

## CELLULOX®

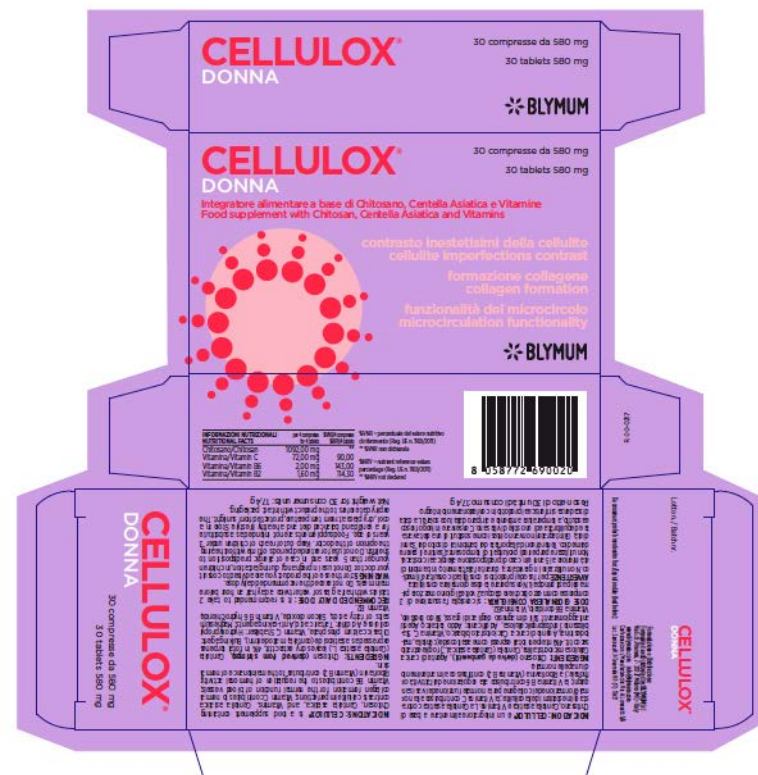
A New Food Supplement to Contrast  
Edematous Fibrosclerotic Penniculopathy  
(cellulite imperfections)

Product Presentation

Milan, 2020

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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; Market & Customer Insights; 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 psychophysical problems, pathological phenomena and adverse living and working conditions:

BLYMUM Food Supplements; On-demand Formulation Development.

## A NEW PRODUCT FOR WOMAN HEALTHCARE

- In terms of products, the distinctive company's competency lies in the development of **Physiological 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**.
- Today BLYMUM is introducing on the market a new product within its LILLA LINE dedicated to woman healthcare and well-being:

# CELLULOX®

# MAIN BENEFITS OF CELLULOX®

## Problem Solving

CELLULOX® is a Food Supplement,  
indicated to:

**contrast cellulite imperfections (Edematous Fibrosclerotic Penniculopathy – EFP);**  
**contribute to normal collagen formation for the function of blood vessels;**  
**regulate the female microcirculation functionality.**

Furthermore, it gives an important  
support  
to the maintenance of a healthy skin balance.

## Target

Females

# LEADING ADMINISTRATION CONDITIONS: CELLULITE IMPERFECTIONS

- Centella asiatica contains a large amount of pentacyclic triterpenoids and glucuronic flavonoids. It synthesizes proteins and collagen and controls the formation of skin fibers by eliminating toxins and excess fluids produced with cellulite<sup>1</sup>.
- Riboflavin (Vitamin B2) is known to protect DNA, protein and lipids from the oxidative damage and for the maintenance of normal skin and mucous membranes<sup>2</sup>; it is an helpful component to contrast cellulite imperfections.
- Pyridoxine (Vitamin B6) contributes to normal energy-yielding metabolism and to improve the function of the immune system<sup>3</sup>. Pyridoxine regulates the hormonal activity whose imbalance is one of the causes of cellulite<sup>4</sup>.
- Chitosan is a natural fiber that binds food fats<sup>5</sup>. The fat affinity of chitosan is becoming more consistent in presence of Vitamin C and tartaric acid, as in CELLULOX. Fat binding reduces the availability of fats which increase the oxidative processes involved in cellulite imperfections.

<sup>1</sup> Belcaro G. et al Panminerva Med. 2011 Sep;53(3 Suppl 1):105-18. Review.

<sup>2</sup> Powers H. Am J Clin Nutr 2003;77:1352-1360.

<sup>3</sup> Quian B. et al J Imm Res Volume 2017, Article ID 2197975

<sup>4</sup> Driskell JA et al J Lab Clin Med 1976; 87(5):813-21.

