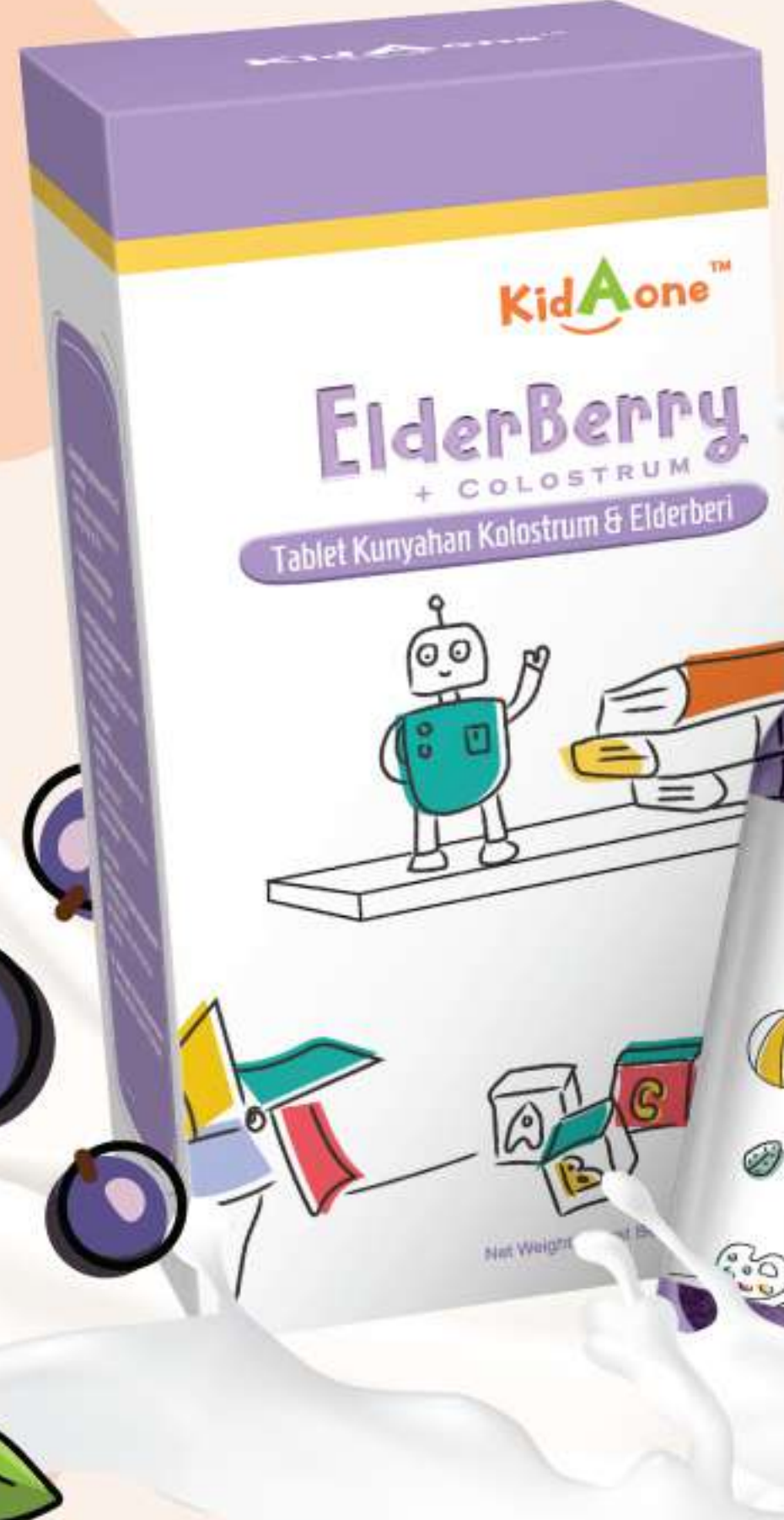


ElderBerry

+ COLOSTRUM

Build A **STRONG DEFENCE**
to protect your kids from the inside out!



Per serving:
Contains 600mg colostrum with 25% IgG

Per serving:
Contains 100mg elderberry extract & 100mg vitamin C

..cocoa & berry flavour..



Children

Our precious diamonds



Children complete our life, without their existence, the whole world will be empty. From day 1 since they were born till today, we still see them as our babies.

In the early days of life, cells and antibodies in the immune system are passed from the mother to infant through breast milk that contains colostrum. This is a natural way to keep the infant healthy.

But... some days our children might fall sick as they grow up and will be more prone to bacterial infection.

Not only health is at risk, their daily life will be poorly affected too!

Now parents,

Take a look at your kids!

Are your children facing the below symptoms of low immunity?

Easily fall sick

Easily get tired

Always cry without significant illness

Always feel sleepy until it affects learning



Find out

Why they have Weak immune system!



