

ZINOGENE+

FOOD SUPPLEMENT



TITANIUM
DIOXIDE-FREE



NON-GMO



SOY-FREE



GLUTEN-FREE



SUGAR-FREE



NATURALLY SOURCED
INGREDIENTS

SPRING CLEAN WITH ZINOGENE+

ZinoGene+ is the cutting-edge innovation for food supplements. A scientific breakthrough based on a complex formulation of fucoidans; a natural polysaccharide from seaweed, polyphenols, vitamin C and zinc that supports DNA synthesis¹ and cell division². The accumulation of dysfunctional cells and decline in regeneration are inherent parts of the aging process. The rate at which this takes place is affected by the content of nutrition in our food. This is why we have developed ZinoGene+.

Content: 30 grams, 30 tablets

CUTTING-EDGE INNOVATION SUPPORTING YOUR:

- ▶ DNA synthesis¹
- ▶ Cell division²
- ▶ Protection from oxidative stress^{3,4}

ALL-NATURAL INGREDIENTS FOR EFFICIENT BIOAVAILABILITY:

- ▶ Curcumin from turmeric
- ▶ Quercetin from pagoda tree & onions
- ▶ Fucoidans from seaweed
- ▶ Fisetin from strawberries
- ▶ Piperine from black pepper

ZINZINO

SUPPLEMENT FACTS

Serving size: 1 tablet.**Amount per Serving:**

Curcumin extract	200 mg	
of which total curcuminoids	170 mg	
Quercetin	125 mg	
Fucoidan	125 mg	
Fisetin	25 mg	
Piperine	1.25 mg	
Vitamin C	12 mg	(15%)*
Zinc	1.5 mg	(15%)*

*RV = reference value

RECOMMENDED DAILY DOSAGE: Adults: Take 1 tablet daily. Do not exceed recommended daily dose. Food supplements are not intended as a substitute for a balanced and varied diet.

INGREDIENTS: Bulking agent (sorbitol), curcumin extract (*Curcuma longa*)*, blend of quercetin (from pagoda tree (*Sophora japonica*)*, from onion extract (*Allium cepa*)* and Quercefit™ phospholipid complex (*Sophora japonica*)), fucoidan wakame extract (*Undaria Pinnatifida*)*, vitamin C from acerola extract (*Malpighia glabra*)*, blend of fisetin (from smoke tree extract (*Cotinus coggygria*)* and strawberry extract (*Fragaria ananassa Duchesne*))*), anti-caking agents (stearic acid, rice concentrate, pregelatinized starch from maize), zinc (zinc bisglycinate chelate)*, black pepper extract as Bioperine® (*Piper nigrum*)*.

*Non-EU origin.

CAUTION: If you are pregnant, please consult your doctor before taking this supplement.

STORAGE: Dry at room temperature. Keep out of reach of children.

CURCUMIN EXTRACT

With its bright yellow color, curcumin is the cornerstone in the ZinoGene+ formulation. As a member of the ginger family, curcumin is produced by plants of the *Curcuma longa* species. Historically, curcumin has been used in India for thousands of years, both as a spice and as part of their Ayurvedic traditions. Today, it is widely used all around the globe in supplements, cosmetics, food flavoring, and food coloring.

There are many different curcumin extracts on the market, but there is a considerable variance when it comes to their bioavailability, and as such they differ a lot when it comes to how much of the ingredient yields an active effect. The curcumin extract that makes it into our products is very carefully selected and provides a full spectrum of curcuminoids. We have chosen the global award-winning ingredient HydroCurc®, which is the world's most bioavailable curcumin. This means enhanced absorption, and consequently improved efficacy and functionality.

QUERCETIN

Quercetin is a natural pigment present in many fruits, vegetables and grains. It has antioxidant properties and belongs to a subgroup of polyphenols called flavonoids. It is estimated that the average person consumes 10–100 mg of it daily through food sources such as onions, apples, capers, berries, broccoli, citrus fruits, cherries, coffee, grapes, green tea, and red wine.

