



## PRESS RELEASE

### **Safr'Inside™: the only saffron extract approved as an NDI**

**ACTIV'INSIDE, Beychac-et-Caillau, 2019/09/10. FDA approved Safr'Inside™ as an NDI, making this ACTIV'INSIDE ingredient the first recognized saffron extract in US.**

To the best of our knowledge, Safr'Inside™ is today the only saffron extract approved as an NDI.

The soft patent pending Tech'care extraction™ process allows to obtain the only encapsulated saffron extract, safeguarding the integrity of the product. The quality of Safr'Inside™ is 100% guaranteed through DNA test, dye detection and a proprietary and published U-HPLC method.

Safr'Inside™ safety has been demonstrated through a recent clinical trial among 62 healthy adults conducted by ACTIV'INSIDE. No adverse effects were reported as serious and caused by the ingredient after an 8-weeks supplementation with 30mg/d of Safr'Inside™.

For all those reasons, FDA recognized the use of Safr'Inside™ as safe under the conditions suggested by Activ'Inside: 30mg/day as 2 servings of 15mg for a duration of 30 days. Because Safr'Inside™ is the only saffron extract approved as an NDI, it means the safety of the other saffron extracts on the U.S. market have not been evaluated by the FDA. Safr'Inside is thus the safest saffron extract you can find.

“This NDI reinforces the commitment of ACTIV'INSIDE to provide premium ingredients at the best quality and safety” concludes Benoit Lemaire, C.E.O and Business and marketing VP of Activ'Inside.

#### **About Safr'Inside™**

Safr'Inside™ is the only encapsulated saffron extract, obtained through the soft patent pending Tech'care extraction™ process. Here saffron volatile metabolites are surrounded by the carrier matrix, protecting them from the heat and alterations, and making Safr'Inside™ the richest saffron extract in safranal. The proprietary U-HPLC method characterized 80% of identified compounds in saffron, confirming the saffron expertise of ACTIV'INSIDE.

#### **More on Activ'Inside**



ACTIV'INSIDE is a French company specialized in the extracts of saffron (*Crocus sativus L.*) and grapes (*Vitis vinifera L.*). It aims to develop innovative natural products at the best quality. “We use proprietary science, analysis, claims and intellectual properties to create unique products and offer a fast and safe access to market to our customers.” explains Benoit Lemaire.

ACTIV'INSIDE offers today 3 patented actives solutions: Memophenol™ for cognitive health, Skinax™ for the skin beauty and Safr'Inside™ for mood/quality of sleep/premenstrual comfort.

Discover here our solutions: [www.activinside.com](http://www.activinside.com).