Poor Diet

As a result of unhealthy eating habits



Unhygienic

Always play with dirty stuff like uncleaned toys



Exposed To Outdoor Risk

Play somewhere highly contaminated with germs



Lack Of Sleep

Always go to bed late and not getting enough rest

The New formulation of

ElderBerry

+ COLOSTRUM



Contains **3 Nutritious Ingredients**



ColostrumOne™ is a trademark of APS BioGroup.



ElderCraft® is a registered trademark, exclusively licensed to IPRONA AG/SPA.



PUREWAY-C™ and PUREWAY-C™ logo are marks of One Innovation Labs, LLC. In the U.S. and/or other countries.

Multiple miracles

To enhance the immune system



First **HUMAN FOOD**

What is colostrum?



First food for mammals, it is a milky fluid produced by female mammals at the first few days after giving birth, before true milk appears.

Colostrum is extremely nutritious containing more nutrients than regular milk. It is high in immune factors, growth factors and rich in nutrients that our body requires for growth, enhancing our immune system and preventing infections.

Colostrum

VS

Regular milk?

20-40 times
Immunoglobulin G (IgG)

3-10 times
multi-vitamins



VS



3 Major Benefits of Colostrum

Within 24 hours of delivery, the nutritional content in colostrum is as rich as our blood.

Prevention of infant anaemia

Lactoferrin is a protein that possesses multiple functions which are beneficial to the haemoglobin synthesis and helps to prevent the occurrence of anaemia in infants.

Enhance the immune system of premature baby

Colostrum contains immune cells that are beneficial to the immune system of premature baby.

Promote gut health

Colostrum has a high content of lysozyme, an enzyme that helps to prevent bacteria and virus infection, normalise the intestinal flora, and promote the proliferation of bifidobacteria.

Patented)

ColostrumOne™

The leading patented colostrum worldwide

Established in 2007, PanTherx is one of the largest colostrum providers in the world, also the ownership of patented ColostrumOne™ produced by APS La Belle.

The highly respected and reputable scientific journal, PLOS ONE has published a research article about colostrum in 2020. The research shown that among 20 colostrum products in the market which were being tested, PanTherx's ColostrumOne™ contains the highest content of bioactive properties.

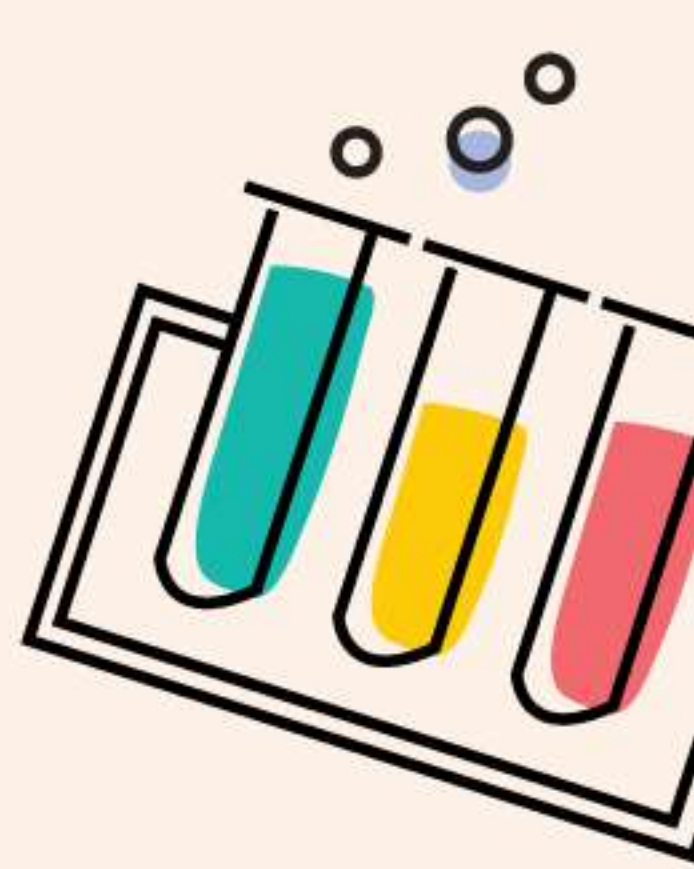


The standard procurement of ColostrumOne™

High quality

High bioactive properties

Collected within 24 hours after delivery



What is so special about ColostrumOne™

1

ColostrumOne™ (colostrum containing 25% of IgG) is an agglomerated, instantised, water soluble, pasteurised, reduced fat, colostrum powder produced from colostrum collected only from first milking of colostrum.

Bovine colostrum is chosen instead of the other mammals because most components in bovine colostrum are functionally identical to human colostrum

2

3

Ethically sourced from high-quality dairies, ColostrumOne™ underwent stringent testing to ensure high quality, safety, and efficacy.

