



# BLYMUM

## COMPANY PRESENTATION

2018

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BLYMUM is an Italian company based in Milan,  
specialized in **developing and marketing innovative products and professional services**  
**for people's nutrition, health, longevity and beauty.**

The Company mission  
is to offer to the international Market  
**smart, scientifically proven and sustainable well-being solutions**  
for specific human psycho-physical problems,  
pathological phenomena and adverse living and working conditions.

# smart well-being modulations



Livella® Physiological Balance Management

is BLYMUM fundamental philosophy for people's care and well-being improvement,  
based upon the idea that wellness and health are given by a physiological balanced status of saneness  
which appropriately runs all functions of the human organism.

Livella® approach consists of a three-phase pattern of circular activities: human body measurement and evaluation oriented to assess the presence and severity of a given pathological symptom; people's care and life habit correction; and, if necessary, physiological modulators administration.

**the distinctive and structured approach to health,  
correct life habits, and smart well-being departments**

# BLYMUM SERVICES AND PRODUCTS

## SERVICES

### SERVICES

BLYMUM offers business-to-business and business-to-consumer professional support in areas concerning: clinical studies (**Formulations & Trials**); intellectual property management (**IP Fostering**); regulatory consultancy (**Regulatory Affairs**); management consultancy (**Sustainable Management**).

Within **Livella® Physiological Balance Management** the following services are proposed: individual physiological balance assessment (**Smart Physiological Measurement**); on-demand personal consultancy (**Life Habit Change**), management and workforce education (**Well-being Education**); market research and marketing (**Well-being Marketing**).

## PRODUCTS

### PRODUCTS

In terms of products, the BLYMUM distinctive competency lies in the development of **Physiological Modulators** such as **food supplements, functional foods, novel foods, nutraceuticals and cosmetics**.

In particular, BLYMUM has introduced on the market a specific group of Physiological Modulators, categorized as **food supplements and designated for the female market**, presented as **Lilla Line**.

# FORMULATIONS & TRIALS

SERVICES

**Target:** Pharmaceutical, Food and Healthcare Companies.

**Problem Solving:** New Formulations Development; Epidemiological, Clinical, Clinical-pharmacology, and Pharmacology Trials.

**Description:** We offer our skills for the preparation of **new customized formulations** according to the concept of Physiological Modulation, using single natural components or combination of natural components. A vast range of diseases/psycho-physical problems can be studied. In particular, our studies are pointed at the prevention of chronic pathologies and life expectation/quality enhancement. Moreover, we follow our Customers step-by-step in studying, drafting and filing ad-hoc epidemiological, clinical, clinical-pharmacology, and pharmacology **trials**, with the aim to ensure the scientific validity and reproducibility of the results.





# REGULATORY AFFAIRS

## SERVICES

**Target:** Pharmaceutical, Food and Healthcare Companies.

**Problem Solving:** Approval Process Management, Regulatory Consultancy for Medical Devices, Food Supplements, Novel Foods, Functional Foods, Nutraceuticals and Cosmetics.

**Description:** Writing and maintaining the EU CTA (Clinical Trial Authorization) for every clinical trial phase (phase I-IV) is offered. Time and cost planning for regulatory activities are assessed, together with regulatory support to the most convenient regulatory approach. We deliver regulatory support throughout whole products lifecycle; we update, vary and renew above mentioned classes of products. National and European registration and maintenance procedures are available as well as due diligence activities and licensing support.



# SUSTAINABLE MANAGEMENT

## SERVICES

**Target:** Pharmaceutical, Food and Healthcare Companies; HR, Marketing and Business Development Management in middle and big companies of all sectors.

