

FLORITMIC®

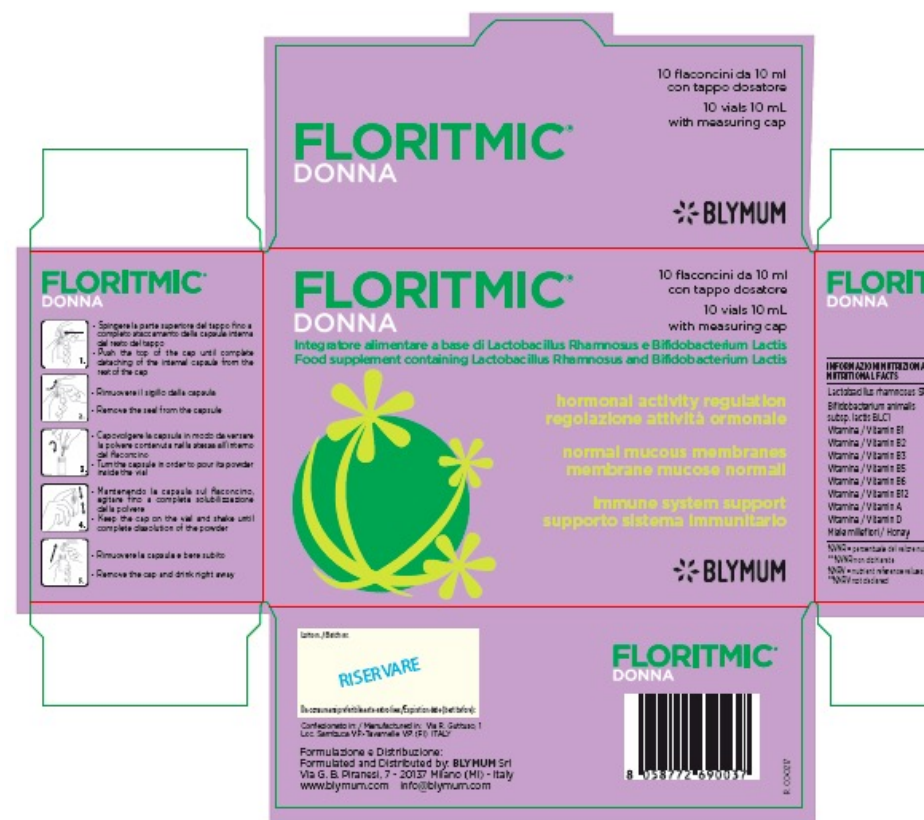
Food Supplement
aimed at improving intestinal flora,
immune system and hormonal activity regulation

Product Presentation

2021-2022

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BLYMUM is an Italian company based in Milan
providing services, products and knowledge
for those Companies specialized in developing, producing and marketing
food supplements, functional foods, novel foods, nutraceuticals, cosmetics and medical devices,
and for those Companies strategically focused on social and workplace sustainability.

Our mission
is to contribute to people's health, physical and psychological wellbeing, longevity and beauty.

smart well-being modulations



Both within our selected services and product development,

we apply the **distinctive methodology and philosophy to health, life habits correction, people's care and wellbeing improvement - Physiological Balance Management.**

It is mindset, structured and customized under the brand **Livella®** and it is based upon the idea that wellness and health are given by a specific physiological balanced status of the human organism.

health, life habits, and smart well-being departments

BLYMUM SERVICES AND PRODUCTS

SERVICES

SERVICES

BLYMUM offers professional support

to Pharmaceutical, Food, Healthcare and other Clients in the following areas:

Clinical Trials Management; Regulatory Compliance; Wellbeing Management; Sustainable Impact Modeling; Change Management & Mentoring.

PRODUCTS

PRODUCTS

In parallel, we are directly involved in product innovation processes.

The BLYMUM distinctive feature lies in the development of Physiological Modulators, that are scientifically proven solutions for specific human psycho-physical problems, pathological phenomena and adverse living and working conditions:

BLYMUM Food Supplements; On-demand Formulation Development.