Used agglomeration and/or instantising techniques for superior solubility, increase the solubility of ColostrumOne™ in intestine.

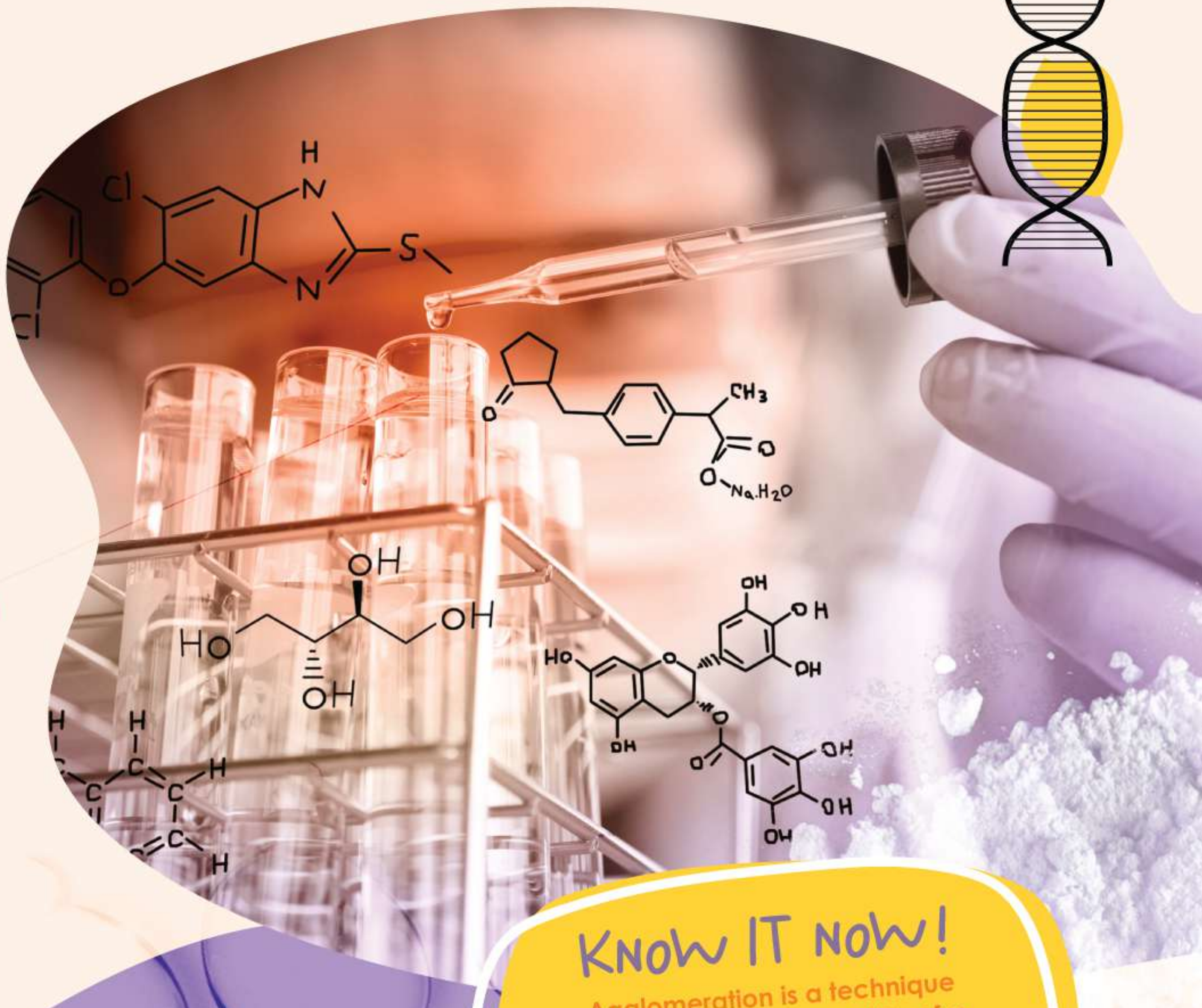
4

5

It is processed both at low pressures and temperatures, and is spray dried using indirect steam to maintain maximum bioactivity.

Every cow has been tested to be free from transmission diseases, including Bovine Spongiform Encephalopathy (BSE), Transmissible Spongiform Encephalopathy (TSE) and Foot-and-Mouth Disease (FMD).

6



Know IT NOW!

Agglomeration is a technique that improves the solubility of a powder to turn to a liquid form, to put it simply, it can be easily dissolved in our intestine when consumed and the nutrients can be absorbed directly by our intestine.

The stringent quality assurance)

ColostrumOne™ Processing Flow

All colostrum is collected from the Grade A dairies in the United States under the stringent quality assurance systems with certificates or membership from authorities such as Current Good Manufacturing Practice (cGMP), Food Safety System Certification (FSSC) and more.