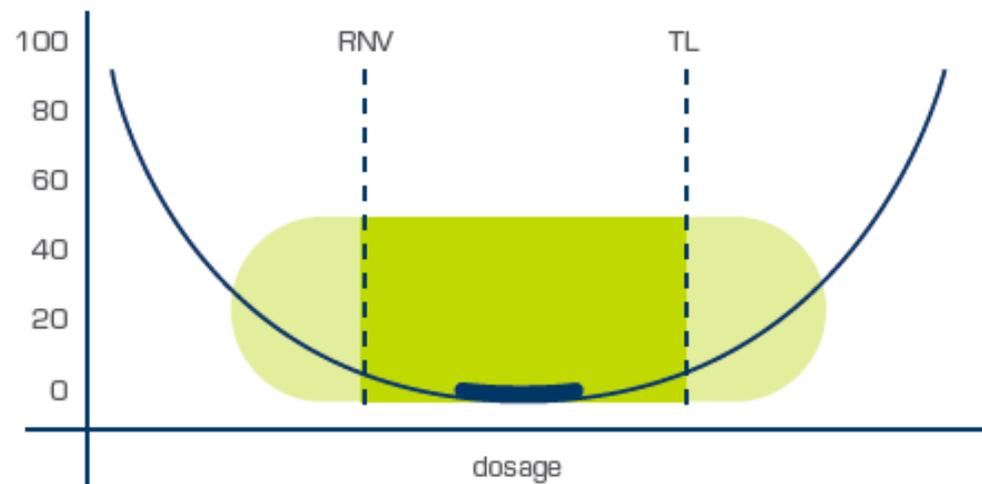
**Problem Solving:** BLYMUM consultancy services are focused on integrated innovation and people empowerment in areas such as **Marketing and Selling, Social Sustainability, Stress Management, Nutrition & Health Management.**

**Description:** Our distinguishing competency is the ability to work within complex environments and to propose to our clients **innovative business solutions** in a very short time, activating a vast range of creative and scientific techniques, collaborative innovation methods, management knowledge and specific sector competencies. Our approach exploits business modeling based on modular systems that are both **“problem-oriented”** and **“people-oriented”** and their combinations.





**Physiological Balance Management** is based upon the idea that wellness and health are given by a physiological status of saneness which appropriately runs all functions of the human organism. Every modification of the body's natural balance can generate a disease. Such physiological balance is often modified in several pre-clinical and clinical conditions; it needs ad hoc combinations of active ingredients, **Physiological Modulators**, aimed at restoring the body homeostasis and the previous or desired healthy conditions.



Each **Physiological Modulator** must be administered at the appropriate dosage, since when its intake is too low or too high may give raise to a disease. Furthermore, every **Physiological Modulator** is characterized by appropriate **Recommended Nutritional Values (RNV)** and by a **Toxicity Limit (TL)**.

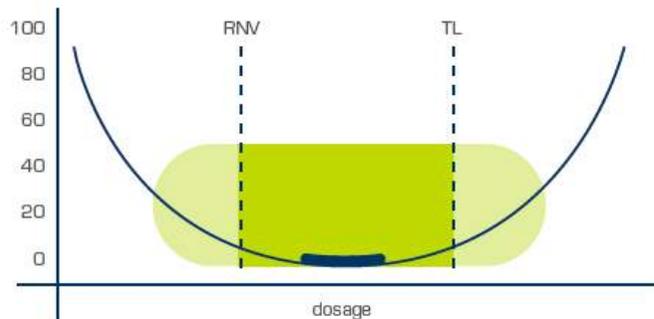
# Livella® SMART PHYSIOLOGICAL MEASUREMENT

SERVICES

**Target:** Existing and potential final Customers.

**Problem Solving:** Human-body Pathological Symptoms and Physiological Balance Assessment.

**Description:** Smart Physiological Measurement refers to the human body measurement and evaluation oriented to **assess the presence and severity of a given pathological symptom**. Most of the times, the imbalance of our organism is characterized by different symptoms. The evaluation is managed using: a **general questionnaire**, to allow a simple, reliable, and comprehensive assessment; **ad hoc questionnaires** concerning the specific physiological imbalances clinically studied by BLYMUM; **lab analysis if necessary**. Their output leads to the advice regarding individual care and life habits, together with the choice of the proper Physiological Modulator.



# Livella® LIFE HABIT CHANGE

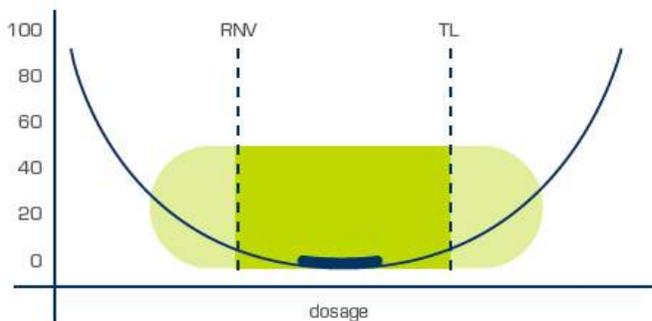
## SERVICES

**Target:** Existing and potential final Customers.

**Problem Solving:** Healthcare and Nutrition Consultancy; Personal Life Habit Correction.

**Description:** Direct communication with our final Customers is considered a key activity in our servicing. It gives us the opportunity to **indicate solutions for specific situations and/or pathologies, for individual life habit corrections and to guide an appropriate consumption of our products.**

In particular, **on-line individual consultancy** and **group web-seminars** will be proposed, managed by our scientific and management professionals and partners.





