

# BetaVia™ Complete\*

## A Nutrient-rich Immune Enhancer

THIS ALGAE FERMENTATE IS SAFE AND NATURAL SUPPORT FOR OVERALL HEALTH AND WELLNESS



- **A freshwater dried whole algae fermentate rich in beta 1,3 glucan (>50%), protein, fatty acids, vitamins, minerals and carotenoids**
- **Clinically demonstrated to safely strengthen the immune system**
- **Safe for daily consumption**
- **Compelling science-based health benefits for immunity, and digestive tract and respiratory tract health**
- **Ideal for a wide range of functional foods, beverages and supplements**

In national and global surveys, consumers have consistently ranked immune health among the top reasons for purchasing functional foods, beverages and supplements. They recognize the importance of a strong immune system to overall health and wellness, as well as to maintaining an active, healthy lifestyle.<sup>1-4</sup>

Now more than ever, consumers of all ages are seeking safe, effective immune system support through natural, science-based functional ingredients.

### TRIPLE ACTION PROTECTION OF BETAVIA COMPLETE

BetaVia Complete is a dried, whole cell fermentate sourced from a proprietary strain of algae, *Euglena gracilis*. This sustainable ingredient delivers greater than 187.5 mg of beta 1,3 glucan and 56 mg of protein and a mix of nutrients in each recommended serving. Research shows that BetaVia Complete can support the immune system in three distinct ways to naturally and effectively enhance overall health and wellness.

**BetaVia Complete's triple-action protection includes:**



#### Priming innate immune cells

(macrophages, dendritic cells) that are key part of the body's natural defenses<sup>5</sup>



#### Fueling the growth of beneficial

or “good bacteria,” including *Lactobacillus* and *Bifidobacteria*, in the gut which hosts most of the body's immune cells<sup>6</sup>



#### Supporting the health of intestinal cells

which are important for maintaining GI tract integrity so it can act as a physical barrier<sup>7</sup>

## SCIENTIFICALLY VALIDATED MECHANISM OF ACTION

BetaVia Complete primes key immune cells that help keep the body healthy. *In vitro* research demonstrates innate immune cell (macrophages, dendritic cells) bind or phagocytize BetaVia Complete, triggering a release of chemical messengers called cytokines that play a critical role in priming and coordinating healthy immune responses.<sup>5</sup>

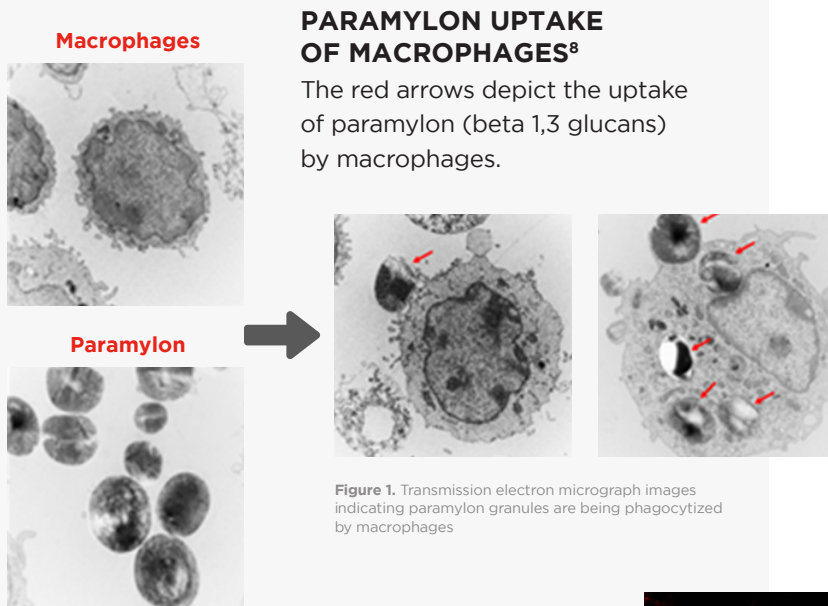


Figure 1. Transmission electron micrograph images indicating paramylon granules are being phagocytized by macrophages

## BETAVIA COMPLETE TAKEN UP BY MACROPHAGES<sup>9</sup>

The green dots are BetaVia Complete in the macrophage compared to the control image where there are none.

**Control Macrophage**

**With BetaVia Complete**

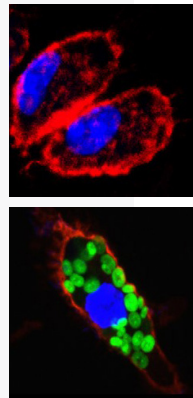


Figure 2. Confocal microscopy imaging showing macrophages taking up BetaVia Complete (green dots)

## Compelling Product Health Benefits

BetaVia Complete research supports multiple benefits for immune, digestive tract and respiratory tract health, including:

- Naturally supports immune health
- Supports year-round immune health
- Strengthens the body's natural defenses
- Supports digestive tract health
- Supports respiratory tract health

- ✓ GRAS
- ✓ Kosher
- ✓ HALAL
- ✓ Vegan/Vegetarian
- ✓ Gluten free
- ✓ Allergen free
- ✓ GMO free
- ✓ Naturally and sustainably sourced

## CLINICALLY TESTED IMMUNE SUPPORT

The beneficial immune cell activation of BetaVia Complete translates into health benefits in clinical studies.<sup>10,11</sup> In a randomized, double-blind, placebo-controlled 90-day study of healthy, active adults, participants taking BetaVia Complete reported:<sup>\*\*11</sup>

**3.3**  
FEWER SICK DAYS

**70%**  
FEWER UPPER  
RESPIRATORY TRACT  
INFECTION (URTI) SYMPTOMS

**10**  
FEWER URTI  
SYMPTOM DAYS

**80%**  
SIGNIFICANTLY LOWER  
OVERALL SEVERITY  
OF URTI SYMPTOMS

\* compared to placebo

The study provides evidence that supplementation with BetaVia Complete may reduce **Upper Respiratory Tract Infection symptoms**, providing immune support.<sup>10,11</sup>



**BetaVia**  **Complete**

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References available upon request