



Vidya Herbs

Ingredient Spotlight:

Vi-spo™



Men's Health Trends

- ▶ Prostate health is a common concern for men, with increasing prevalence during the aging process
- ▶ 9.5% of men ages 50-59 complain of moderate to severe LUTS (lower urinary tract symptoms) and 17.5% of men ages 60-69
- ▶ With such a high demand, this health benefit category is ripe for innovation



Saw Palmetto

- ▶ In adults aged 65 and older, saw palmetto (*Serenoa repens*) has been reported to be one of the most frequently used herbal medicine products (HMPs)
- ▶ The plant originates in the southeastern United States, where it is most often cultivated and harvested in the State of Florida
- ▶ The fruit(berry) of the plant has a unique fatty acid profile as well as a phytosterol known as beta-sitosterol
 - ▶ Both are believed to contribute to the berry's prostate health benefits
- ▶ Extraction of the fruit's active constituents is typically done via ethanolic or supercritical extraction



Vi-spo™

Breaking the Saw Palmetto Status Quo

- ▶ Most extracts on the market rely on published clinical trials on generic extracts that may differ in standardizations and quality from that in the study
 - ▶ Product inconsistencies can create mixed experiences and expectations for consumers using saw palmetto products
- ▶ Introducing Vi-spo™, a novel supercritical saw palmetto berry extract with an added purification step to create not only an 85% fatty acid standardization, but also includes 2-3% beta-sitosterol
 - ▶ Beta-sitosterol content is up to 10 times that of conventional supercritical extracts (0.2-.3%)



Vi-spo™ Pre-Clinical Data

- ▶ Rats were administered either
 - ▶ Saline (normal control)
 - ▶ 5 mg/kg Testosterone (BPH control)
 - ▶ 5 mg/kg Testosterone in combination with 200 or 400 mg/kg conventional saw palmetto oil (SPO) or Vi-spo™
- ▶ While both SPO and Vi-spo™ significantly decreased prostate weight, Vi-spo™ was superior in that it managed to do so at a lower dose (200 mg/kg rather than only at 400 mg/kg)
- ▶ Vi-spo™ significantly reduced the expression of inflammatory markers (NF-κB and COX-2) well as downregulating proteins to help induce cell apoptosis in prostate tissue
- ▶ The advantage of Vi-spo™ over SPO may be explained by the greatly improved beta-sitosterol content, which may act as an inhibitor of 5α-reductase to reduce the reduction of testosterone to DHT



Sudeep HV, Venkatakrisna K, Amrutharaj B, et al. BMC Complementary and Alternative Medicine. 2019;19:270.

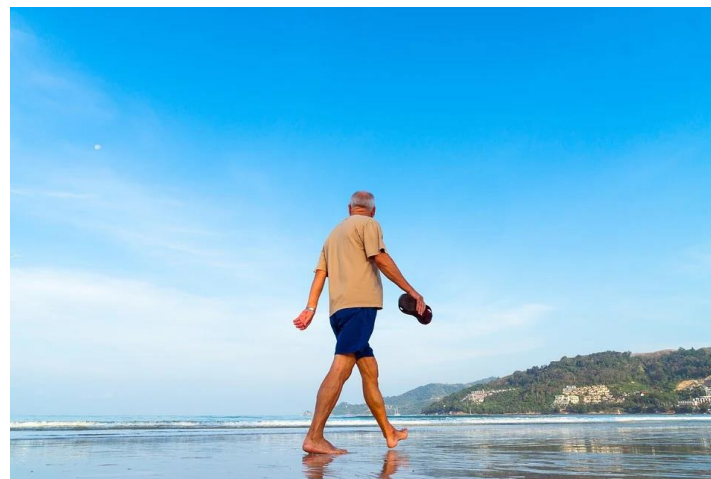
Vi-spo™ Clinical Data

- ▶ Randomized, double-blind, placebo-controlled trial
- ▶ 91 adult men with symptomatic BPH
- ▶ Administered 400 mg/day SPO, Vi-spo™ oil or a placebo for 12 weeks
- ▶ The Vi-spo™ group saw the following significant changes compared to the placebo group
 - ▶ Decrease in International Prostate Symptom Score (IPSS), residual urine volume and prostate-specific antigen (PSA)
 - ▶ Increase in maximum urinary flow rate (Qmax)
 - ▶ Improvement in aging male symptoms (AMS) score and androgen deficiency in aging male (ADAM) score
- ▶ The Vi-spo™ group also saw significantly superior improvements in residual urine volume, PSA and Qmax in comparison to the SPO group



Vi-spo™ Benefits Summary

- ▶ Vi-spo™ supports prostate health in aging men
- ▶ Vi-spo™ supports healthy residual urine volume in aging men
- ▶ Vi-spo™ supports healthy urinary flow rate in aging men
- ▶ Vi-spo™ supports quality of life in aging men



These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. Claims should be reviewed under the guidance of regulatory and/or legal counsel for compliance.