THE NEW PRODUCT FOR WOMAN HEALTHCARE

- In terms of products, the distinctive company's competency lies in the development of **Physiologic Modulators** that ensure health, avoid preventable diseases and undertake a balanced state of body and mind.
- In particular, BLYMUM is developing and proposes different types of Physiological Modulators, such as **Food Supplements, Novel Foods, Functional Foods, Cosmetics and Nutraceutical Products**.
- BLYMUM has introduced on the market a new product within its LILLA LINE dedicated to woman healthcare and well-being:



MAIN BENEFITS OF FLORITMIC®

Problem Solving:

FLORITMIC® is a Food Supplement, indicated for the harmonization of mucous membranes and for the improvement of intestinal flora.

Furthermore, it gives an important support
to the immune system of women
and contributes to their hormonal activity regulation.

Target:

Females

LEADING ADMINISTRATION CONDITIONS: FEMALE HORMONAL ACTIVITY

- **FLORITMIC®** contains Group B Vitamins that participate in more than 400 metabolic processes and are necessary for the synthesis of proteins.
- In particular, an important feature of **FLORITMIC®** (as for Vitamin B6) is the possibility to transport the carbonic units¹ that are needed for the hormonal synthesis.
- In cases of avitaminosis, the reduction of hormonal synthesis is evident first of all in women, not only during menopause but even at a young age

¹ Cornelli U. I Modulatori Fisiologici - Mediservice 2009.



LEADING ADMINISTRATION CONDITIONS: MUCOUS MEMBRANES

- Poor resistance to infections was one of the earliest recognized pathologies.
- **FLORITMIC®** comprehends Vitamin A that maintains the epithelial tissue, the efficiency of mucous membranes, and protects from the skin aging.
- In a deficient state a pro-inflammatory expression is often observed¹ and the epithelial integrity may be altered².

¹DeCicco KL et al J Infect Dis 2000 ; 182(Suppl 1):S29–36

² Reifen R. Proc Nutr Soc 2002, 61, 397–400



LEADING ADMINISTRATION CONDITIONS: FEMALE IMMUNE SYSTEM

- The immune system is responsible as the first wall against pathogens.
- The reduction of both Vitamin A and Vitamin D availability impairs the immune system¹ and allows the establishment of microorganism (such as bacteria, virus etc.) in tissues.
- Because of the above mentioned characteristics, through the administration of **FLORITMIC®**, these two vitamins behave as “protective hormones”.

¹ J Reichrath et al. Horm Metab Res 2007; 39: 71 – 84



LEADING ADMINISTRATION CONDITIONS: INTESTINAL FLORA

- **FLORITMIC®** contains two Lactobacilli (probiotics¹):
 - *Lactobacillus Rhamnosus*, whose presence in the gut improves the inflammatory condition of the colon, and
 - *Bifidobacterium Animalis Lactis*, able to proliferate even after a single ingestion, whose repeated administrations contribute to a rapid increase of intestinal bifidobacteria and recover the condition of dysbiosis that is the main cause of constipation or inflammatory bowel disease.²
- The two bacteria administered together create a positive synergism for a general improvement of the inflammatory condition, particularly in the oral cavity.³

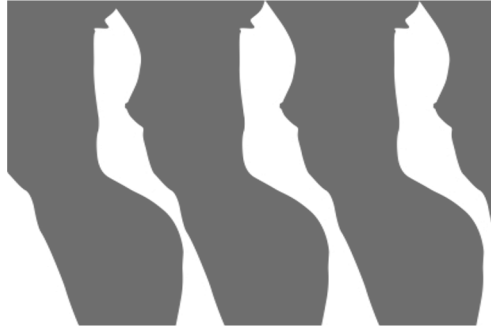
¹ Probiotics are live microorganisms which when administered in adequate amounts confer health benefit on the host [Food and Agriculture Organization of the United Nations/World Health Organization 2002]

² Toiviainen A et al. Clin Oral Invest 2015; 19:77–83

³ Tanaka Y et al. Biosci of Microbiota, Food and Health Vol. 34 (4), 77–85, 2015



LEADING ADMINISTRATION CONDITIONS: EFFECTS OF COMBINATION



The combination of group B Vitamins, Vitamin A and Vitamin D represents
a complete set of **Physiological Modulators**
acting in synergism to improve the female hormonal activity
both for external (skin, mucous membranes) and internal organs (ovary, bones),
together with the immunological defense.

