

VIVA+

ALL-NATURAL NOOTROPIC FOOD SUPPLEMENT



NON-GMO



SOY-FREE



GLUTEN-FREE



NATURALLY SOURCED
INGREDIENTS



SPORT



PRODUCT HIGHLIGHTS

Viva+ is an all-natural dietary supplement designed to relieve stress, improve mood and increase feelings of well-being. It supports a healthy functioning nervous system and brain, contributing to the reduction of tiredness and fatigue.

Viva+ is a combination of affron®, a standardized and patented extract of pure, premium quality saffron stigmas (*Crocus sativus L*) from Spain, a vitamin B-complex from buckwheat, magnesium from seawater, iodine, and vitamin C from acerola.

All the ingredients add to your general well-being, and together they form a gentle yet powerful alliance.

ALL-NATURAL INGREDIENTS

- ▶ Extract from Spanish saffron stigmas
- ▶ Vitamin C derived from acerola berries
- ▶ Vitamin B derived from buckwheat
- ▶ Magnesium derived from seawater
- ▶ Excipients derived from rice and vegetable oil



A SPA FOR THE MIND

Wraps you in luxurious comfort, melts away the occasional stress, and helps you feel rested!¹



A GOOD NIGHT'S SLEEP

Promotes restful sleep so you can get deeper sleep, naturally.¹



NEXT GEN NUTRITION

Formulated with affron®, the next generation, patented saffron extract. Helps restore mental alertness when feeling drowsy or fatigued and improves concentration, learning, memory and reasoning.¹



GREATER THAN GOLD

Saffron is the world's most expensive spice, priced higher than gold. Yet, its more precious value goes beyond how it looks, smells or tastes; its most precious value is how it makes you feel.



LIVE HAPPY

Saffron is nicknamed the "sunshine spice." Not just for its distinct color, but because it can help brighten your mood and increase feelings of well-being. If you're looking for better quality downtime, improved productivity, reach for Viva+. Because there's no better feeling than feeling your best.¹

ZINZINO

SUPPLEMENT FACTS

Nutritional value and contents in:	2 tablets	8 tablets
Vitamin C	12 mg (15%)*	48 mg (60%)*
Iodine	23 µg (15%)*	92 µg (61%)*
Magnesium	56 mg (15%)*	224 mg (60%)*
Saffron extract (<i>Crocus sativus</i>)**	28 mg	112 mg

* RV = reference value
** affron® - Patented extract

RECOMMENDED DAILY DOSAGE: Children over 4 years: 1–4 tablets per day. Adults and children over 12 years: 1–8 tablets per day. Do not exceed recommended daily dose. Food supplements are not intended as a substitute for a balanced and varied diet.

INGREDIENTS: Bulking agents (pregelatinized starch from corn, beta-cyclodextrin from cassava), marine derived magnesium*, vitamin C from acerola extract (*Malpighia glabra*)*, extract of saffron stigmas (*Crocus sativus*)*, anti-caking agents (stearic acid, rice concentrate), vitamin B-complex from milled buckwheat sprouts (*Fagopyrum esculentum*)*, potassium iodide*.
*EU-origin and Non-EU origin.

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. Keep out of reach of children.

ZINZINO NOOTROPIC BLEND: Saffron, magnesium, vitamin B-complex, vitamin C and iodine.

CONTENT: 60 tablets, net weight 21 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 neuron 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, and this lead to the development of drugs which manipulate neurotransmitter levels. The fact that these drugs are slow to work and relatively ineffective led to other avenues of research, and it has recently been found that changes in BDNF and related factors may be highly important. The bioactives in saffron have been shown to enhance both neurotransmitters and BDNF.

SAFFRON

Saffron is one of the most expensive spices in the world. Saffron is grown in many parts in the world and since the harvesting and processing work is done by hand, in most cases it needs to be pre-treated 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 amount of bioactive components, thus the quality of the product.

Spanish saffron is different! The Spanish saffron is also picked by hand but thanks to the growing and harvesting method, it does not have issues caused by microorganisms and does not need any radiation treatment. This means all bioactives are still present in the saffron and the extracted amounts are higher.