Raw Colostrum collected required to meet quality standards

*Obtained from US Grade A dairies

*Only collect the first day colostrum



Colostrum is pasteurised to remove pathogens and preserve activity of bioactive components

Each dairy's frozen colostrum is tracked from farm to factory. Quality compliance is confirmed regularly

Indirect heat applied for efficient spray drying. Latest agglomeration and instantising techniques utilised for superior solubility in the intestine

Storage, shipping, and distribution

Quality testing and assurance

ColostrumOne™

Comprehensive

The comprehensive protection for immune system

ColostrumOne™ contains five Immune Modulatory components that help to keep our children's immune system healthy:



Immunoglobulin G (IgG)

Main antibody directly reactivate to fight pathogens

Lactoperoxidase

Functions as a major antibacterial enzyme

Cytokines

Small peptide molecule to regulate immune response

ColostrumOne™

Lysozyme

Enzyme that helps support immune function

Lactoferrin

Multifunctional protein with antiviral and antimicrobial activities

Clinical studies have proven that bovine colostrum:

Strengthens children's digestive system and improve digestion

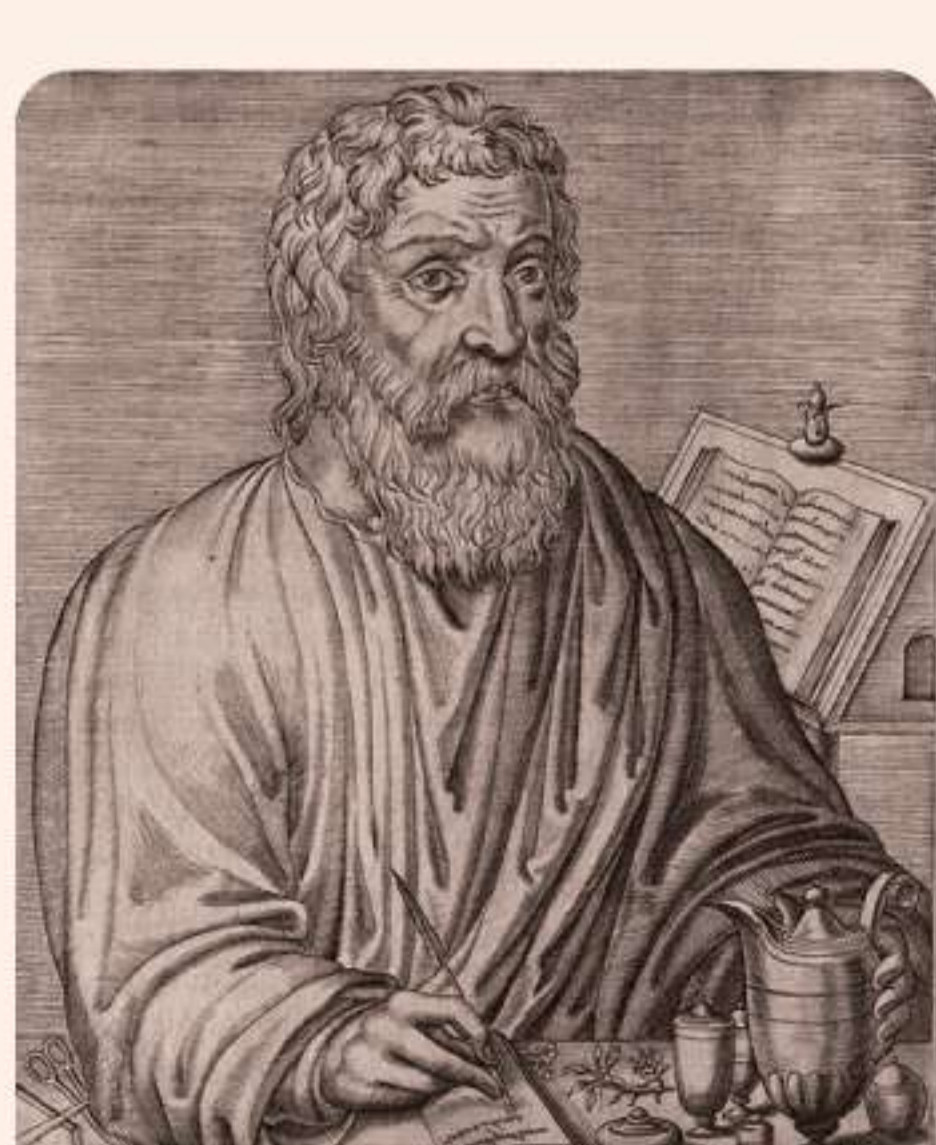
Is a comprehensive source of nutrients for children's immune system

Enhances children's immune system and respiratory health



The natural SUPERFOOD for human

Elderberry



One of the 3 super fruits in Europe. It was called "medicine chest" by the father of Greek medicine, Hippocrates, which means it has the sacred function in nature to bring healing effects.