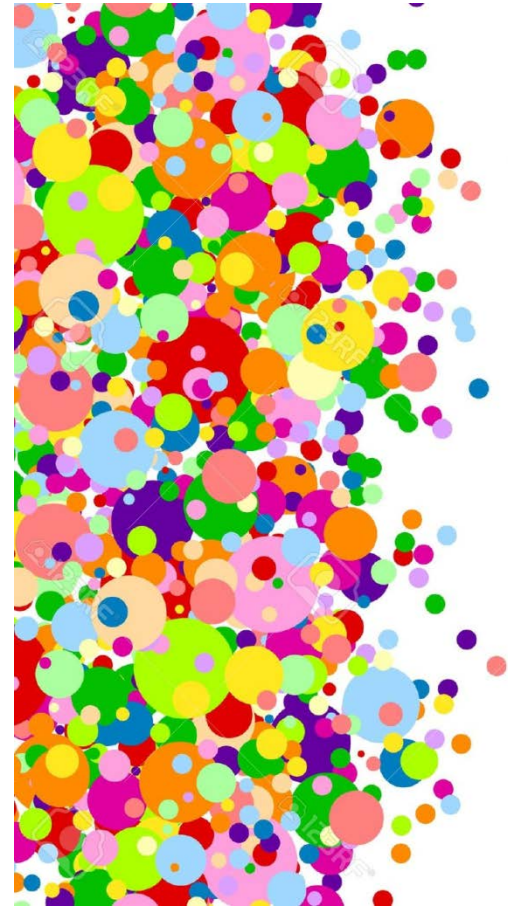
<sup>5</sup> Kanauchi O. et al Biosci Biotechnol Biochem 1995;59(5):786-90.



# LEADING ADMINISTRATION CONDITIONS: COLLAGEN FORMATION

- Vitamin C contributes also to the normal collagen formation for the normal function of blood vessels. It plays a critical role in the maintenance of a balanced mature collagen network in humans (anti-scurvy properties) by preventing the auto-inactivation of lysyl and prolyl hydroxylase, two key enzymes in collagen biosynthesis<sup>1</sup>. Such activity contrasts cellulite imperfections.
- Furthermore, Vitamin C is characterized by a very large number of other applications, from the support of the immune system to the protection of DNA, proteins and lipids from the oxidative damage.

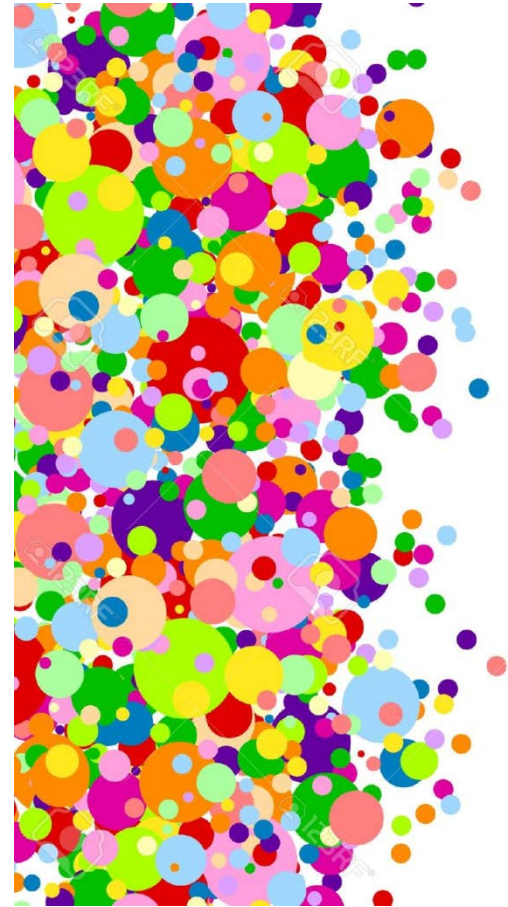
<sup>1</sup> Pullar JM Nutrients 2017;12;9(8).



