

SATIREAL®

SATIREAL® is a new satiety ingredient that assists weight loss by improving emotional well being. It is clinically proven to:

- Reduce weight
- Reduce the feeling of hunger
- Reduce snacking including sugar cravings
- Promote a healthy mood and lifestyle

A unique advantage

Many satiety products work on physiological factors or interfere with absorption of the food itself. But many people snack due to habit, stress, anxiety, boredom or frustration, even if they don't feel hungry. This product is perfect for compulsive snackers.

SATIREAL has many benefits:

- It can help increase satiety, decrease stress, and improve emotional behaviour
- It seems to act at the brain-behaviour level!
- It works on the cause of overeating – it doesn't just delay it
- It promotes weight loss and reduces snacking without frustration

How it works

Serotonin is a neurotransmitter that influences satiety, appetite, mood, compulsiveness and anxiety.

SATIREAL appears to work in the same way as SRI.

- Improves emotional behavior
- Exerts a satiating effect
- Decreases compulsive snacking leading to weight loss

Unlike other SRIs, SATIREAL is from a natural source that has been consumed safely for centuries. Satiereal® consists of an extract derived from saffron stigmas, rich in Safranal, which appears to inhibit the recapture of serotonin and thus to improve emotional well-being.

Inoreal

Inoreal is a highly innovative reliable European company devoted to create new ingredients supported by safety and efficacy studies, all internationally patented and sharing regulatory authorization of sales within European Union.



In addition to the fine ingredients described on this fact sheet we offer a full range of products including Amino Acids, Aloe Vera, Bioflavonoids, Enzymes, Herbal Extracts, Minerals, Marine Products, Omega 3, Probiotics, Vitamins... and many others. We also have a regular supply of speciality products that includes Chondroitin, Ester C, Co Enzyme Q10, Glucosamine, Lycopene, Marine products, OptiMSM and Pycnogenol.

Helpline 020 8343 5400



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Clinical Studies

Studies undertaken in 2006 and 2007 showed that 100% of women receiving SATIEREAL stated that they reduced their food intake and declared a reduced hunger sensation at meal times.

Clinical Study – 2007 Results showing weight loss

Results (Highly significant statistically : $p=0,00652$)

- Weight loss for 80.7% of the subjects
 - More than 0.5kg: 61.3%
 - More than 0.8kg: 48.4%
 - More than 1.3kg: 25.8%
 - More than 3.1kg: 12.9%
 - More than 4.2kg: 9.68%
- Maximum weight lost: 4.9kg (11lbs)

Safe to use

SATIEREAL has been authorised for use in the following countries:

Australia, Austria, Belgium, Cyprus, Denmark, France, Germany, Greece, Italy, Iceland, Netherlands, Portugal, UK

GRAS for food as extracted of a spice

Applications

- To formulate a satiety product, this ingredient can be mixed with vitamins, minerals, starches, flavours, aromas, sweeteners, etc.
- It does not have strong taste, odour, or texture issues
- Satiety protein beverages, bars, snacks, gels, desserts, dairy, food supplements, etc

Summary

- Herb and extraction process allowed in food
- Sourcing controlled, cultures richer in safranal
- Drastic quality control (falsification, pesticides, irradiation)
- Applications patents FR0651443 / WO 2007 125243A1
- Safety demonstrated (LD50, Mutagenicity, tolerance,..)
- Central (ou psychological) mechanism of action instead of physiological (filling of the stomach) or mechanical (interference with ingested food): reduces the illegitimate feeling of “need to eat” coming from emotional origin
- Central satiating efficiency demonstrated clinically
- Weight loss demonstrated clinically

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