NOVELTY LIFE products are Nature-based Products which are safe and effective in managing various Chronic Disorders affecting people of all age groups

This line of products with its Unique Ingredients and Novel Combinations helps its users get relief from chronic health conditions

NOVELTY LIFE products cater to a variety of segments including Gynecology, Orthopedic, Urology, Respiratory, Pediatric, Dermatology, Gastroenterology & Endocrinology
NATURALLY SUPPORTS THE IMMUNE SYSTEM
Provides a soothing effect to the throat
Enhances immunity
Scavenges free radicals
Is a powerful detoxicant
Helps reduce symptoms of stress induced asthma and common cold

KEY FEATURES

- Rosehip and Vitamin C in MIELE C protects cells from oxidative damage, and reduces inflammation and prevents the release of histamine.
- Propolis dry extract in MIELE C has anti-oxidant, anti-fungal, antimicrobial, anti-viral, bacteriostatic, bactericidal, anti-inflammatory and immunomodulatory activities.
- Manuka Honey in MIELE C is derived from the bees native to the Manuka trees in New Zealand’s wilderness and has antimicrobial activity which is attributed to a Unique Manuka factor that is absent in other types of honey.
- MIELE C contains Salix alba and Salicin, an alcoholic-glucoside which possesses anti-pyretic, anti-inflammatory and analgesic properties.

Composition Per Tablet

<table>
<thead>
<tr>
<th>Composition</th>
<th>Per Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rosehip Extract</td>
<td>6.9 mg</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>80 mg</td>
</tr>
<tr>
<td>Propolis Dry Extract</td>
<td>10 mg</td>
</tr>
<tr>
<td>Manuka Honey</td>
<td>2 mg</td>
</tr>
<tr>
<td>Salix alba Extract</td>
<td>25 mg</td>
</tr>
<tr>
<td>Tit 15% Salicin</td>
<td>3.75 mg</td>
</tr>
</tbody>
</table>

REFERENCES:
IMMUNITY BOOST FOR LITTLE CHILDREN

MIELE C® effervescent

NOVELTYlife®
Enhances immunity in children
Helps in the treatment of various diseases, such as common cold, flu and bronchitis in children
Helps prevents flu during asthma
Is helpful in prevention of upper respiratory tract disorders in children
Gives a soothing effect to the throat
Reduces the frequency of cold

KEY FEATURES

- **MIELE C KIDS** contains Rosehip and Vitamin C which protects cells from oxidative damage, thereby reducing inflammation and cytokine production and prevents the release of histamine.¹
- Vitamin C in **MIELE C KIDS** aids in detoxification.²
- Propolis dry extract in **MIELE C KIDS** has anti-oxidant, anti-fungal, antimicrobial, anti-viral, bacteriostatic, bactericidal, anti-inflammatory and immunomodulatory activity.³
- Manuka Honey in **MIELE C KIDS** is derived from the bees native to the Manuka trees in New Zealand’s wilderness and has antimicrobial activity which is attributed to a Unique Manuka Factor that is absent in other types of honey.⁴

**Composition Per Tablet**

<table>
<thead>
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<th>Ingredient</th>
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<td>80 mg</td>
</tr>
<tr>
<td>Propolis Dry Extract</td>
<td>10 mg</td>
</tr>
<tr>
<td>Manuka Honey</td>
<td>2 mg</td>
</tr>
</tbody>
</table>

**REFERENCES:**

A HOT SOLUTION FOR YOUR COLD PROBLEMS
Can be used in common cold, flu and bronchitis
Helps prevent flu during asthma
Is helpful in prevention of upper respiratory tract disorders
Gives a soothing effect to the throat
Reduces the frequency of cold
Helps in scavenging of free radicals and serves as a powerful detoxicant
Has complementary antiviral and anti-inflammatory activity and helps in rapid recovery from severe pulmonary inflammation
Exhibits improvement of pulmonary function tests in patients with bronchial asthma