The presence of probiotics, *Lactobacillus Rhamnosus* and *Bifidobacterium Animalis Lactis*
restores the equilibrium of intestinal bacteria
which is an essential condition to maintain a healthy life style.

SCIENTIFIC PUBLICATIONS

Retinoic Acid and Polyribonucleosinic Acid Act Synergistically to Enhance the Antibody Response to Tetanus Toxoid during Vitamin A Deficiency: Possible Involvement of Interleukin-2 Receptor- β , Signal Transducer and Activator of Transcription-1, and Interferon Regulatory Factor-1.

DeCicco KL et al J Infect Dis 2000 ; 182(Suppl 1):S29–36

Vitamin A as an anti-inflammatory agent.

Reifen R. Proc Nutr Soc 2002, 61, 397–400

Vitamins as Hormones.

J Reichrath et al. Horm Metab Res 2007; 39: 71 – 84

Guidelines for the Evaluation of Probiotics in Food.

Food and Agriculture Organization of the United Nations/World. Health Organization 2002]

Impact of orally administered lozenges with Lactobacillus rhamnosus GG and Bifidobacterium animalis subsp. lactis BB-12 on the number of salivary mutans streptococci, amount of plaque, gingival inflammation and the oral microbiome in healthy adults.

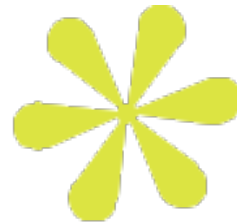
Toiviainen A et al. Clin Oral Invest 2015; 19:77–83

Short- and long-term dynamics in the intestinal microbiota following ingestion of Bifidobacterium animalis subsp. lactis GCL2505.

Tanaka Y et al. Biosci of Microbiota, Food and Health Vol. 34 (4), 77–85, 2015

FLORITMIC® FORMULATION AND PROPERTIES

- **FLORITMIC®** is a food supplement aimed at improving the intestinal flora, and maintaining normal mucous membranes. It also regulates the immune system and the hormonal activity.
- **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.



COMMERCIAL CLAIMS APPROVED BY EFSA

hormonal activity regulation
regolazione attività ormonale

normal mucous membranes
membrane mucose normali

immune system support
supporto sistema immunitario

ORGANOLEPTIC CHARACTERISTICS

With the aim to enrich the multisensory experience of the Product users, we propose

FLORITIMIC® with a new refreshable flavor of fennel and basil,
natural and closely related to our Italian cuisine heritage.

The RewCap™ packaging technology assures an exceptional stability of all sensory products' appeals.



REWCAP™ DOSING TECHNOLOGY

- **FLORITMIC®** exploits the patented RewCap™ technology (rewcap.com) that allows to combine the solid phase to the traditional liquid phase in a revolutionary way, offering different advantages:
 - superior protection against moisture: high thickness polyethylene layer at bottom and aluminum seal on the top;
 - handy and simple;
 - increased stability of active ingredients.
- The originality of this capsule has also been recognized by the completely positive research report, issued by the European Patent during procedures for the international patent protection: Italian Patent Pending No. MO1014A000140, Worldwide Patent Pending No.PCT/IB2015/052052.



FLORITMIC® INGREDIENTS



REWCAP™ Content



Lactobacillus RHAMNOSUS, Bifidobacterium ANIM. LACTIS, Thiamine chloridrate, Riboflavin, Niacin, Pyridoxine chloridrate, Vitamin B12, Calcium pantothenate, Vitamin A, Vitamin D, Silica, Magnesium stearate, Maltodextrin

Vial Content



Potassium sorbate, Sodium benzoate, Pollen in honey, Fructose, Polysorbate 80, Basil natural flavor, Fennel natural oil extract, Citric acid, Water

FLORITMIC® ON THE MARKET

- Box: 10 mL RewCap™ vials

Administration: 1 vial per day

- Warnings: Do not administer to patients with diabetes. Do not use in children and pregnant women, or for prolonged use without consulting with a doctor. Do not exceed the recommended daily dose. Keep out of reach of children under 3 years of age. Dietary supplements are not intended as a substitute for a varied and balanced diet and a healthy lifestyle. Store in a cool, dry place at room temperature and away from sunlight.



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PACKAGING



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