

Bioferrin[®]

The strenuous activity of athletes can result in the depletion of iron levels. Athletes would benefit from replenishing lost iron to assist in their recovery and performance. Bioferrin is the solution - delivering superior iron balance that is gentler and safer.



Bioferrin May Support Maximum Athletic Performance

Bioferrin is a milk derived lactoferrin that has great potential for athletes and active individuals. Lactoferrin provides athletes with a delivery system that is backed by years of extensive research which may have a positive impact on their performance. Proper supplementation in addition to training directly impacts athletic performance levels.



REDUCES NEGATIVE EFFECTS OF MICRONUTRIENT LOSS DURING TRAINING

Bioferrin is high in lactoferrin, demonstrating its ability to assist with the mediation of iron. Iron is lost quickly during high intensity interval training and competitive athletics. This loss can result in a reduction of maximum activity and performance levels.

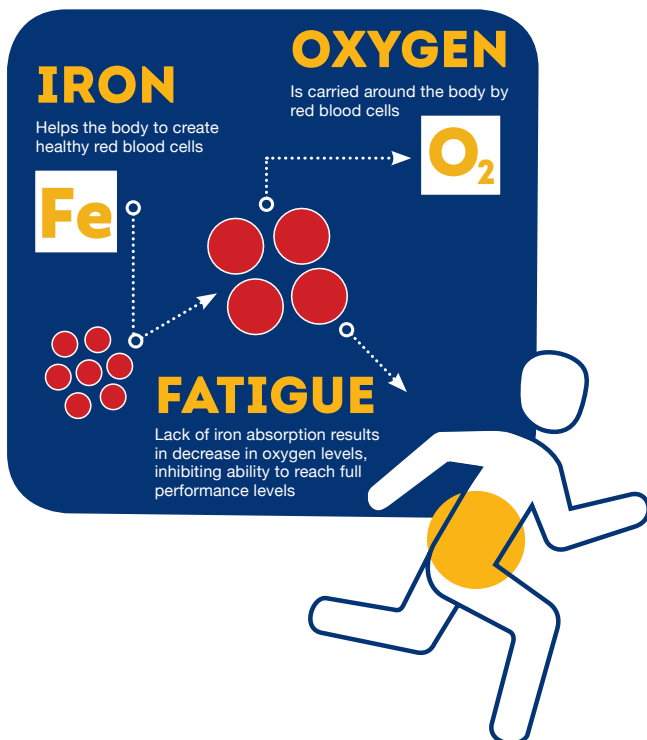
SUPPORTS NETWORK OF BIOLOGICAL SYSTEMS

Bioferrin contains lactoferrin and research has shown its repair effects on muscle and cartilage. Lactoferrin is one of the main components involved in healthy immune functions and intestinal health.

REDUCES MENTAL & PHYSICAL FATIGUE AFTER INTENSE EXERCISE

The effects of this reduction in mental and physical fatigue have been reported in several research studies utilizing bovine lactoferrin.

Impact of Low Iron Intake on Athletes



Bioferrin is the Ideal Solution for Your Sports Nutrition Products

CREATES A NEW OPPORTUNITY FOR A SPORT NUTRITION PRODUCT LINE

- 18% of male and 38% of female athletes experience iron deficiency.

REVENUE OPPORTUNITY	
100K ATHLETES =	18K MALE 38K FEMALE
@ \$20 UNIT COST PER MONTH =	\$360K MALE \$760K FEMALE

- Reduction in fatigue and inability to reach training goals.

SAFE, EFFICIENT WAY TO BALANCE AND UTILIZE IRON

- The reduction of negative effects and ability to complement other iron sources are significant differences between Bioferrin compared to other supplemental iron sources.
- Research indicated 94% are satisfied with lactoferrin compared to ferris sulphate and fumerate.¹

TARGETS KEY ISSUE OF ELITE AND RECREATIONAL ATHLETES

- Athletes have dietary iron recommendations that are 1.3 to 1.7 times higher than non athletes. The depletion of iron stores due to regular intensive training programs leads to the risk for the development of a reduction in red blood cells.

CURRENT IRON SOURCES CAN CREATE STOMACH UPSET LEADING TO REDUCED ACTIVITY

- Research demonstrated Bioferrin reduced stomach upset.²

1. (Rezk, Dawood, Abo-Elnasr, Halaby, & Marawan, 2015). 2. (Rezk 2015)

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

Just add Glanbia.

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