

## DIETARY SUPPLEMENT *STRONG & HEALTHY*



### *Antioxidant and Immune Modulator*

#### **Dietary supplement**

- Slows down the aging process and energizes the human body;
- Assists metabolic processes at the cellular level;
- Contributes to the normal functioning of cardio - vascular and immune system;
- Supports metabolism;
- Antioxidant effect.
- For the treatment and prevention of diabetes mellitus;
- To maintain a healthy blood sugar level,
- Shows anti-inflammatory, anti-arthritic, anti-mutagenic and anti-malarial activity, possess antibacterial and antiviral activity.

**The product should not be used as a substitute for a varied diet.**

**Composition:** Aqua, Ethanol, plant extracts containing carotenoids:  **$\beta$  - Carotene, Lycopene**, triterpenes: **Lupeol,  $\alpha$ -Amyrin and  $\beta$  -Amyrin**, tocopherols:  **$\alpha$ -Tocopherol**.

**Instructions for use:** Recommended daily dose: **Oral**. Once per day - **5 drops** diluted in 50 ml of liquid before or during meals.

The **BAGRA colour company** is established as company for Natural dyes, Phytonutrients and Phytochemicals. **We have deep concern for the future of our Planet and we do think that the only way to have a Future is to go Natural.**

Our last 10 years were dedicated to **discovering new plant sources in Europe** that are greatly needed by Pharmaceuticals, Food Colouring, Cosmetic production etc. We did great research to find such plants in Europe that contain the rare and very rare Natural dyes, Phytonutrients and Phytochemicals.

We have discovered these **new plant sources in Europe** for production of Natural dyes, Phytonutrients and Phytochemicals that were usually produced from plants and herbs that grow in far away parts of the world.

**BAGRA colour company** has its own fields where the necessary **plants for our production** are grown.

After we were ready with these plant raw materials we started their production. We have agricultural land that is our property and we rented several hundreds of hectares of agricultural land from other people where we grow our own plants.

So we produced our own harvest in order to be independent in our production. This was done last two years. Now when we are ready with the raw plant materials we started to produce our products.

We have made laboratory analyzes and now we have started production of **different special plant flower mixes** from which we produce these **phytochemicals and phytonutrients**

Our new mixed plant sources contain:  
 **$\beta$  - Carotene, Lycopene,  $\alpha$ -Tocopherol,**

and the very rare phytochemicals - Lupeol ,  $\alpha$ -Amyrin and  $\beta$ -Amyrin

The BAGRA color company is working in close collaboration with The Institute of Microbiology and The Institute of Botany of The Bulgarian Academy of Science.

The analyses of the extracts of the plant combinations in the **antioxidant and immune modulator dietary supplement STRONG & HEALTHY** we are producing show considerable quantity of following natural products :

### **$\beta$ – Carotene.**

As a non-oxidized carotenoid, beta-carotene carries many of the health benefits of the entire carotenoid family, including protection against oxidative damage of cells, sun overexposure of skin and cancer proliferation. The human body converts beta-carotene into **vitamin A** (retinol) - beta-carotene is a precursor of vitamin A. We need vitamin A for healthy skin and mucus membranes, our immune system, and good eye health and vision. Beta-carotene, like all carotenoids, is an antioxidant. An antioxidant is a substance that inhibits the oxidation of other molecules; it protects the body from free radicals. Free radicals damage cells through oxidation. Eventually, the damage caused by free radicals can cause several chronic illnesses.

### **Lycopene.**

Lycopene is a very efficient antioxidant, which can neutralize oxygen derived free radicals. The oxidative damage caused by these free radicals has been linked to many degenerative diseases such as cardiovascular diseases, premature aging, cancer and cataracts. In vitro-studies have shown the anti-cancer properties of lycopene against many cancer cells, including cancer cells of prostate, stomach, lung, colon and skin. There are numerous studies about the effect of lycopene on cancer and prostate cancer in particular. Lycopene possesses antibacterial and antifungal properties. Lycopene has a structure similar to that of the well-known antioxidant beta-carotene, but its antioxidant activity is much stronger.

### **$\alpha$ -Tocopherol**

Vitamin E is a major lipid-soluble antioxidant, which protects lipoproteins and the unsaturated fatty acids in cell membranes. Fighting against the effects of free radicals derived from oxygen and environmental pollutants, vitamin E reduces the rate of free radical attack on the polyunsaturated fatty acids in membrane phospholipids and at other biologically important sites. The biological potency of natural-source vitamin E(d-alpha-tocopherol) is recognized to be approximately twice that of the synthetic form.