Long ago, elderberry is one of the most commonly used medicinal plants in the world and has been shown to be effective against virus and bacteria-induced respiratory tract infections. It was the major ingredient in formulations used during the 1918 Spanish influenza epidemic.

Our ElderCrafft® is a high quality anthocyanin-standardised elderberry extract manufactured from Austrian black elderberries (*Sambucus nigra, L.*) using proprietary membrane filtration technology.



Every serving of ElderBerry+COLOSTRUM contains

100mg = 7000mg

ElderCrafft® Elderberry Extract

Elderberries

Elderberries have

Quick Cap)



x2
the natural antioxidant capacity of most other fruits

x5
the anthocyanins of blueberries

x8
the anthocyanins of cranberries

Elderberry

Extract

Triple Functions & Mechanism of ElderCraft®)

Anti-bacterial and anti-viral

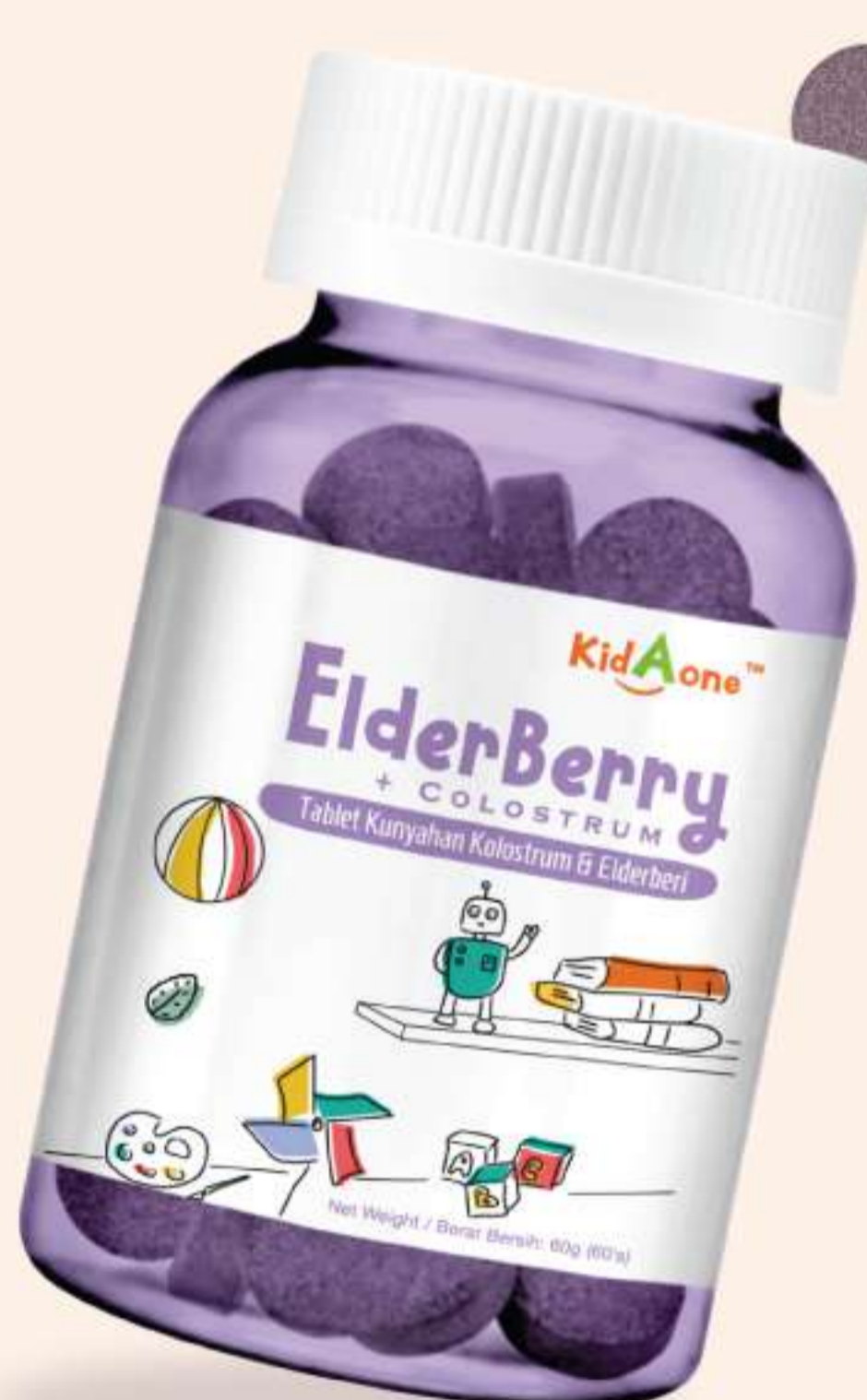
- ✓ Inhibits human bacteria
- ✓ Stops the growth of bacteria
- ✓ Improves symptoms of sinusitis and bronchitis
- ✓ Prevents virus from attaching to cell membrane