Important to note, is that the amount of quercetin in foods may depend on the conditions in which the food was grown. As such, in order to optimize bioavailability and functionality, we have made our own proprietary blend of quercetin using three different ingredients from two different plant sources: the pagoda tree, and onions. As always, the quality of our ingredients is every bit as important as the quantity, and this has remained our priority when it comes to the sources of quercetin we have selected for this formulation.

FUCOIDANS

Brown seaweed contains an element called fucoidan. Fucoidans from seaweed are non-stick compounds (think of them as the biological equivalent of Teflon). They are found in various species of brown algae and are located in the cell walls of the seaweed plant serving to protect it from external stress.

The nutritional properties of fucoidans are nothing new. Historically, fucoidan-containing seaweed have been used in ancient traditions for thousands of years. In fact, the earliest records of its use are dated back to 12000BC, where archaeological digs at Monte Verde in Chile have uncovered evidence of their use.

Today, fucoidans are being incorporated as high value ingredients in nutritional products. We know that quality and price vary considerably among the different suppliers and have chosen to apply an exclusive fucoidan ingredient in our ZinoGene+.

FISETIN

Serving as a coloring agent in many plants, fisetin belongs to the flavonoid group of polyphenols. In ZinoGene+, we have made our own proprietary blend of fisetin from smoketree extract and strawberry extract.

This bioflavonoid has antioxidant properties, and although it is present in a variety of fruits and vegetables such as strawberries, apples, persimmons, grapes, onions, kiwi and kale, the concentration is low. The average daily intake of fisetin from various vegetables sources is estimated to be around 0.4 mg. In comparison, only 1 ZinoGene+ tablet provides 25 mg.

PIPERINE

Black pepper is one of the most commonly used spices worldwide, and it is made by grinding peppercorns which are dried berries from the vine *Piper nigrum*. But black pepper is more than just a kitchen essential, it is regarded as the 'king of spices,' and was used in ancient Ayurvedic traditions for thousands of years because of its high concentration of potent high antioxidant compounds called piperine.

Piperine is extracted from the plant when the berries changing colour, from green to red, during the ripening phase. The timing of the harvest is a vital aspect of ensuring the peak antioxidant profile of the piperine. In ZinoGene+, we have used the patented extract BioPerine®, standardized to minimum 95% Piperine and used as a bioavailable enhancer for over 20 years.



Norwegian Formulation. Produced in Norway.

ZINZINO

VITAMIN C

This powerful antioxidant (found in our muscles, brain, and blood) is an essential water-soluble vitamin, and contributes to the protection of our cells from oxidative stress⁴.

The majority of supplements available on the market use a synthetic form of vitamin C (ascorbic acid, which is produced in a laboratory). Instead of following suit and using a lab-based ingredient, we go straight to the natural plant source instead. Our vitamin C is derived from the acerola berry, which besides being rich in vitamin C, this tropical fruit contains other important nutrients: carotenoids and bioflavonoids.

ZINC

Zinc is an essential micronutrient, or more specifically, a mineral, and the second most abundant trace element in our body. Zinc can be found in many different foods in our diet, like meat, cheese, liver, legumes, vegetables, and whole grain bread.

Zinc exerts many important functions in our body, and the European Food Safety Authority has approved 18 different health claims for this mineral. Key in our ZinoGene+ formulation is the contribution to normal DNA synthesis¹, cell division² and protection of cells from oxidative stress³.

KEY BENEFITS

CUTTING-EDGE INNOVATION SUPPORTING YOUR:

- ▶ DNA synthesis¹
- ▶ Cell division²
- ▶ Protection from oxidative stress^{3,4}

ZINOGENE+ HEALTH CLAIMS (EFSA)

¹ Zinc contributes to normal DNA synthesis

² Zinc has a role in the process of cell division

³ Zinc contributes to the protection of cells from oxidative stress

⁴ Vitamin C contributes to the protection of cells from oxidative stress