

# Viva

Zinzino Viva is a dietary supplement that supports your general wellbeing in several ways. Viva helps to relieve ordinary stress and promotes a positive mood by supporting a healthy functioning nervous system / brain, and normal psychological and mental function.\*

It also contributes to the reduction of tiredness and fatigue. More recently, multiple clinical trials have demonstrated its effectiveness, for example in improving mood which ranges from subtle improvement to life-changing.\*



Zinzino Viva is a combination of affron®, a standardised and patented extract of pure premium quality saffron stigmas (*Crocus sativus* L) from Spain, five B-vitamins, iodine and vitamin C.



✓ **SLEEP**  
Viva promotes restful sleep and helps restore mental alertness when feeling drowsy or fatigued.\*

✓ **RELAX**  
Viva helps to relieve ordinary stress and anxiety.\*

✓ **HAPPY**  
Viva helps promote a positive mood.\*

# Viva

Contains 60 tablets, total net weight 18 g

## BRAIN AND MOOD

The chemistry of the brain is highly complex, dependent on many nutrients to function optimally, and vulnerable to metabolic imbalance. When this occurs, many symptoms may emerge.

Neurons communicate with each other using an array of chemical messengers called neurotransmitters; and this communication – and the growth and survival of the neurone itself – is modulated by locally acting proteins such as Brain-Derived Neurotrophic Factor (BDNF). Changes in neurotransmitter levels and uptake have been found in conditions such as stress and change in mood. The bioactives in saffron have been shown to enhance both neurotransmitters and BDNF.\*

## ZINZINO VIVA – SAFFRON EXTRACT COMBINED WITH VITAMINS FOR A MAXIMUM EFFECT.

Zinzino Viva is a dietary supplement combining affron®, an extract of pure premium quality saffron stigmas (*Crocus sativus* L) from Spain, five B-vitamins, iodine and vitamin C. All the ingredients benefit our general wellbeing, and together they form a gentle yet powerful alliance that could improve your life in several ways.\*

## SAFFRON

Saffron is one of the most expensive spices in the world, because most of the harvesting and processing work is done by hand. Saffron normally needs to be pre-treated before use with heat or radiation due to the presence of microorganisms, including pathogens such as *E. coli*. These treatments reduce microbial contamination, but they also lower the content of bioactive components, and the quality of the product.

## AFFRON® THE NEW GENERATION SAFFRON EXTRACT

The process starts with the highest quality Spanish saffron stigmas. affron® is extracted using a proprietary high-tech process that eliminates microbiological contamination and improves the profile of bioactive components.

affron® is standardized to the bioactive compound Lepticosalides® (Lopresti & Drummond, 2016) by High Performance Liquid Chromatography (HPLC), a process where each bioactive substance is identified and quantified. affron® is genetically 100% DNA certified as *Crocus sativus* L.

## CLINICAL TRIALS

affron® has been proven in 6 clinical trials to be effective and safe, with no side effects when consumed in recommended dosages. These results are in accordance with the larger body of evidence consisting of clinical trials already performed with saffron, and hundreds of other references in the scientific literature.

## SUGGESTED DAILY USE

Adults and children above 12 years. Take 2 tablets once a day. Do not exceed daily dose.

**CAUTION:** A doctor or nurse should be consulted before taking the product if you are pregnant, nursing, have a medical condition or before given to children.

**STORAGE:** Dry at room temperature. Consume before expiration date. Keep out of reach of children.

## SUPPLEMENT FACTS

Serving Size 2 Tablets  
Serving per Container 30

Amount per 2 tablets Serving		%DV
Vitamin C (as Ascorbic Acid)	12 mg	13 %
Niacin (as Niacinamide)	2.4 mg	15 %
Folate (as 32 mcg folic acid)	53 mcg DFE	13 %
Vitamin B <sub>12</sub> (as Cyanocobalamin)	0.38 mcg	16 %
Biotin	7.5 mcg	25 %
Pantothenic Acid (as Calcium-D-Pantothenate)	0.9 mg	18 %
Iodine (as Potassium iodide)	22.5 mcg	15 %
Saffron extract ( <i>Crocus sativus</i> L)	28 mg	†

† Daily Value (DV) not established

**OTHER INGREDIENTS:** Beta cyclodextrin, microcrystalline cellulose, tricalcium phosphate, magnesium salts of fatty acids.

Saffron extracts: affron® - Patented extract

\* 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.

## Frequently asked questions

### Dosage?

A dosage of 2 tablets, (each containing 14 mg affron®) is recommended for most individuals. Individual requirements may differ, and additional tablets can safely be taken when required.

### When?

You can take Viva in the morning, afternoon or at night. You can take 2 tablets at the same time or at different times. It is generally better to take them with food.

### Timing?

People use Viva for various reasons and everyone reacts differently. The timeframe changes depending on the person. Noticeable effects may take 3-8 weeks for some, others may experience a faster response.

### How often?

Some take Viva during periods of stress, while others prefer to take it on daily basis.

### Safety issues?

The saffron extract has undergone rigorous in vivo and in vitro testing for safety (Abdullaev et al., 2002). The authors of the safety studies have concluded that doses of up to 1.0 g/day of saffron extract are safe (=70 Viva tablets.) The recommended dosage of 2 tablets per day (28 mg affron®) is well within the established safety limits.

### Pregnancy or lactating?

A doctor or nurse should be consulted before taking the product if you are pregnant or trying to become pregnant, nursing or have a medical condition.

### Dosage over time?

Viva may be taken for extended periods of time, or discontinued at any time, without problems.

### Children?

Viva is intended for adults and children above 12 years of age. A doctor or nurse should be consulted before giving it to children below 12 years of age.

### Why are the micronutrients in the tablet?

The B- and C-vitamins and the Iodine in the Viva tablets support multiple mental functions and are therefore a perfect match with affron®.

### HPLC?

High-performance liquid chromatography, is a technique in analytical chemistry used to separate, identify, and quantify each component in a mixture. We can be 100% certain about the amount of bioactives in Viva.



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## STATEMENTS OF NUTRITIONAL SUPPORT

The ingredients in Zinzino Viva helps support the normal functioning of the nervous system, support healthy psychological function, promote restful sleep and help restore alertness when feeling drowsy or fatigued.\*

What it means: maintenance of these normal functions means healthy concentration, learning, memory and reasoning, as well as resistance to ordinary stress and anxiety.\*

- Biotin helps support the normal functioning of nervous system
- Niacin helps support the normal functioning of the nervous system
- Vitamin B12 helps support the normal functioning of the nervous system
- Vitamin C helps support the normal functioning of the nervous system
- Iodine helps support the normal functioning of the nervous system
- Biotin helps support the normal psychological function
- Folate helps support the normal psychological function
- Niacin helps support the normal psychological function
- Vitamin C helps support the normal psychological function
  
- Vitamin B12 helps support the normal psychological function
- Vitamin C helps support the normal psychological function
- Pantothenic acid helps support the normal mental performance
- Iodine helps support the normal cognitive function
  
- Folate helps reduce ordinary tiredness and fatigue
- Niacin helps reduce ordinary tiredness and fatigue
- Pantothenic acid contributes to the reduction of tiredness and fatigue
- Vitamin B12 helps reduce ordinary tiredness and fatigue
- Vitamin C helps reduce ordinary tiredness and fatigue

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