Reduce upper respiratory symptoms

- ✓ Shortens the duration of upper respiratory symptom
- ✓ Reduces severity of colds and flu
- ✓ Decreases flu-like symptoms in 24 hours after consumption

Support immune system

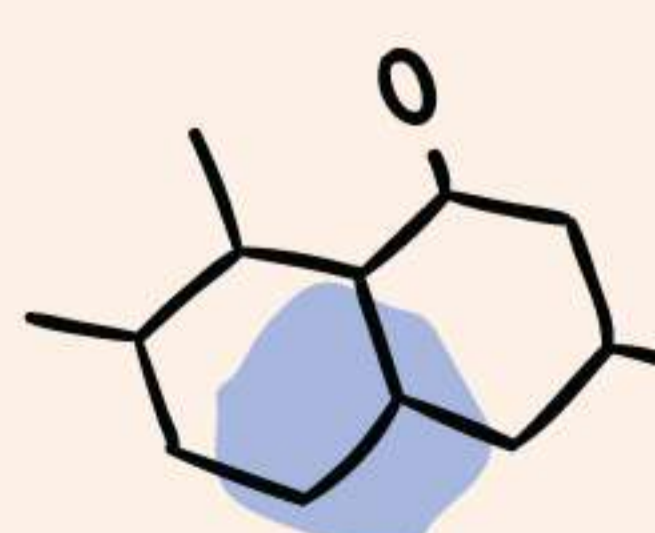
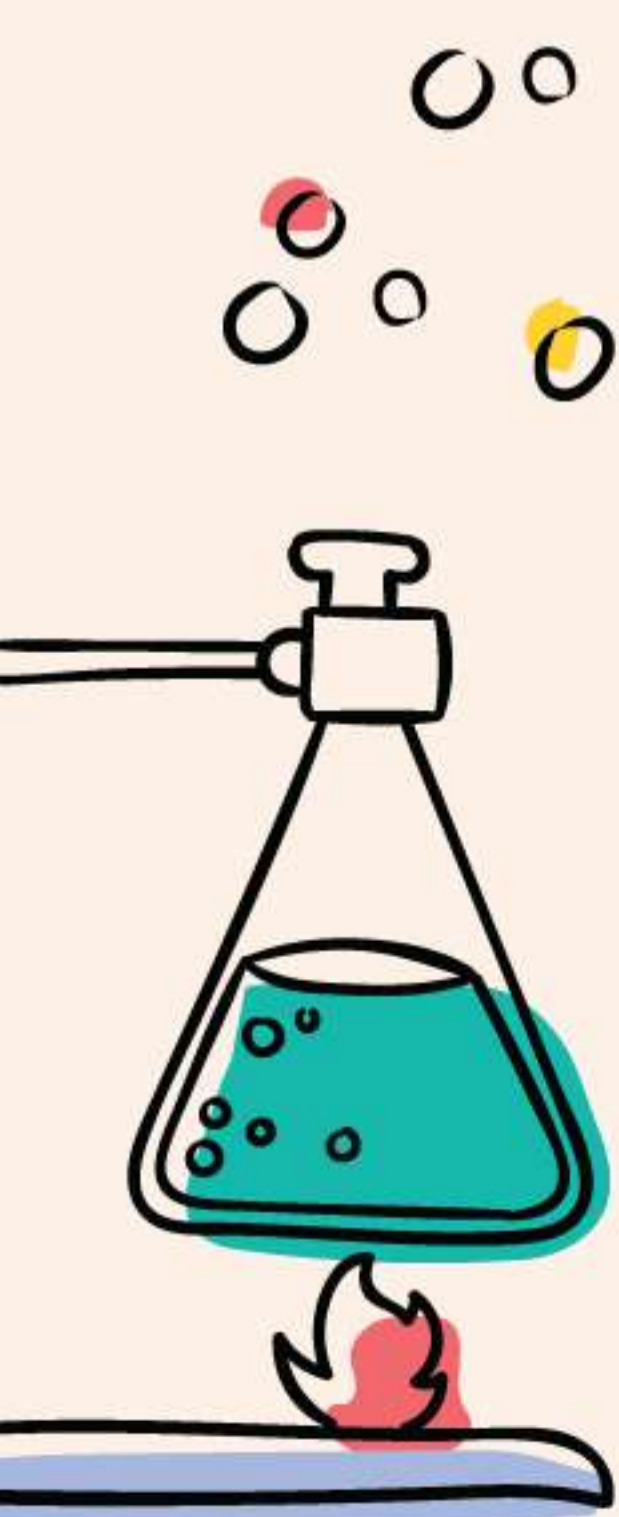
- ✓ Increases number of white blood cells
- ✓ Activates monocytes to turn into anti-inflammatory form
- ✓ Produces cytokines
- ✓ Supports immune system



Benefits of)

Membrane filtration:

- 1 Clinically proven to get higher yield of active compounds compared to other methods.
- 2 Purely mechanical separation process – no chemical solvent has been employed in the extraction process, hence no chemical residue, safe for consumption.
- 3 Standardised 14% anthocyanidin content – anthocyanidin is the most valuable bioactive in elderberry to prevent the cold and flu episodes.
- 4 Retain the maximum naturally occurring health benefits of elderberry.



