

**S**atiereal® is a patented clinically proven satiety ingredient derived from saffron stigmas. The satiated feeling induced by Satiereal® encourages weight loss while eliminating frustration. This product has a unique mechanism that not only creates satiety but helps avoid snacking and compulsive eating behaviors, which in turn leads to reduction in weight and inches.

**What is unique about Satiereal® saffron extract** is that it targets emotional behaviors :

- It **decreases** your desire to **snack**
- It **decreases** your desire for **sugary foods**
- It **increases** your **sense of satiety** or fullness (resulting in better portion control)
- It provides a **good mood**
- It can be used in **any form or food**

Satiereal® is derived from the stigma of saffron crocus, *Crocus sativus L.*, which is cultivated throughout the Mediterranean region. Historically, saffron was prized as a culinary spice, colorant and dye, and as a medicinal herb to ease digestion or to treat depression). These medicinal uses are usually curtailed by saffron's high cost. However, Satiereal® is made from a special crocus cultivation rich in active saffron constituents, so it is cost effective as a weight-loss formula.

### Specific Saffron Extract

Satiereal® is a specific combination of Crocin (carotenoid dye, crocin (golden yellow-orange), Picrocrocin (flavor, bitter glucoside, a truncated version of the carotenoid zeaxanthin) and Safranal (aroma, less bitter), definitely more than a Saffron extract of Safranal. Inoreal noticed that the efficacy of the active principle needs them all together in a specific ratio : generic Saffron extract shows at same Safranal content shows a inhibition of up to 10 times less.

### Clinical Trials

#### Clinical vs placebo

16 women, checked efficacy and tolerability of Satiereal® (2 x 88.25mg). 100% of supplemented women express the decrease of their food intake associated to a satiety feeling, to a decrease of the hunger feeling in the beginning of meals and a decrease of the meals duration. This is still persistent until dinner when Placebo shows an increase compulsive and reactive desire to eat. Decrease of body weight and fat mass for the supplemented subjects versus the placebo group. Decrease of the desire and pleasure associated to the food intake mass for the supplemented subjects versus the placebo group.

**Double Blind vs placebo** (Publ. Nutrition Research)

Randomized double-blind versus placebo showed the efficacy of Satiereal® on weight

management in 60 women at the dose of 176,5mg/day; it shows that Satiereal® increases satiety, decreases hunger, reduces sugar cravings (-78%), and reduces compulsive snacking between meals. Women taking Satiereal report decreased hunger. 80.7% of women taking Satiereal® lost weight in two months. Notably, Satiereal® group lost preferentially fat mass, instead of lean mass.

**Dosage** : 2 x 88.25mg a day  
Water soluble, homogeneous without change after heat treatment (110°C, 20mns for instance) for beverages,...

**Trademark awareness** : SATIEREAL® - on internet, plenty of testimonials, YouTube videos...

consumer will search before purchasing and will rely on and look for the brand.



#### Serotonin Reuptake Inhibitor

**Stress, anxiety, depression... influence food behavior, generally leading to compulsive overeating in reaction to stress. This phenomenon induces weight gain, subject feel guilty, trying to stop, thus generating stress for those who need consolation in carbohydrates intake !**

This is mostly due to low Serotonin levels.

Satiereal® has been demonstrated to keep the neurotransmitter serotonin signal active, in other words serotonin re-uptake inhibition in neurons (mechanism of many antidepressants). It is probable that this serotonin re-uptake inhibition accounts for saffron's use in treating depression and "melancholia" in the medicinal traditions. Saffron extract has been shown to be as effective as the tricyclic antidepressant drug imipramine and the SSRI fluoxetine (Prozac) in managing depression — with no side effects.

Pharmaceutical SSRIs have varying effects on weight, but Satiereal helps keep excess body weight from accumulating. This is one advantage of Satiereal® over other dietary satiety ingredients: it needs only be used in small quantities, it is potent, it acts directly on neurotransmitters to relieve the cause of nibbling and hyperphagia, instead of just delaying it.

**Not a common Saffron !**  
**Satiereal®, a specific Saffron extract, works as a hunger suppressant and seems curb appetites by boosting serotonin levels.**  
**The satiated feeling induced by Satiereal® encourages weight loss while eliminating frustration.**

#### Capsules and Tablets with Satiereal®

Instant stick for instance coffee or coated tea, with 9.81% of Satiereal® AWS per stick of 1.8g (formulation checked by Inoreal).

**Meal replacement** : problems with meal substitute is the snacking in between ! Satiereal® provides a long feeling of satiety... better mood so feel better

- Replacing 1 meal/day « weight management after weight loss »
- Replacing 2 meals/days « weight loss contribution »

#### Hyperprotein milk beverage

Unit weight/bottle : 200g	
Semi-skimmed milk	88.762 %
Milk protein	6.95 %
Sugar	2.7 %
Cocoa powder	3.0 %
Caramel flavor	0.5 %
Satiereal®	0.088 %



#### Cereals Bars, biscuits: 1,18% of Satiereal® / bar of 14.9 g

##### Apricot / Coconut biscuit

Unit weight/biscuit : 50g	
Flour	31.0 %
Brown Sugar	8.0 %
Apple Powder	14.0 %
Butter	22.0 %
Eggs	11.207 %
Apricot pieces	8.0 %
Coconut powder	5.0 %
Baking powder	0.44 %
Satiereal®	0.353 %



**Candies, Chewing gums, chews** : Better use them instead of snacking

#### Orange and Lemon Chews

Unit weight/gum : 7,3g	
Agave syrup	10.0 %
Powder Sugar	30.0 %
Arabic gum	39.0 %
Orange powder	4.0 %
Citric acid	0.1 %
Lemon flavor	0.6 %
Water	13.9 %
Satiereal®	2.4 %



**Beverages and instant drinks** : 0.088% of Satiereal® AWS per bottle of 200g gives a clear, pleasant and efficient drink. Formulations with Raspberry, Hibiscus, Apple juice, Cranberry, Iced tea, ... or even only water (yellow translucent solution).

**Other possible associations** (additional claims) with for instance 500mg of Garcinia cambodgia extract standardized to HCA (« Weight management », also in beverages), 200mg of Fucus powder.