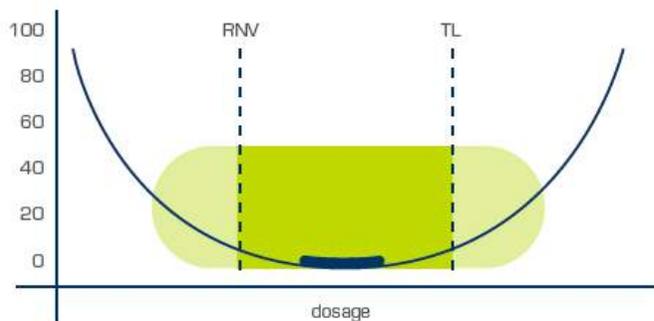
# Livella® WELL-BEING MARKETING

SERVICES

**Target:** Pharmaceutical, Food and Healthcare Companies; HR, Marketing and Business Development Management in Middle and Big Companies of all Sectors.

**Problem Solving:** Social Sustainability Market Research, Customer/Employee Satisfaction and Well-being Monitoring, Explorative and Qualitative Food Supplements/Functional Food/Nutraceuticals Market and Product Innovation Research, Marketing Research.

**Description:** Through creative research techniques, we support our Clients in their efforts to define and implement innovative and sustainable business solutions that increase people's well-being, social and environmental sustainability, and have a long-lasting positive impact on companies performance and positioning on the market, their brand reputation and leadership. Our qualitative new-product-launch research includes new trends mapping, cross-pollination and market testing.



# RUBENFLUX® Donna

Food Supplement to Counteract Anemia

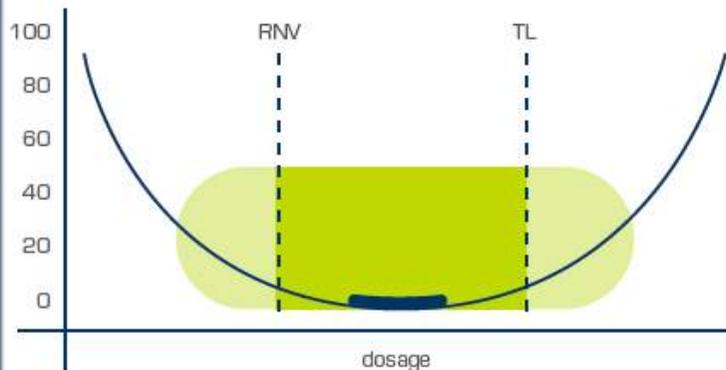
PRODUCTS

**Target:** Females

**Characteristics:** In particular, RUBENFLUX® contains: Vitamin C that increases the absorption of iron, Thiamin (Vitamin B1) that contributes to normal psychological functions, Riboflavin (Vitamin B2) that contributes to normal iron metabolism, Niacin (Vitamin B3), Vitamin B6 and Vitamin B12 that contribute to the reduction of tiredness and fatigue, Folate (Vitamin B9) that contributes to normal hematopoiesis and Iron which contributes to the formation of red blood cells and hemoglobin.

**Pack:** Ten 3 g sachets

**Daily Dose:** One/two sachets



# PROBENTIROX<sup>®</sup> Donna

Food Supplement Reducing OS Associated with Levothyroxine Consumption

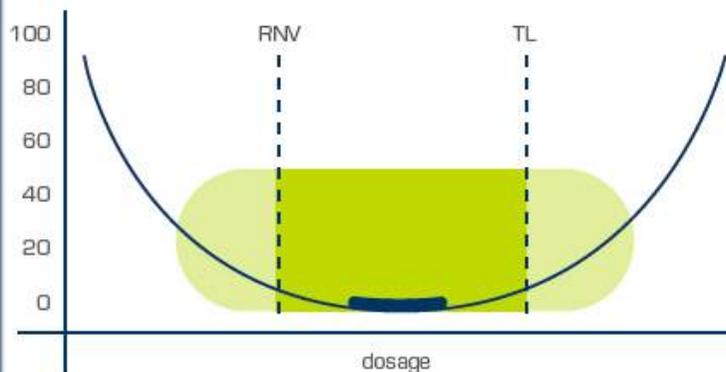
PRODUCTS

**Target:** Females

**Characteristics:** PROBENTIROX<sup>®</sup> is an antioxidant composition comprising oligomeric proanthocyanidins, Lipoic Acid, Vitamin E, Vitamin C, Lycopene and Astaxanthin. The synergistic combination of these components enables the oxidative stress reduction and the side effects ascribable to hormone replacement therapy (anxious state/agitation, sweating, palpitations, headaches), which separately did not demonstrate an appropriate efficacy (Physiological Modulation). The treatment with PROBENTIROX<sup>®</sup> is highly tolerable by the female body.