KidAone™

ElderBerry + COLOSTRUM

Utilises Premium PUREWAY-C®

Vitamin C

Is an essential vitamin and your body is unable to produce it.

Boosts the function of the immune system and may protect against viral infections and many other diseases.

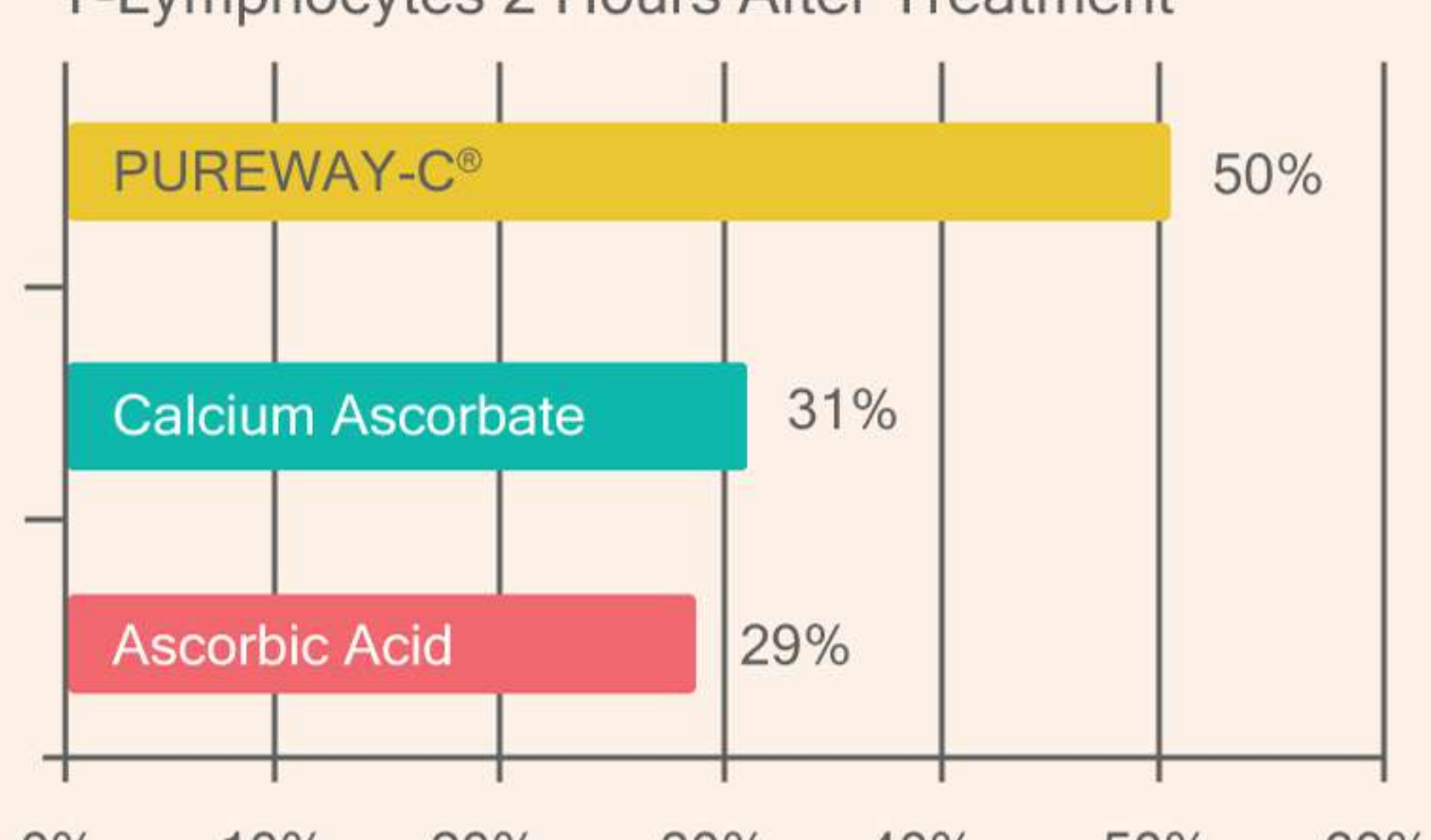
PUREWAY-C®

ascorbic acid specialty
- lipid metabolite

- ✓ PureWay-C is a form of vitamin C that contains vitamin C-lipid metabolites
- ✓ More potent antioxidant and higher free radical scavenging
- ✓ Compared to other forms of vitamin C, PureWay-C® contains SuperSorb® enhanced delivery system

