (hot flashes, night sweats, sleep disturbances, mood)^\*
- **Chromax® Chromium Picolinate**
  - Blood glucose support\*
- **Iodine (Kelp)**
  - Thyroid support\*
- **Trace Mineral Concentrate**



\*As experienced in conjunction with menopause.

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- » >98% pure *trans*-resveratrol
- » Resveratrol is a polyphenol that is naturally produced by grapes, blueberries and other plants as a defense mechanism against harsh growth conditions.
- » Over 12,000 published studies and 200 human clinical trials.
- » Clinically proven support for bone health, cognitive function, cardiovascular health, antioxidant capacity and healthy aging.

## • What does research show?

Research into resveratrol in postmenopausal women suggests that it also mitigates some of the most common health issues they may face. Of particular interest are the results that have been drawn from the longest and largest clinical study (RESHAW - Resveratrol for Healthy Aging in Women) which focused on daily intake of resveratrol.



### **Bone health increased by<sup>7</sup>:**

- Improving the bone mineral density measured in the lumbar spine and neck of the femur.
- Reducing the risk of bone fracture particularly when combined with calcium and vitamin D.



### **Peak brain health supported by<sup>8</sup>:**

- Enhancing cognitive performance and slowing cognitive decline.
- Increasing healthy blood flow and reducing arterial stiffness in the brain.



### **Cardiovascular health improved by<sup>9</sup>:**

- Supporting healthy blood glucose levels and insulin sensitivity.



### **Quality of life significantly impacted by<sup>10</sup>:**

- Improving mental performance, mood, pain perception.
- Reducing menopausal symptoms and sleep disturbance, while improving general wellbeing.

Image source: <https://veriteresveratrol.com/womenshealthinfographic>

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# FEMALE LIBIDO

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Female Libido Support  
(all life stages)

Identified as a top symptom at all life stages, this product aims to address sexual health, drive, mood and energy.

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# FEMALE LIBIDO

Female libido support for a healthy sex life across stages.\*



- Doctor formulated by renowned women's physician
- Clinically studied herbs and minerals for female libido support\*
- Designed to support: Enhanced arousal, natural lubrication, sexual satisfaction, mental energy and occasional stress\*



60 VegCaps  
30 servings  
\$21.99



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# FEMALE LIBIDO

Female libido support for a healthy sex life across stages.\*



- **KSM-66 Ashwagandha**
  - Supports female libido, enhanced arousal, supports natural lubrication & sexual satisfaction, mental energy & occasional stress support\*
- **Fenugreek Seeds Powder**
  - Libido support. Clinically shown to support arousal and sexual desire in reproductive women\*
- **Shatavari Extract**
  - Traditional herb - it is considered both a general tonic and a female reproductive tonic\*
- **L-Arginine HCl**
  - Supports healthy blood flow\*



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- » Full-Spectrum Ashwagandha extract
- » KSM-66 is the highest concentration, full-spectrum root extract of ashwagandha
- » 100% root extracted without alcohol or chemicals
- » 24 double blind, randomized placebo controlled clinical trials
- » Clinically shown to reduce stress, enhance memory and cognition, increase endurance, strength and immune function & improve sexual function in both men and women.





## OUTCOME:

After eight weeks, women taking ashwagandha had:



An **increase** in mean total FSFI score, indicating a substantial improvement in FSD



**Mean arousal** and **lubrication** domains of FSFI were significantly increased compared to placebo



**Significantly higher improvement** in both orgasm and sexual satisfaction



There was no difference in sexual activity between the groups; however, **significant improvement** was seen in the treatment group for successful **sexual encounters after eight weeks**

Images Source: <https://ksm66ashwagandhaa.com/clinical-studies/>



## IMPACT:

It has been suggested that **up to two-thirds** of women are affected by female sexual dysfunction (FSD), most commonly affecting women who are experiencing emotional or stress-related problems.<sup>1</sup> Further, there is limited knowledge as to the cause and treatment options are inadequate, although a multifaceted approach is likely the best path.<sup>2</sup> In this study, ashwagandha—together with therapy—reduced stress and increased testosterone levels, both of which could impact FSD; however, the researchers noted ashwagandha should not be seen as an aphrodisiac, as supplementation did not impact sexual desire.



1. Laumann EO, Paik A, Rosen RC. JAMA. 1999;281(6):537-44
2. Allahdadi KJ, Tostes RCA, Webb RC. Cardiovasc Hematol Agents Med Chem. 2009;7(4):260-69

Source: Dongre S, Langade D, Bhattacharyya S. "Efficacy and Safety of Ashwagandha (*Withania somnifera*) Root Extract in Improving Sexual Function in Women: A Pilot Study." Biomed Res Int. 2015;2015:284154. DOI: 10.1155/2015/284154





 **Solaray**  
EST. 1973

THANK YOU.