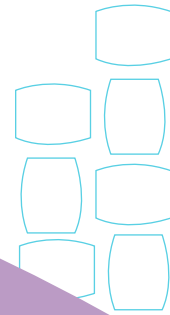




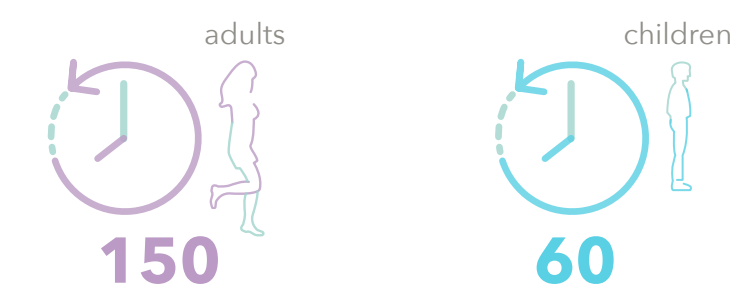
Microencapsulated Minerals



The active nutrition consumer...

...demands active lifestyle solutions

World Health Organization (WHO) recommends moderate to vigorous intensity physical activity



Raising the bar on Active Nutrition

The global Active Nutrition market valued at is expected to reach US\$27.8 billion by 2025

CAGR: 12.3%



- 64% (Hydrate and Refuel) Energy & endurance
- 25% Body building
- 11% Weight management

Benefits of exercising

Whether the activity is carried out or not, consuming the right balance of nutrients is important for everyone: if you are a bodybuilder, a professional athlete or you are simply exercising to improve your health, sports nutrition plays a key role in optimizing the beneficial effects of the training sessions.

- Controls Weight
- Promotes Better sleep
- Reduces effects of aging
- Gets stronger Bones and Muscles
- Improves quality of life
- Enhances cardiovascular functions
- Helps mental health and mood
- Boosts energy

Magnesium an active nutrition ally

Mg

Essential mineral responsible for over 300 enzymatic reactions in our body involved in:

- Energy metabolism
- Relaxation and stress relief
- Respiratory function
- Maintenance of normal muscle and nerve function

...is key to maintaining an active lifestyle

however adequate levels of magnesium have been frequently overlooked...

Magnesium supplementation has been widely recommended however it is hard to obtain a highly concentrated magnesium source which is also bioavailable.

The solution

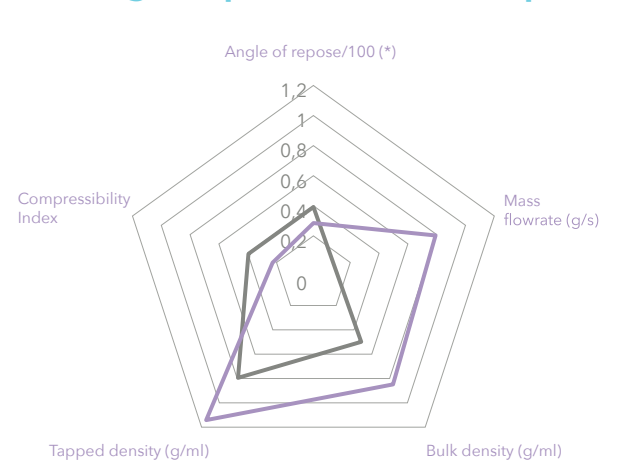
MAGSHAPE™

microcapsules

Concentrated source of magnesium for an active lifestyle

Characterization

Rheological parameters comparison

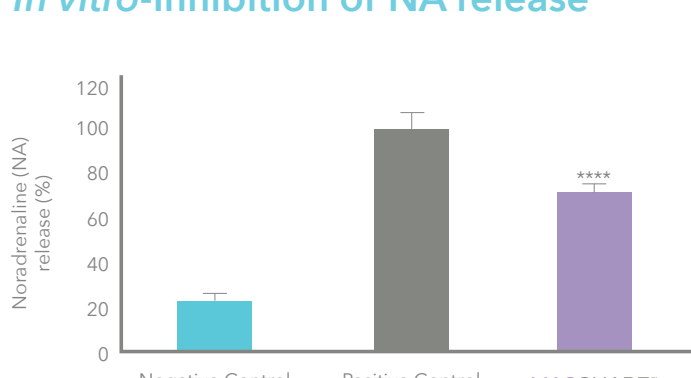


Benefits

- Helps to relax and address / alleviates fatigue
- Provides vitality and stress relief
- Improves the muscular function
- Boosts energy levels for a better performance

Efficacy

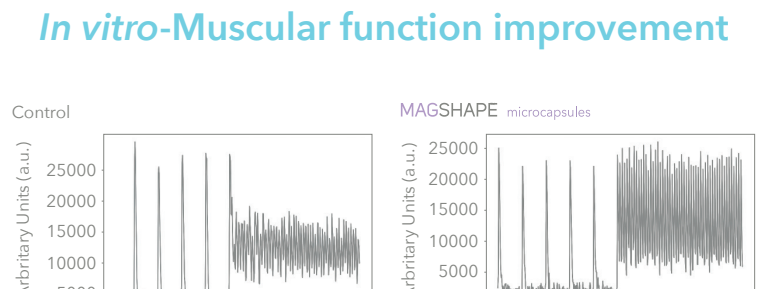
In vitro-Inhibition of NA release



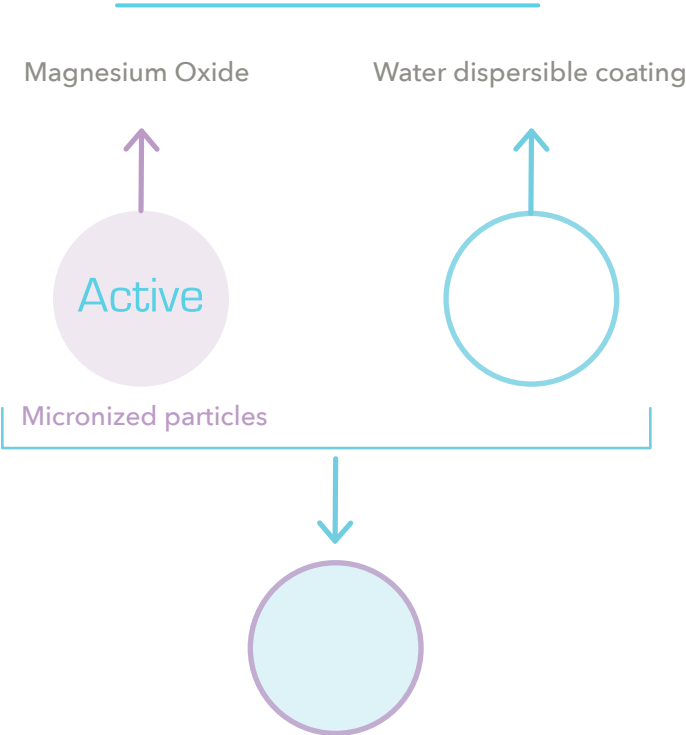
MAGSHAPE microcapsules provide a relaxation effect on the nervous transmission

MAGSHAPE microcapsules show a significant inhibition of 26.9% of NA release in human neuroblastoma cells compared to the control condition at the tested concentration.

In vitro-Muscular function improvement



Technology



Applications



Capsules, tablets, chewable pills and orosoluble powders.

MAGSHAPE microcapsules improve muscular function thanks to its relaxation capacity

After treatment with MAGSHAPE microcapsules, the muscle relaxes more quickly, so it can maintain a frequency of 10 Hz (simulation of cramp) without entering tetanic contraction.

