

Nature's Immune System Support



As a result of the global health situation, **70% of consumers worldwide are taking a proactive approach to address their immune health.** Interest for good nutrition has never been so high and more than half of consumers report to regularly search for ingredients that can improve health.¹

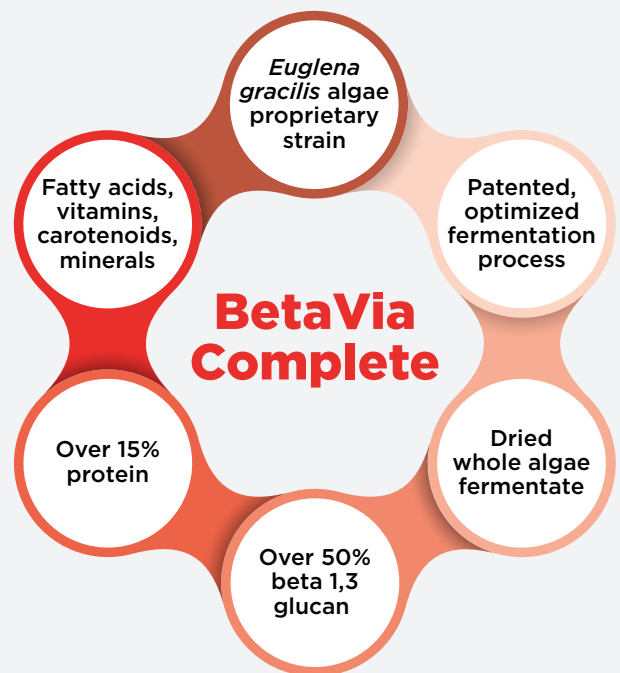
Scientists have discovered that certain types of algae have high nutritional profiles and beneficial functional properties. Led by the success of spirulina and chlorella, the algae market ingredients for functional foods, beverages and supplements is growing rapidly.²

Research found that the unique molecular structure of a *Euglena* algae subspecies, *Euglena gracilis*, endowed it with robust immune support originating from its natural content of specific beta glucan structures.³

BETAVIA COMPLETE'S HEALTH BENEFITS

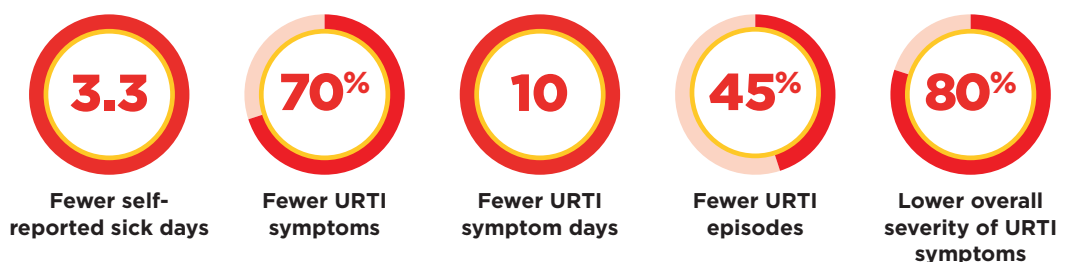
- 🛡️ Naturally supports immune health^{3,4}
- 🛡️ All-family immune health support⁵
- 🛡️ Strengthens the body's natural defenses^{3,4}
- 🛡️ Supports digestive tract health^{6,7}
- 🛡️ Supports respiratory tract health⁴

BETAVIA COMPLETE: MORE THAN JUST BETA GLUCANS⁸



CLINICALLY VALIDATED IMMUNE PROTECTION

Healthy participants taking BetaVia Complete reported **fewer Upper Respiratory Tract Infection (URTI)** symptoms compared to placebo:



Summary of significant findings detected in the analysis of the data collected over 90 days supplementation with BetaVia Complete in a randomized, double blind, placebo-controlled 90-day study of healthy, active adults (p<0.05 for all)⁴

BETAVIA COMPLETE SUPPORTS THE IMMUNE SYSTEM BY A TRIPLE-ACTION MECHANISM*

Priming the innate immune cells³



These are the sentinels of the body's natural defenses, alerting the rest of the immune system in case of a danger

Fueling the good bacteria in the gut⁶



Including *Lactobacillus* and *Bifidobacteria*. The gut hosts most of the body's immune cells

Supporting health and function of intestinal cells⁷



May maintain the gastrointestinal tract integrity so it can act as a protective barrier

BetaVia Complete is produced through a sustainable patented fermentation process which:

- uses no harsh chemical solvents
- contains non-GMO strain
- involves no allergen
- is suitable for vegetarians and vegans
- is certified Kosher/Halal

IMMUNE HEALTH MARKET OPPORTUNITY

Consumers increasingly recognize the importance of a good immune system for overall health. In 2020, 58% of consumers increased their intake of dietary supplements to support their immunity. 65% of consumers say they are interested in functional food and beverages that aid immune health.¹

A VARIETY OF POSSIBILITIES

BetaVia Complete is suitable for a wide range of applications, such as:

Foods: breakfast cereal bars, granola bars, protein bars, yogurt, meal replacements

Beverages: fruit and vegetable juices, nectars, fruit/vegetable blend beverages, fruit flavored drinks, yogurt beverages

Supplements: capsules, tablets, gummies, effervescents, chewables, soft gels, bulk powders, syrups

RECOMMENDED DOSE

In food supplements⁵

100 mg/day for young children

150 mg/day for children 3–9 years old

225 mg/day for children from 10 years old

375 mg/day for adults

* Based on preclinical data

1 What's Next for Immune Health in 2021. FMCG GURUS, January 2021

2 Global Algae Products Market Nears \$15 Billion by 2024 - Market Size of Pharmaceuticals & Nutraceuticals, Food & Beverages, Cosmetics, and Other Applications. ResearchAndMarkets.com, September 2019.

3 KHTL-017-150

4 Effect of a *Euglena gracilis* Fermentate on Immune Function in Healthy, Active Adults: A Randomized, Double-Blind, Placebo-Controlled Trial. Evans, M. et al. Nutrients, 2019, 11(12), 2926

5 Commission Implementing Regulation (Eu) 2020/1820

6 KHTL-017-149

7 KHTL-017-159

8 KHCSPEC-026-066, Patent US 9,574,217 B2, KHTSC-031-001



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For more information, please visit [BetaViaComplete.com](https://www.BetaViaComplete.com)

This business-to-business communication is not intended to be directed to the final consumer. This product is not intended to diagnose, treat, cure or prevent any disease. BetaVia Complete received EU Novel Food Authorization in 2020 (Regulation 2020/1820).