



AryCol

Watch your health

**INNOVATION AND TECHNOLOGY
FUNCTIONAL NATURAL FOOD**

PREVENTIVE HEALTH CARE, A GROWING BUSINESS



MARKET TRENDS AND NEW CONSUMER HABITS

- ✓ Brands and distribution channels are flushed with the segment of healthy and functional products that prevent ailments. *El Mundo 15/02/2017*
- ✓ 46% of consumers say they are willing to pay more money for natural and healthy products. *Nielsen*
- ✓ Health along with comfort are the two reasons more stable for buyers in recent years. *Joan Riera, Kantar*
- ✓ 97% of consumers would buy a healthier bread if any.
*Market research, Primlab **
- ✓ Most consumers would pay between 10 and 15 cents more for a loaf that reduces cholesterol and has antioxidant effect.
*Market research, Primlab **

* Market research to analyse the price and acceptability of a product more beneficial to our health





“NUTRITIONAL FUNCTIONAL COMPOUND THAT HELPS REDUCE OXIDATION OF PROCESSED FOOD AND OF OUR ORGANISM”

- The lipid oxidation is the second cause of food spoilage, after the action of microorganisms.
- Oxidation at high temperatures (over 160C) generate unsaturated lipids, hydroperoxides, free radicals, etc ... causing many diseases.
- Nutrients, Vitamins, polyphenols (antioxidants) etc...present in precooked food easily degrades during cooking as they cannot withstand high temperatures.
- Polyphenols present in **Arycol** are the essence of the Mediterranean diet in concentrated doses, numerous studies certify its health benefits.
- **Arycol's** formulation gets polyphenols withstand high cooking temperatures of commonly used foods to help prevent many diseases.



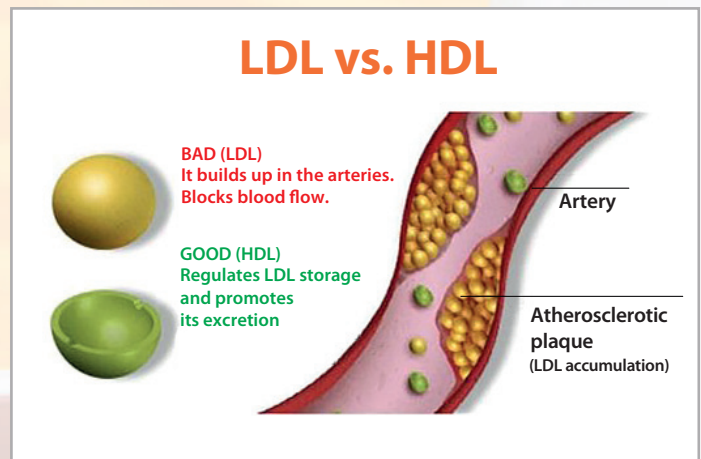
LOWERING YOUR CHOLESTEROL, GUARD YOUR HEART

Cardiovascular disease is the leading cause of death in Spain *.

The total cholesterol level is a hall mark useful for screening cardiovascular risk (myocardial infarction, ischemic heart disease, heart failure, sudden death, etc.).

Currently it is recommended that the levels of total blood cholesterol in adults should be less than 200 mg / dl and LDL-cholesterol below 100 mg / dL. to prevent heart related disease

* Source: Report cardiovascular disease in Spain, Spanish Heart Foundation.



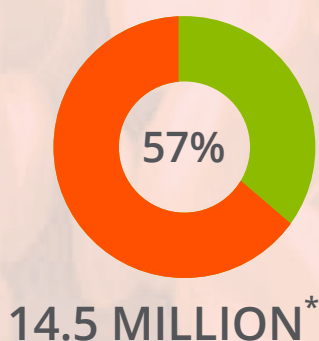
Cardiovascular health and cholesterol

CLINICALLY DEMONSTRATED FORMULA

Study conducted in patients through consumption of white bread with AryCol

Daily intake between 50 and 100 grs. of white bread with **AryCol** for two months has reduced the bad cholesterol between -13% and -19% * in patients with high cholesterol.

* Source: Study on the effect of AryCol for the reduction of cholesterol (LDL) in humans, January 2016



POPULATION AFFECTED IN SPAIN

57% from the adult population in Spanish* presents cholesterol levels or the recommended upper limit between (190 and 240 mg / dL).

* Source: Spanish Heart Foundation

VARIETY OF APPLICATIONS

Breads and pastries



Elaborated meat



Foods Pre-cooked



fresh and dry pasta



The nutritional compound **AryCol**, due to the characteristics of its formulation, can be incorporated into other range of liquid and solid processed products, helping to combat the oxidation of the same.

ARYCOL BEHAVIOR DURING COOKING

AINIA technology centre, as an independent entity, has conducted a study* that have evaluated the presence in permanence of nutritional compound **AryCol** after fermentation of the dough and after the process of baking bread.

+68%

**Permanence of oleuropein
Bioactive in the final product**

EFSA recommends a minimum daily consumption of 5 mg of olive polyphenols for health benefits. Tests show that after baking bread the amount of polyphenols is higher than recommended.

*Source: Study on AryCol behavior during the cooking process, AINIA March 2017



ainia
centro tecnológico

“NEW NUTRITIONAL COMPOUND, HEALTHIER PRODUCTS”

AryCol is the first and only patented nutritional food supplement rich in polyphenols which significantly reduces cholesterol and maintains its properties at high cooking temperatures, applicable in baked, cooked or pre-cooked products.

Claim approved by **EFSA** *"The olive oil polyphenols contribute to the protection of blood lipids from oxidative damage."*



FORMULATION 100% NATURAL

- ◆ Improves health without changing habits
- ◆ Does not alter the taste or colour
- ◆ Maintains its properties at high cooking temperatures.
- ◆ Prevents oxidation of processed foods and from our organism.
- ◆ Multiply the profitability of the base products
- ◆ It offers a wide range of applications





AryCol is a product of PRIMLAB GLOBAL SL, company dedicated to research and development of active principle beneficial to health and the environment.

Avda. Joan Carles I, nº 10 • 03750 Pedreguer • (Alicante) Spain • info@primlab.com

www.primlab.com

