

BetaVia™ Complete: A Nutrient-rich Immune Enhancer

THIS ALGAE FERMENTATE
IS SAFE AND NATURAL
SUPPORT FOR OVERALL
HEALTH AND WELLNESS



- **A freshwater dried whole algae fermentate rich in beta 1,3 glucan (>50%), protein, fatty acids, vitamins, minerals and carotenoids**
- **Clinically demonstrated to safely strengthen the immune system**
- **Safe for daily consumption**
- **Compelling science-based health benefits for immunity, and digestive tract and respiratory tract health**
- **Ideal for a wide range of functional foods, beverages and supplements**

In national and global surveys, consumers have consistently ranked immune health among the top reasons for purchasing functional foods, beverages and supplements. They recognize the importance of a strong immune system to overall health and wellness, as well as to maintaining an active, healthy lifestyle.¹⁻⁴

Now more than ever, consumers of all ages are seeking safe, effective immune system support through natural, science-based functional ingredients.

TRIPLE ACTION PROTECTION OF BETAVIA COMPLETE

BetaVia Complete is a dried, whole cell fermentate sourced from a proprietary strain of algae, *Euglena gracilis*. This sustainable ingredient delivers greater than 187.5 mg of beta 1,3 glucan and 56 mg of protein and a mix of nutrients in each recommended serving. Research shows that BetaVia Complete can support the immune system in three distinct ways to naturally and effectively enhance overall health and wellness.

BetaVia Complete's triple-action protection includes:



Priming innate immune cells

(macrophages, dendritic cells) that are key part of the body's natural defenses⁵



Fueling the growth of beneficial

or "good bacteria," including Lactobacillus and Bifidobacteria, in the gut which hosts most of the body's immune cells⁶

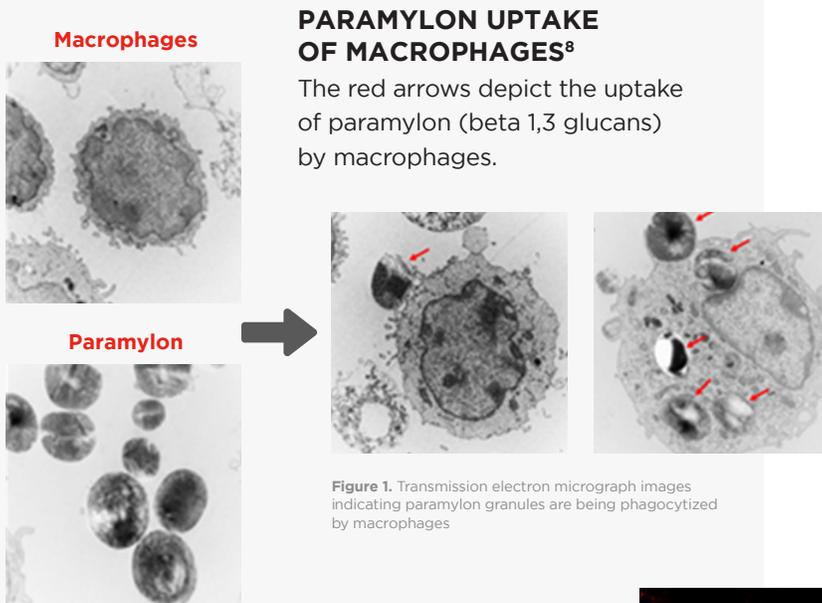


Supporting the health of intestinal cells

which are important for maintaining GI tract integrity so it can act as a physical barrier⁷

SCIENTIFICALLY VALIDATED MECHANISM OF ACTION

BetaVia Complete primes key immune cells that help keep the body healthy. *In vitro* research demonstrates innate immune cell (macrophages, dendritic cells) bind or phagocytize BetaVia Complete, triggering a release of chemical messengers called cytokines that play a critical role in priming and coordinating healthy immune responses.⁵



PARAMYLON UPTAKE OF MACROPHAGES⁸

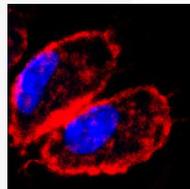
The red arrows depict the uptake of paramylon (beta 1,3 glucans) by macrophages.

Figure 1. Transmission electron micrograph images indicating paramylon granules are being phagocytized by macrophages

BETAVIA COMPLETE TAKEN UP BY MACROPHAGES⁹

The green dots are BetaVia Complete in the macrophage compared to the control image where there are none.

Control Macrophage



With BetaVia Complete

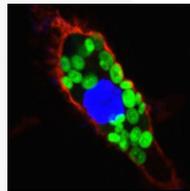


Figure 2. Confocal microscopy imaging showing macrophages taking up BetaVia Complete (green dots)

Compelling Product Health Benefits

BetaVia Complete research supports multiple benefits for immune, digestive tract and respiratory tract health, including:

- 🛡️ Naturally supports immune health
- 🛡️ Supports year-round immune health
- 🛡️ Strengthens the body's natural defenses
- 🛡️ Supports digestive tract health
- 🛡️ Supports respiratory tract health

- ✓ GRAS
- ✓ Kosher
- ✓ HALAL
- ✓ Vegan/Vegetarian
- ✓ Gluten free
- ✓ Allergen free
- ✓ GMO free
- ✓ Naturally and sustainably sourced

CLINICALLY TESTED IMMUNE SUPPORT

The beneficial immune cell activation of BetaVia Complete translates into health benefits in clinical studies.^{10,11} **In a randomized, double-blind, placebo-controlled 90-day study of healthy, active adults, participants taking BetaVia Complete reported:^{*11}**

3.3

FEWER SICK DAYS

70%

FEWER UPPER RESPIRATORY TRACT INFECTION (URTI) SYMPTOMS

10

FEWER URTI SYMPTOM DAYS

80%

SIGNIFICANTLY LOWER OVERALL SEVERITY OF URTI SYMPTOMS

* compared to placebo

The study provides evidence that supplementation with BetaVia Complete may reduce **Upper Respiratory Tract Infection symptoms**, providing immune support.^{10,11}



[BetaViaComplete.com](https://www.BetaViaComplete.com)

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