KEY FEATURES

- Vitamin C in **MIELE C HOT MIX** protects cells from oxidative damage, thereby reducing inflammation and cytokine production and prevents the release of histamine and aids in detoxification. 1,2
- Propolis dry extract in **MIELE C HOT MIX** has anti-oxidant, anti-fungal, antimicrobial, anti-viral, bacteriostatic, bactericidal, anti-inflammatory and immunomodulatory activity.3
- Manuka Honey in **MIELE C HOT MIX** is derived from the bees native to the Manuka trees in New Zealand’s wilderness and has antimicrobial activity which is attributed to a Unique Manuka Factor that is absent in other types of honey.4
- Ivy Leaf Extract in **MIELE C HOT MIX** contains the phytotoxic ingredient-hederin which increases the beta-2-adrenergic bronchial reactivity. This leads to a relaxation of the smooth bronchial musculature and further leads to an increased secretion of surfactant factors.5
- Ivy Leaf Extract in **MIELE C HOT MIX** protects cells from oxidative damage, thereby reducing inflammation and cytokine production and prevents the release of histamine. It also aids in detoxification.6
- Ginger Extract in **MIELE C HOT MIX** exhibits antitussive and anti-inflammatory properties.7,8

<table>
<thead>
<tr>
<th>Composition</th>
<th>Per Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin C</td>
<td>80 mg</td>
</tr>
<tr>
<td>Propolis Dry Extract</td>
<td>10 mg</td>
</tr>
<tr>
<td>Manuka Honey</td>
<td>2 mg</td>
</tr>
<tr>
<td>Ivy Leaf Extract</td>
<td>65 mg</td>
</tr>
<tr>
<td>Ginger Extract</td>
<td>50 mg</td>
</tr>
</tbody>
</table>

**REFERENCES:**

BOOSTING IMMUNITY AND RESPIRATORY HEALTH

ECHINACEA

NOVELTYlife
NATURAL SOLUTION FOR RESPIRATORY HEALTH
Helps reduce flu related symptoms

» Reduces a person’s chances of catching a cold
» Helps reduce viral upper respiratory tract infections
» Is effective at reducing the severity and duration of the common cold
» Has antioxidant properties

KEY FEATURES

• Echinacea provides Echinacea purpurea Extract which has phenols as active substances that control the activity of a range of enzymes and cell receptors.
• Alkaloids or alkamides in Echinacea purpurea Extract have a positive effect on the immune system.
• Echinacea exhibits immunostimulatory properties.¹
• Echinacea helps increase the number of circulating white blood cells and increases activation of phagocytosis by human granulocytes.²,³
• Vitamin C in Echinacea is the only endogenous antioxidant that can completely protect lipids from detectable peroxidative damage induced by aqueous peroxyl radicals.⁴
• Echinacea contains Zinc which is an integral part of the structure and function of many biological enzymes ⁵,⁶
• Zinc is also known to exhibit powerful anti-oxidant activity in several organ systems including the lungs ⁵,⁶

Composition Per Tablet

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Echinacea purpurea Extract</td>
<td>100 mg</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>135 mg</td>
</tr>
<tr>
<td>Zinc</td>
<td>9.5 mg</td>
</tr>
</tbody>
</table>

REFERENCES:

HIGHEST QUALITY NUTRITION FOR AGING MUSCLES
Helps increase muscle mass and muscle strength in elderly subjects
Helps improve body composition by increasing Fat Free Mass (FFM), muscle strength and prevents the loss in Fat Mass
Stimulates muscle protein synthesis, resulting in a positive protein balance
Stimulates muscle protein synthesis in the elderly

KEY FEATURES

• **POOL** contains Amizate® from Zymtech, Norway which is a patented Protein Hydrolysate derived from Atlantic Salmon (Salmo salar) using endogenous hydrolytic enzymes. It comprises of 21 Amino acids in free form, Bioactive Peptides and Micronutrients (i.e. Vitamins and Minerals).
• **POOL** contains trace elements and minerals which act as vital coenzymes and cofactors in cellular energy generation. Vitamins assist in increasing body strength and endurance.
• **POOL** stimulates muscle protein synthesis and allows more efficient and speedy regeneration of proteins in the body.¹
• **POOL** contains balanced amino acids which stimulates protein anabolism.²
• **POOL** exhibits a positive effect on motivation, emotion, behavior, stress, appetite and pain management.³
• **POOL** shows strong immunomodulatory effects, these effects may be due to enhanced macrophage activity and lymphocyte proliferation, natural killer cell activity and cytokine regulation.³

**Composition Per Tablet**

<table>
<thead>
<tr>
<th>Composition</th>
<th>Per Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMIZATE® Salmon Protein Hydrolysate</td>
<td>1500 mg</td>
</tr>
</tbody>
</table>

**REFERENCES:**

ENHANCING MALE FERTILITY
Is a powerful supplement to improve fertility and virility in men

Improves confidence and increases stamina

Supports energy production by mitochondria to promote improved sperm cell motility