AFFRON®, THE NEW GENERATION SAFFRON EXTRACT

affron® is extracted from Spanish saffron stigmas using a high-tech process that enhances the profile of bioactive components. In the process the extract is standardized to contain minimum 3.5% of the bioactive compound Lepticrosalides®* with large amounts of the two main actives: Safranal (0.03 - 1%) and Crocins (3.48 - 8.0%) and these high contents distinguish affron® and its effects from all other saffron extracts on the market.

*standardized 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.*

NORMAL COGNITIVE AND NERVE FUNCTION

Our nervous system consists of two main parts: the central and the peripheral nervous system. Both of these systems are involved in sending signals between the brain and the rest of the body, making us able to breathe, see, think and move normally. Viva+ contains vitamin C, iodine and magnesium that contribute to the normal function of the nervous system. Also, vitamin C promotes normal cognitive function.

IMPROVED MENTAL AND PSYCHOLOGICAL ALERTNESS

A diet consistently low in essential nutrients over time may compromise both mental and physiological functions in our body. It can influence our sleep, our memory and the ability to concentrate. Viva+ contains vitamin C and magnesium that contribute to the reduction of tiredness and fatigue and to normal psychological function so that you can be and feel your best.



Norwegian Formulation. Produced in Norway.

ZINZINO

KEY BENEFITS

- ▶ **Contains vitamin C and magnesium that support a normal nervous system and help to relieve ordinary stress** ^{2, 8}
- ▶ **Contains vitamin C and magnesium that contribute to the relief of mental tiredness and fatigue** ^{10, 4}
- ▶ **Contains vitamin C that helps to promote a positive mood** ^{3, 4}
- ▶ **Contains iodine, magnesium and vitamin C that support normal mental performance** ^{2, 3, 5, 6}
- ▶ **Contains iodine and magnesium that support normal cognitive function** ^{6, 9}

HEALTH CLAIMS (EU)

¹The ingredients used in Viva+ have several health claims approved by EFSA (The European Food Safety Authority). The ingredients contribute to normal functioning of the nervous system and normal psychological function, as well as the reduction of tiredness and fatigue.

According to EFSA, maintenance of these normal functions means healthy concentration, learning, memory and reasoning, as well as resistance to stress.

According to EFSA:

²Vitamin C contributes to normal functioning of the nervous system. The claim may be used only for food which is at least a source of Vitamin C as referred to in the claim source of Vitamin C and as listed in the Annex to Regulation (EC) No 1924/2006.

³Vitamin C contributes to normal psychological function. The claim may be used only for food which is at least a source of Vitamin C as referred to in the claim source of Vitamin C and as listed in the Annex to Regulation (EC) No 1924/2006.

⁴Vitamin C contributes to the reduction of tiredness and fatigue. The claim may be used only for food which is at least a source of Vitamin C as referred to in the claim source of Vitamin C and as listed in the Annex to Regulation (EC) No 1924/2006.

⁵Iodine contributes to normal functioning of the nervous system. The claim may be used only for food which is at least a source of iodine as referred to in the claim source of iodine and as listed in the Annex to Regulation (EC) No 1924/2006.

⁶Iodine contributes to normal cognitive function. The claim may be used only for food which is at least a source of iodine as referred to in the claim source of iodine and as listed in the Annex to Regulation (EC) No 1924/2006.

⁷Magnesium contributes to normal energy-yielding metabolism. The claim may be used only for food which is at least a source of magnesium as referred to in the claim source of magnesium as listed in the Annex to Regulation (EC) No 1924/2006.

⁸Magnesium contributes to normal functioning of the nervous system. The claim may be used only for food which is at least a source of magnesium as referred to in the claim source of magnesium as listed in the Annex to Regulation (EC) No 1924/2006.

⁹Magnesium contributes to normal psychological function. The claim may be used only for food which is at least a source of magnesium as referred to in the claim source of magnesium as listed in the Annex to Regulation (EC) No 1924/2006.

¹⁰Magnesium contributes to a reduction of tiredness and fatigue. The claim may be used only for food which is at least a source of magnesium as referred to in the claim source of magnesium as listed in the Annex to Regulation (EC) No 1924/2006.

VIVA+

How much do you need to eat to get the same amount of micronutrients as a daily dose? Take a look!

