



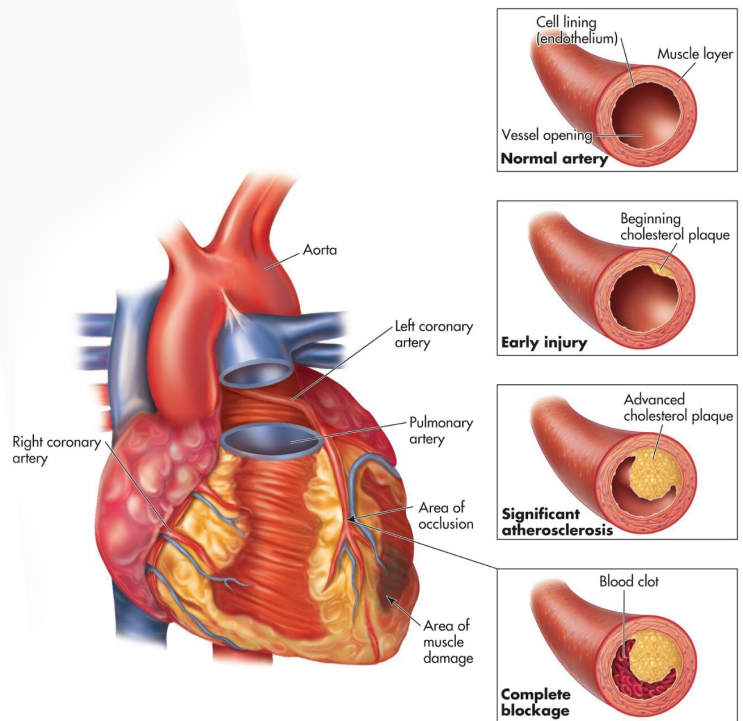
CARDIOVASCULAR HEALTH

A healthy heart is essential for healthy life. However according to WORLD HEALTH ORGANISATION 17.7 million people die each year from heart diseases, an estimated 31% of all death worldwide. The debilitating and often fatal complications of cardiovascular disease (CVD) are usually seen in middle-aged or elderly men and women. However, atherosclerosis – the main pathological process in which deposits of fatty material called plaque build up inside the walls of arteries thus reducing or completely blocking blood flow there by leading to coronary artery disease, cerebral artery disease and peripheral artery disease. This phenomenon begins early in life and progresses gradually through adolescence and early adulthood (15–17). It is usually asymptomatic for a long period.

Genactin

GENACTIN is a patented, natural, scientifically proven biologically active ingredient made from specially isolated kiwifruit extract, which reduces the risk of cardiovascular diseases through its anti hypertensive and blood thinning properties, thus contributing to healthier blood flow

What do your arteries look like?		
Healthy artery	Partially blocked artery	Blocked artery
<ul style="list-style-type: none"> – Blood flow – Low risk of heart disease 	<ul style="list-style-type: none"> – Artery narrowed by atherosclerosis – Increased health risk 	<ul style="list-style-type: none"> – Plaque build-up in the lining of artery – Blocked arteries can lead to stroke and heart disease



WHAT IS GENACTIN?

GENACTIN is a patented and scientifically proven natural product of Genimen Pharmacon which was specially isolated by Professor Asim Duttaroy at the University of Oslo consisting of specific fractions of the kiwifruit. The extract is composed of a multitude of small water-soluble molecules that contribute to the desired bioactivity. The bioactivities include reducing angiotensin converting enzyme and platelet aggregation response, those are responsible for lowering blood pressure and improving circulation.

WHO Recommendation

WHO recommends that if blood pressure was reduced by 10–15 mmHg (systolic) and 5–8 mmHg (diastolic) and blood cholesterol by about 20% through combined treatment with anti-hypertensives and statins, then cardiovascular disease morbidity and mortality would be reduced by up to 50%.

MECHANISM OF ACTION

It acts as an anty hypertensive by inhibiting angiotensin-converting enzyme. It maintains healthy blood flow through its anti platelet action.

Composition

- The size of molecules in the active fraction is less than 1000 Da.
- The active fraction is substantially heat stable.
- The active fraction is substantially colourless
- The active fraction substantially comprises water soluble compounds.

Safety

Healthy platelet aggregation is maintained. Platelets become less active after consuming a food, beverage or dietary supplement containing GENACTIN. Daily consumption of GENACTIN stabilizes blood pressure in pre-hypertensive individuals while not causing any decrease of blood pressure in healthy subjects. No side effects have been reported; no adverse effects, no allergic reactions observed.

Applications

Flexibility in usage as a dietary supplement or food & beverage ingredient. The fractions are provided in as a liquid, a syrup, a powder, a paste, an emulsion, a pelleted composition, a granulated composition, an encapsulated composition, a suspension, a concentrate, a solution, and a lozenge.

Thus when taken every day in recommended dose it maintains a constant healthy blood flow. Since it is highly stable and water soluble thus it an ideal ingredient in a vast array of foods, beverages and supplements for consumers who want to maintain a healthy blood flow without medication.