Enhances generation and maturation of sperm cells and concentration, quality and quantity of semen

**KEY FEATURES**

- L-Arginine in MOTIL is a precursor to Nitric Oxide (vasodilator) which promotes smooth muscle relaxation and hence vasodilation.\(^1\)
- L- Carnitine in MOTIL enhances energy generation by mitochondria.\(^2\)
- Lycopene in MOTIL inhibits oxidative damage of DNA and prevents the deleterious effects to Spermatozoa.\(^3\)
- CoEnzyme Q10 in MOTIL acts as a coenzyme in generation of ATP and hence improves semen kinetics.\(^4\)
- Zinc in MOTIL enhances sperm quality by scavenging the reactive oxygen species. Zinc also helps increase the testosterone levels.\(^5,6\)

**Composition Per Tablet**

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Per Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>L-Arginine</td>
<td>3000 mg</td>
</tr>
<tr>
<td>L- Carnitine</td>
<td>500 mg</td>
</tr>
<tr>
<td>Lycopene</td>
<td>2.5 mg</td>
</tr>
<tr>
<td>CoEnzyme Q10 (10%)</td>
<td>50 mg</td>
</tr>
<tr>
<td>Zinc</td>
<td>12.5 mg</td>
</tr>
</tbody>
</table>

**REFERENCES:**


FOR PAIN FREE HEALTHY JOINTS
Provides relief from knee and joint pain with noticeable effects in three weeks
Improves general wellbeing, sleep quality and mood in Osteoarthritis patients
Results in reduction in consumption of standard painkillers
Helps improve flexibility and shows improvement in the range of rotation of joints
Helps to increase cartilage by reducing inflammation-related cartilage damage

KEY FEATURES
- **REFLEX** contain Standardized Rosehip (*Rosa canina* L.) powder sourced from Martin Bauer GmbH, Germany, where the plant is cultivated and the fruits are collected, dried and processed under controlled conditions using Patented techniques.
- The active ingredient, Galactolipid, significantly reduces the secretion of several chemokines and interleukins like CXCL10, MCP-1, IL-1, IL-6, IL-12 and TNF-alpha all of which are mediators of pain and inflammation.\(^1,2\)
- The strong inhibitory effect of **REFLEX** on interleukins and cytokines (IL-1, IL-6, TNF-alpha), reduces the migration and infiltration of White Blood Cells to the affected areas and subsequently reduces inflammation and C-Reactive Protein, which are majorly responsible for cartilage damage.\(^3\)
- Studies show that Rosehip powder has analgesic properties (COX-2 inhibition) as well as inhibitory properties against Metalloproteinases (MMP1, MMP3).\(^1,4,5\)
- **REFLEX** also shows excellent water solubility (contains no lipophilic substances) which aids in better and more efficient absorption from the intestine.\(^1\)
- **REFLEX** is also a rich source of antioxidants like Vitamin C and Vitamin E, along with high Phenolic and Flavonoid content, which protects the cartilage from free-radical damage.\(^4\)

**Composition Per Sachet**

<table>
<thead>
<tr>
<th>Composition</th>
<th>Per Sachet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rosehip Powder</td>
<td>2.25 g</td>
</tr>
</tbody>
</table>

REFERENCES:
1. Finzelberg GmbH & Co. KG, Observational Study Jointsol in Patients with Gonarthrosis May 2012
KEEPING AWAY PAINFUL URINARY TRACT INFECTION
Helps prevent recurrent Urinary Tract Infection
Helps reduce the discomfort and pain associated with Urinary Tract Infection
Has no side effects, being a natural product
Helps prevent cystitis and recurrent Urinary Tract Infection during pregnancy
Helps in protection from kidney injury by down-regulating inflammation

KEY FEATURES

- **UROFIZZ** contains Ursolia® *Salvia officinalis* extract + Cranberry extract + D-Mannose, which together make a perfect combination & synergistically complement each other’s functionalities for preventing Urinary Tract Infection & Inflammation.