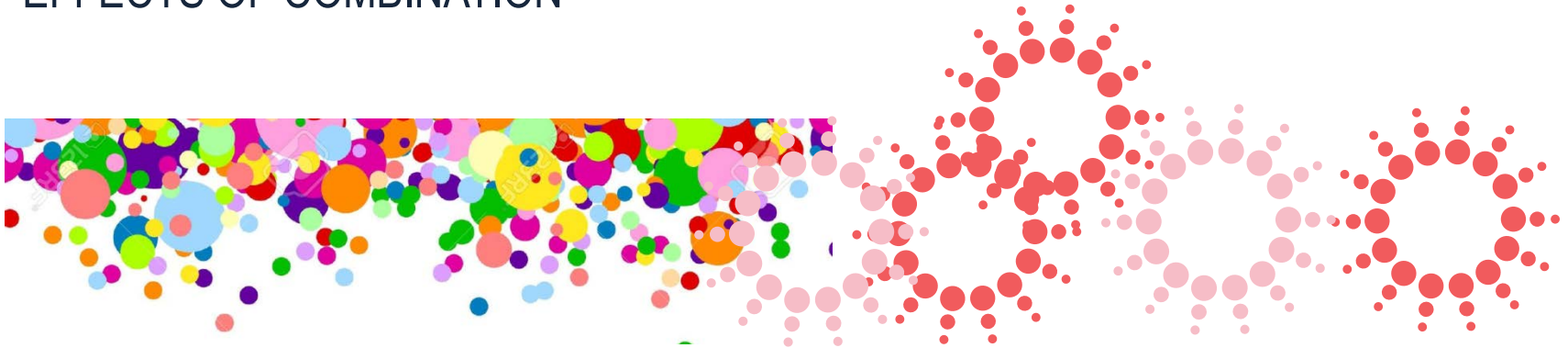


## LEADING ADMINISTRATION CONDITIONS: MICROCIRCULATION FUNCTIONALITY

- Centella asiatica (CA) is commonly used for the treatment of chronic venous insufficiency which is characterized by a deterioration of microcirculation. The insufficiency of tissues oxygenation in the derma is one of the co-factors that sustains cellulite.
- CA enhances the functionality of microcirculation thanks to its content of triterpenes which stimulate the synthesis of collagen and fibronectin (a structure protein for the support of the wall of venous vessels). Its administration increases the resistance of blood capillaries' walls and reduces their permeability.



## LEADING ADMINISTRATION CONDITIONS: EFFECTS OF COMBINATION



According to the concepts of **Physiological Modulation**, all the components that are necessary to maintain a healthy energy metabolism need to operate in parallel to avoid unnecessary dysfunctions.

Usually the tendency is to use single or few components, administered at high dosages ending up with effects that may impair the necessary equilibrium. This is the reason of the preparation of a complete formula containing all the most important natural regulators given at low but appropriate dosages to support the energy metabolism.

## SCIENTIFIC PUBLICATIONS

**TECA (Titrated Extract of *Centella Asiatica*): new microcirculatory, biomolecular, and vascular application in preventive and clinical medicine. A status paper.**

Belcaro G. et al Panminerva Med. 2011 Sep;53(3 Suppl 1):105-18. Review.

**Effects of Vitamin B6 Deficiency on the Composition and Functional Potential of T Cell Populations.**

Quian B. et al J Imm Res Volume 2017, Article ID 2197975

**Vitamin B6 status of young men, women, and women using oral contraceptives.**

Driskell JA et al J Lab Clin Med 1976; 87(5):813-21.

**Mechanism for the Inhibition of Fat Digestion by Chitosan and for the Synergistic Effect of Ascorbate.**

Kanauchi O. et al Biosci Biotechnol Biochem 1995;59(5):786-90

**The Roles of Vitamin C in Skin Health.**

Pullar JM Nutrients 2017;12;9(8).

# CELLULOX® FORMULATION AND PROPERTIES

CELLULOX® is a food supplement containing Chitosan, Centella asiatica, and Vitamins.

- **Centella asiatica** contrasts cellulite imperfections;
- **Vitamin C** contributes to normal collagen formation for the normal function of blood vessels;
- **Vitamin B6** contributes to the regulation of hormonal activity;
- **Riboflavin (Vitamin B2)** contributes to the maintenance of normal skin.



# CELLULOX<sup>®</sup> ON THE MARKET

## Box

30 tablets 580 mg

## Administration

It is recommended to take 2 tablets with half a glass of water twice a day half an hour before main meals.

## Warnings

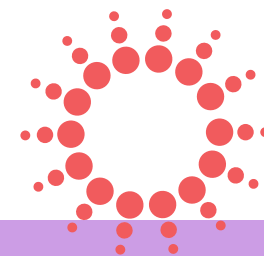
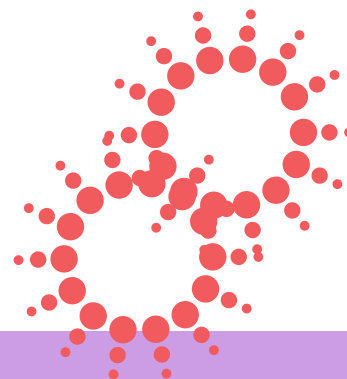
For the use of the product you are advised to consult your doctor. Do not use in pregnancy, during lactation, in children younger than 5 years and in case of allergic predisposition to shellfish. Do not use for extended periods of time without hearing the opinion of the doctor. Keep out of reach of children under 3 years of age.