**Pack:** Thirty 500 mg capsules

**Daily Dose:** One capsule



# FLORITMIC® Donna

Food Supplement Aimed at Improving Intestinal Flora, Immune System and Hormonal Activity Regulation

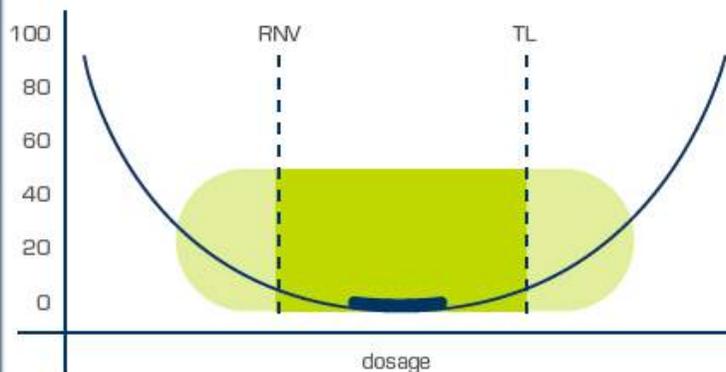
PRODUCTS

**Target:** Females

**Characteristics:** FLORITMIC® contains: Lactobacillus Rhamnosus and Bifidobacterium Lactis to ameliorate the equilibrium of the intestinal flora; Vitamin B1 which contributes to normal energy-yielding metabolism; Vitamin B2, Vitamin PP, and Vitamin A contribute to the maintenance of normal mucous membranes; Vitamin B6 contributes to the regulation of hormonal activity; Vitamin B12, and Vitamin D contribute to the normal function of the immune system.

**Box:** 10 mL RewCap® vials

**Administration:** 1 vial per day



- hormonal activity regulation  
regolazione attività ormonale
- normal mucous membranes  
membrane mucose normali
- immune system support  
supporto sistema immunitario

# VIGORBITAL® Donna

Food Supplement Aimed at Improving Energy Yielding Metabolism, Muscle and Cardiac Functions, and Protein Synthesis

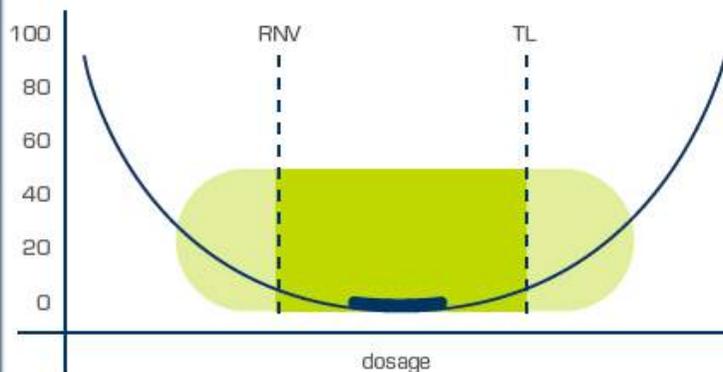
PRODUCTS

**Target:** Females

**Characteristics:** VIGORBITAL® contains: Ginseng to invigorate from tiredness and fatigue; Vitamin B1 contributes to the normal function of the heart; Vitamin D, Magnesium, and Potassium contribute to the maintenance of normal muscle function; Vitamin B2, Vitamin PP, Vitamin B6, Vitamin B12 and Iron contribute to normal energy-yielding metabolism; Zinc contributes to normal protein synthesis; Vitamin A contributes to the normal function of the immune system.