- Ursolia® is a proprietary extract from Biosearch Life, Spain, with a high content of ursolic acid. Ursolic acid is an excellent anti-inflammatory agent.1

- The cranberry (*Vaccinium macrocarpon*) extract used in **UROFIZZ™** has substantially high A-type Proanthocyanidins (PACs) content. A-type PACs are the active phytochemicals which prevent infection-causing bacteria from attaching to the urinary tract walls.2-3

- D-Mannose in **UROFIZZ** is a naturally occurring simple sugar closely related to glucose, which sticks to *E. coli* & acts as a decoy agent.4,5

- D-Mannose has the ability to behave as a multivalent ligand and significantly enhances the protective role in urinary tract infections.6

### Composition Per Sachet

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Per Sachet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ursolia® <em>Salvia officinalis</em> Extract</td>
<td>100 mg</td>
</tr>
<tr>
<td>Cranberry Extract (50 % Proanthocyanidins)</td>
<td>72 mg</td>
</tr>
<tr>
<td>D-Mannose</td>
<td>140 mg</td>
</tr>
</tbody>
</table>

REFERENCES:


6. Serafini-Cessi F1, Monti A, Cavallone D., N-Glycans carried by Tamm-Horsfall glycoprotein have a crucial role in the defense against urinary tract diseases *Glycoconj J.* 2005 Nov;22(7-9):383-94.
PROTECT YOUR FERTILITY WITH A SUPER ANTIOXIDANT
ENHANCED FEMALE FERTILITY
Antioxidant enzyme that prevents the detrimental biological effects of oxidative stress and inhibits the production of free radicals

- Helps protect direct damage to oocytes due to oxidative stress in ovarian follicles and direct damage to embryo due to oxidative stress in the fallopian tube
- Helps to improve the blastocyst development rate
- Helps minimize the oxidative damage to the ovaries
- Helps in the neutralization of Reactive Oxygen Species (ROS) in the ovaries
- Helps protect and prevent the ROS–antioxidant imbalance leading to luteal regression and lack of luteal hormonal support for continuation of pregnancy
- Helps maintain functional integration of the cell membranes

KEY FEATURES

- **ESSOD** contains TetraSOD® Super Oxide Dismutase, an essential and extremely potent antioxidant.
- TetraSOD® is a unique marine phytoplankton strain that is grown under patented technology that has been designed exclusively by Fitoplancton Marino, located off Spain’s Atlantic coast. This special state-of-the-art technology is what enables Fitoplancton Marino to produce the most nutrient-rich plankton strain that also yields 30 times more Super Oxide Dismutase (SOD) than any other marine phytoplankton strain on the market today.
- Defective placentation leads to placental hypoxia and reperfusion injury due to ischemia and the resultant oxidative stress triggers the release of cytokines and prostaglandins, which results in endothelial cell dysfunction and plays an important role in the development of pre-eclampsia.\(^1\)\(^2\)
- TNF-alpha, a plasma cytokine, has been demonstrated to cause the endothelial cell injury by producing ROS like superoxide anions. **ESSOD** helps to neutralize this ROS.\(^3\)
- **ESSOD** and its scavenging system, especially Cu, Zn-SOD, play important roles in the regulation of human luteal function. The stimulation of luteal Cu, Zn-SOD expression by HCG may be important in maintaining luteal cell integrity when pregnancy occurs.\(^4\)\(^-\)\(^6\)

**Composition Per Tablet**

| TetraSOD® Super Oxide Dismutase | 140 I.U. |

**REFERENCES:**

CONTROLS ACIDITY AND IMPROVES GASTRIC MOTILITY
Helps stimulate the process of digestion and ensures proper digestion
- Helps relieve flatulence, abdominal discomfort and relieves abdominal distension
- Helps normalise gastrointestinal motility and speedily neutralises hyperacidity
- Protects the gastric mucosa, facilitates smooth bowel evacuation and improves appetite
- Provides fast relief from epigastric burning & discomfort
- Checks reflux, accelerates gastric emptying and corrects constipation
- Reduces burning sensation (heartburn)
- Reduces difficulty in swallowing (dysphagia)
- Decreases painful swallowing (odynophagia)
- Helps to treat hoarseness in presence of gastroesophageal reflux disease and/or esophagitis

KEY FEATURES

- **REFLUXACT** is a natural anti-reflux formulation based on a proprietary high viscosity magnesium alginate, in association with a pool of 5 selected and standardized phyto-extracts.
- **REFLUXACT** contains phyto-extracts which gives extra-benefits in terms of calming and soothing effect, with a concrete and fast regulation of the compromised gastric function.
- **REFLUXACT** contains anise, fennel and melissa which have a digestive function and regulates gastrointestinal motility and elimination of gases.1,2
- **REFLUXACT** contains mastiha which enhances digestive function.3
- **REFLUXACT** contains chamomile which exhibits anti-inflammatory properties and has emollient and soothing action on the digestive system.4
- **REFLUXACT** contains artichoke which exhibits strong antioxidant properties.5