Food 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, protected from sunlight. The expiry date refers to the product with intact packaging.



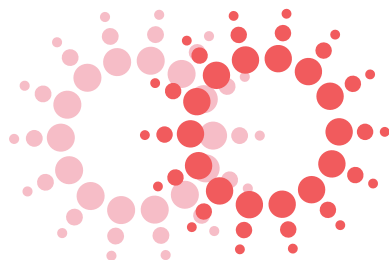
## COMMERCIAL CLAIMS



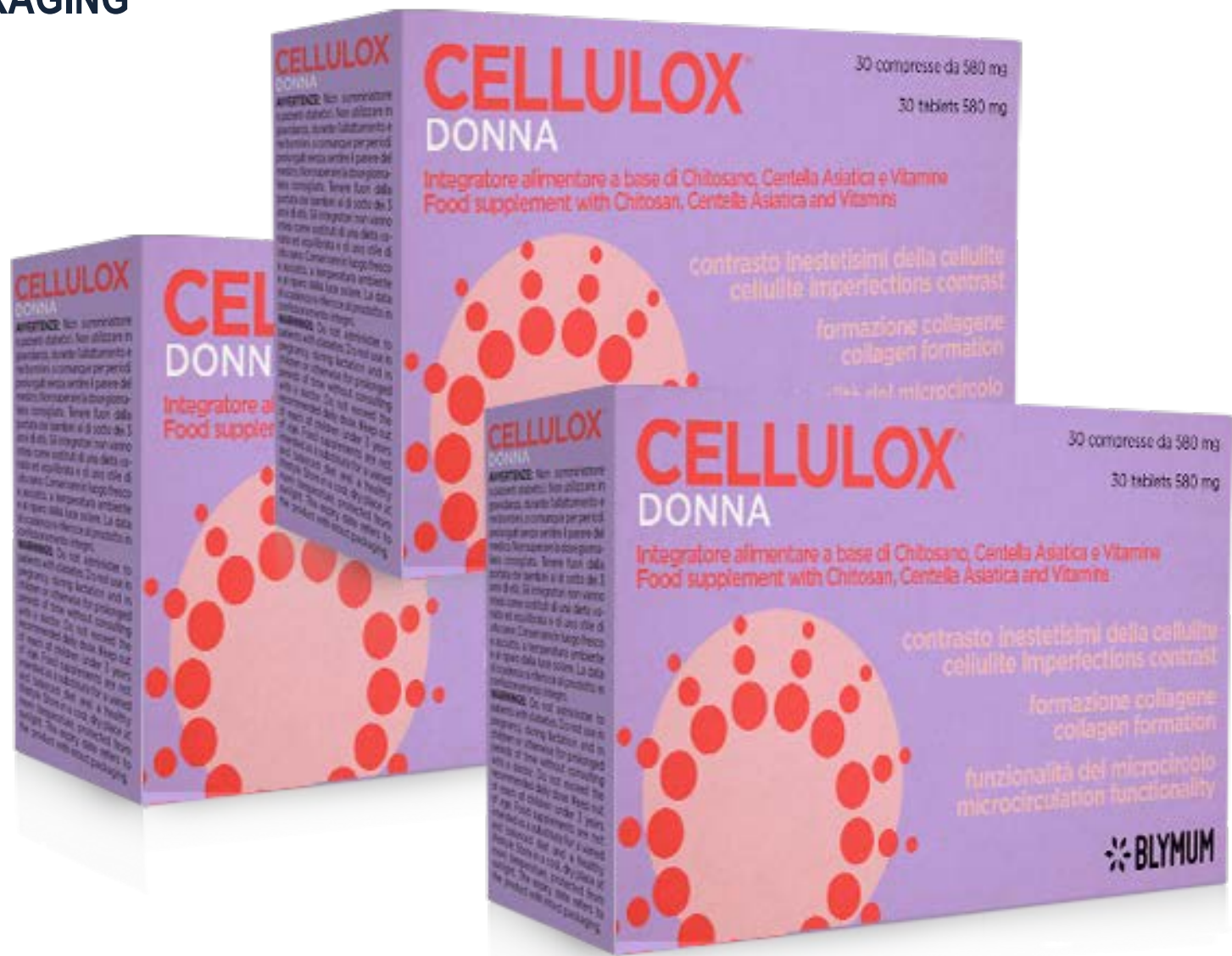
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cellulite imperfections contrast

formazione collagene  
collagen formation

funzionalità del microcircolo  
microcirculation functionality



# PACKAGING





# CONTACTS

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