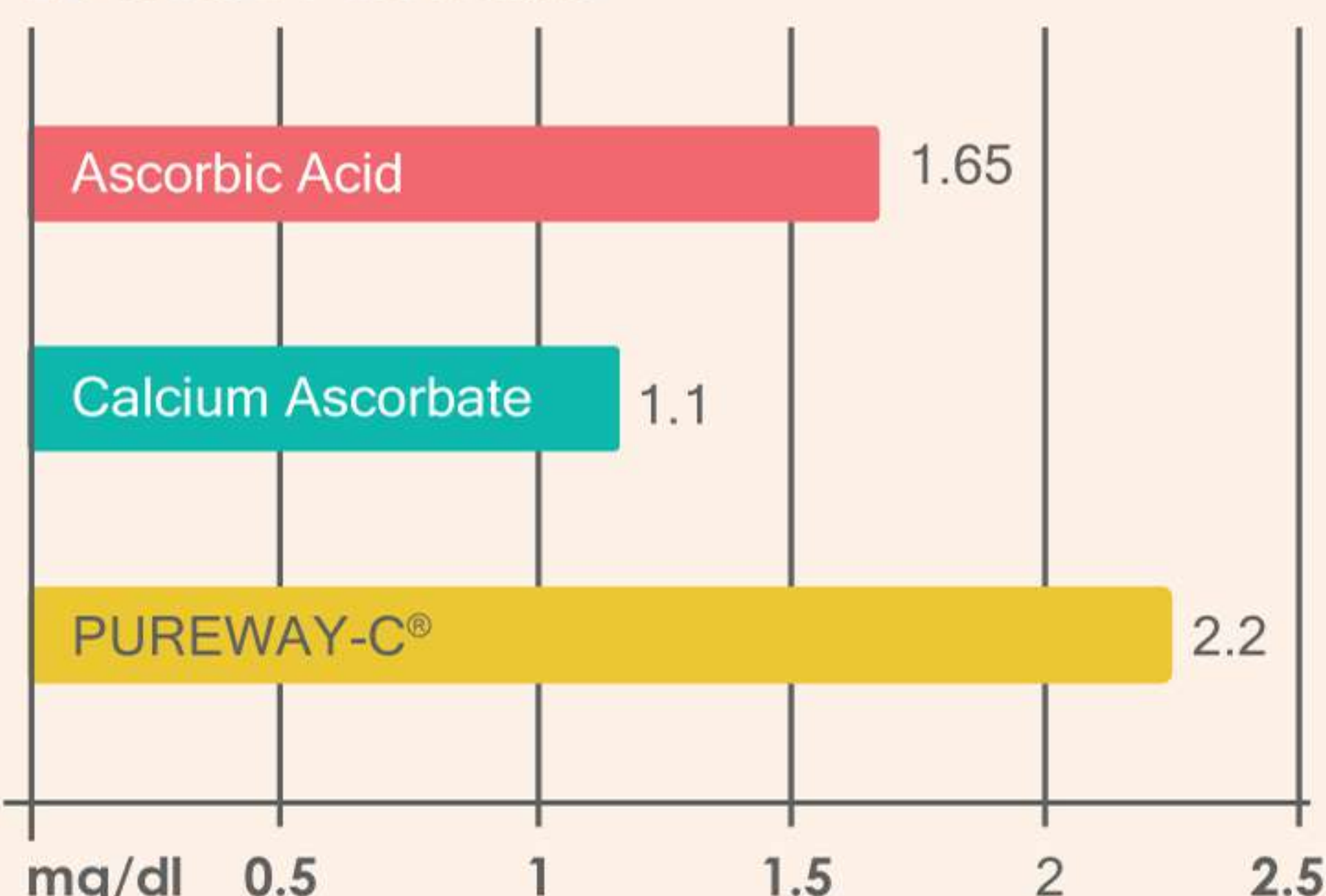
Can be absorbed quickly by the body

Figure 1. Vitamin C Update in Human T-Lymphocytes 2 Hours After Treatment



Can be retained easily by human cells

Figure 2. Vitamin C Serum Levels 24 Hours Post Intake



Suitable for
kids who



Always get sick



Do not get sufficient nutrients from their diet



Always play outside



Have low immunity



Direction for use

2 chewable tablets per day

Reminder

*This product is only suitable for children above 2 years old with chewing ability.

*Please chew before swallow, children should only consume the product under parents' guidance.