**Box:** 10 mL RewCap® vials

**Administration:** 1 vial per day



# CELLULOX® Donna

Food Supplement to Contrast Cellulite, Contribute to Normal Collagen Formation in Blood Vessels and Regulate the Microcirculation Functionality

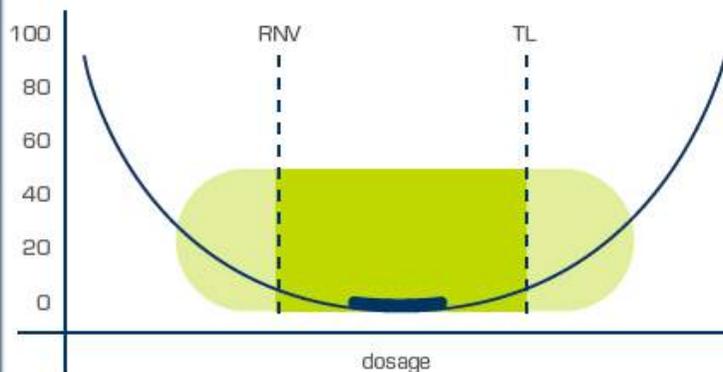
PRODUCTS

**Target:** Females

**Characteristics:** CELLULOX® contains: Centella asiatica: to contrast cellulite imperfections and improve microcirculation; Vitamin C: to support collagen formation and protect from oxidative damage; Vitamin B6 (Pyridoxine): to regulate the hormonal activity; Vitamin B2 (Riboflavin): for the maintenance of normal skin; low molecular weight Chitosan: to bind fats taken with foods that can generate endotoxycosis.

**Pack:** 30 Tablets 580 mg

**Administration:** 2 capsules twice a day





**FLORITMIC**  
DONNA

Integratore alimentare a base di Lactobacillus Rhamnosus e Bifidobacterium Lactis  
Food supplement containing Lactobacillus Rhamnosus and Bifidobacterium Lactis

10 flaconcini da 10 ml con tappo dosatore  
10 vials 10 mL with measuring cap

regolazione attività ormonale  
hormonal activity regulation

membrane mucose normali  
normal mucous membranes

supporto sistema immunitario  
immune system support

**BLYMUM**

**CELLULOXY**  
DONNA

Integratore alimentare a base di Chitosano, Centella Asiatica e Centella Asiatica and...

contrasto ineso...

funzionamento micro-ni...

**BLYMUM**

**PROBENTIROX**  
DONNA

Integratore alimentare a base di estratto di Pino marittimo  
Food supplement with Maritime pine extract

30 capsule da 500 mg  
30 capsules 500 mg

antiossidante cellulare  
cellular antioxidant

supporto immunitario  
immune support

**BLYMUM**

**RUBENFLUX**  
DONNA

Integratore alimentare  
Food supplement

10 bustine da 3 g  
10 sachets 3 g

con fruttosio ed edulcorante  
with fructose and sweetener

globuli rossi  
red cells

benessere psicologico  
psychological well-being

energia  
energy

**BLYMUM**

**VIGORBITAL**  
DONNA

Integratore alimentare a base di Panax Ginseng  
Food supplement with Panax Ginseng

10 flaconcini da 10 ml con tappo dosatore  
10 vials 10 mL with measuring cap

metabolismo energetico  
energy yielding metabolism

funzione muscolare e cardiaca  
muscle and cardiac function

sintesi proteica  
protein synthesis

**BLYMUM**

**INFORMAZIONI NUTRIZIONALI**  
**NUTRITIONAL FACTS**

|  | per flaconcino | per flaconcino |
|--|----------------|----------------|
|  | 10 ml          | 100 ml         |
| Carboidrati / Carbs                            | 400 mg         | 4000 mg        |
| Proteine / Protein                             | 200 mg         | 2000 mg        |
| Grassi / Fat                                   | 50 mg          | 500 mg         |
| Alcornoque / Licorice                          | 100 mg         | 1000 mg        |
| Polifenoli / Polyphenols                       | 100 mg         | 1000 mg        |
| Polifenoli in glicina / Polyphenols in glycine | 100 mg         | 1000 mg        |
| Carboidrati / Carbs                            | 25 mg          | 250 mg         |
| Proteine / Protein                             | 10 mg          | 100 mg         |
| Grassi / Fat                                   | 1 mg           | 10 mg          |
| Alcornoque / Licorice                          | 10 mg          | 100 mg         |
| Polifenoli / Polyphenols                       | 10 mg          | 100 mg         |
| Polifenoli in glicina / Polyphenols in glycine | 10 mg          | 100 mg         |
| Carboidrati / Carbs                            | 10 mg          | 100 mg         |
| Proteine / Protein                             | 5 mg           | 50 mg          |
| Grassi / Fat                                   | 1 mg           | 10 mg          |
| Alcornoque / Licorice                          | 5 mg           | 50 mg          |
| Polifenoli / Polyphenols                       | 5 mg           | 50 mg          |
| Polifenoli in glicina / Polyphenols in glycine | 5 mg           | 50 mg          |

**PROBENTIROX**  
BLYMUM S.r.l.  
Via...  
Lotto n. / Batch n.

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