Vitamin E is the subject of numerous scientific research studies, the conclusions of which have led to its increasing popularity as a dietary supplement. Some of the research projects have investigated the role of vitamin E in:

Protecting cells from free radical damage. Decreasing risk markers associated with certain cancers. Oxidation of LDL cholesterol (a risk factor associated with development of atherosclerosis). Immune responses. Protection against the risk of cataract formation.

The analyses of the plant mixes show also a serious quantity of the very rare natural phytochemicals the pentacyclic triterpens

### **Lupeol, $\alpha$ -Amyrin and $\beta$ -Amyrin .**

**Lupeol ,  $\alpha$ -Amyrin and  $\beta$ -Amyrin** have anti-inflammatory, anti-arthritic, anti-mutagenic and anti-malarial activity, possess antibacterial and antifungal activity, a specific application as a preventive agent against brain tumor, have specific application as a preventive agent against prostate cancer, etc.

**The triterpens Lupeol ,  $\alpha$ -Amyrin and  $\beta$ -Amyrin** induce brain tumor regression. Triterpens are defined by many laboratory experiments as antitumor agents. Lupeol is regarded as new cytotoxic agent against malignant brain-tumor cells. Lupeol inhibits growth of highly aggressive Human Metastatic Melanoma Cells.

There is evidence of a potential therapeutic effect of **Lupeol ,  $\alpha$ -Amyrin and  $\beta$ -Amyrin** on Alzheimer's neuropathology. Individual reports and animal studies indicate that **Lupeol ,  $\alpha$ -Amyrin and Beta Amyrin – each one alone and in combination** slow the progression of Alzheimer's and improve memory and behavior.

**It must be recalled here the constantly increasing solar activity, not to speak about other disasters that have negative impact on humans worldwide.**

The word "antioxidant" has gained popularity in recent decades because of ozone depletion and serious global pollution. Introducing a unique extract of plant mixture **the antioxidant and immune modulator dietary supplement STRONG & HEALTHY** we emphasise on proven abilities of substances of which it is composed to deter the destruction of free radicals. Our organism is exposed to the daily action of free radicals - atoms or molecules for their operation can lead to very serious consequences. Factors leading to their generation, are numerous: radiation exposure - sunlight or X-ray, tobacco smoke, car exhaust, etc.

Numerous studies have shown that the powerful concentration of unique nutrients contained in the plant extract mixture **antioxidant and immune modulator dietary supplement STRONG & HEALTHY**, has anti-cancer properties, regenerates the entire body, has a cleansing effect on the body and helps to reduce some of the risk factors associated with cardiovascular disease, diabetes, stroke and arthritis.

Unique plant extract mixture **the antioxidant and immune modulator supplement** has beneficial effects on the brain and can prevent diseases such as Alzheimer's, Parkinson's and Dementia.

Our organism is exposed to the daily action of free radicals - atoms or molecules for their operation can lead to very serious consequences. Factors leading to their generation, are numerous: radiation exposure - sunlight or X-ray, tobacco smoke, car exhaust, and last but not least - eating.

The biological activities of pentacyclic triterpens - **Lupeol**,  **$\alpha$ -Amyrin** and  **$\beta$ -Amyrin** in **The antioxidant and immune modulator dietary supplement STRONG & HEALTHY** have been broadly investigated. Existing data show that **Lupeol**,  **$\alpha$ -Amyrin** and **Beta Amyrin** display varying levels of efficacy against a multitude of pathogens, diseases and potentially harmful endogenous biochemical processes. Pathogenic microorganism activities, diseases and destructive biochemical processes are prevented or alleviated which indicates that pentacyclic triterpens display

strong antiviral activities. They inhibit the life cycle of the virus in the infected cells in its early phase, and thus defend the surrounding cells from proliferation.

**Plant extracts containing Lupeol ,  $\alpha$ -Amyrin and  $\beta$ -Amyrin are used also as efficient treatment of such diseases as Trypanosomiasis, Leishmaniasis, Malaria, Yellow Fever and Viral hemorrhagic fever.**

**These scientific data show that The antioxidant and immune modulator supplement STRONG & HEALTHY will have its strong preventive and curative effect in our struggle with the Ebola disaster and the recent world activity of Zica virus.**

### **Beneficial Health Effects of LUPEOL**