### Composition Per 10 mL

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Per 10 mL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chamomile d.e.</td>
<td>61.33 mg</td>
</tr>
<tr>
<td>Anise d.e.</td>
<td>61.33 mg</td>
</tr>
<tr>
<td>Fennel d.e.</td>
<td>61.33 mg</td>
</tr>
<tr>
<td>Linden d.e.</td>
<td>35.67 mg</td>
</tr>
<tr>
<td>Artichoke d.e.</td>
<td>35.67 mg</td>
</tr>
<tr>
<td>Melissa d.e.</td>
<td>35.67 mg</td>
</tr>
<tr>
<td>Mastiha d.e.</td>
<td>35.67 mg</td>
</tr>
<tr>
<td>Magnesium alginate</td>
<td>255.00 mg</td>
</tr>
</tbody>
</table>

### DOSAGE

- 10 ml after meals, 3 times a day

### SKU

- 100 ml syrup per bottle
- Box of 1 bottle

### REFERENCES:

ENJOY YOUR PEACEFUL SLEEP
Helps people with disrupted circadian rhythms, such as people who work night shifts and people who have jet lag

Supplementation also helps individuals who have chronically low melatonin levels sleep better, for example people with schizophrenia, who have poor sleep quality

Helps to relieve stress by controlling the level of stimulation experienced by the body

Helps to ease anxiety symptoms like daytime fatigue, drowsiness, insomnia and restlessness

Helps promote a calm mood and supports brain function

**KEY FEATURES**

- **MELATONIN** contains the hormone Melatonin (N-acetyl-5-methoxytryptamine) which is secreted by the pineal gland in the brain. The pineal gland is located just above the middle brain and is only the size of a pea. Its synthesis and release are stimulated by darkness and suppressed by light.¹
- **MELATONIN** acts as an endocrine output signal of the clock and provides circadian information as an endogenous synchronizer which stabilizes and reinforces circadian rhythms.²
- **MELATONIN** helps play an important role in mechanisms of consciousness, memory and stress.²
- **MELATONIN** can be used as an over-the-counter aid to assist with hastening sleep onset and treating symptoms of jet lag.³
- **MELATONIN** is also well known for its regulation of the circadian rhythm.⁴

**REFERENCES:**

3. Samantha Noyek, Kathleen Yaremchuk, Brian Rotenberg.; Does Melatonin Have a Meaningful Role as a Sleep Aid for Jet Lag Recovery? Laryngoscope 126: August 2016
KEEPS YOU YOUNG & BEAUTIFUL
TRUE BEAUTY COMES FROM WITHIN
Combination of fish collagen peptides with skin-targeting antioxidants to improve skin properties without risk of oxidative damage

¬ Helps improve skin elasticity & sebum production
¬ Helps improve dermal collagen deposition and structure
¬ Has better moisturizing effect within a short duration
¬ Helps improve the quality of the nails and hair
¬ Helps improve the conditions of atopic dermatitis
¬ Helps reduce facial wrinkles
¬ Helps reduce inflammation & acne

KEY FEATURES
- **COLLAGENE** contains Fish Collagen Peptides. Marine collagen peptides (MCPs) have high homology with human collagen, safety, bioavailability through gut, and numerous other bioactivities.¹
- Fish Collagen in **COLLAGENE** exhibits a broad spectrum of bioactivities, including antioxidant, antimicrobial, and anti-aging activities.²
- The marine fish-derived collagen in **COLLAGENE** possesses a higher absorbing capacity than the collagen from animal sources & has low odour & improved mechanical strength which are pre-requisites for cosmetic purposes.²
- Glucosamine in **COLLAGENE** is essential in the biosynthesis of glycolipids, glycoproteins, glycosaminoglycans (GAGs), hyaluronate, and proteoglycans.³
- Glucosamine in **COLLAGENE** enhances the water-holding capacities and maintenance of water content of tissues and increases the expression of mRNA for collagen type IV which is particularly important as this RNA expression is central to cell adhesion, migration, differentiation, and growth, which is an important issue in body tissue ageing.³
- Borage oil in **COLLAGENE** contains high levels of the omega-6 series EFAs that are particularly important in skin structure and function, among other functions.⁴
- **COLLAGENE** contains Vitamin C, Vitamin E and fish oil which is able to induce a clinically measurable improvement in the depth of facial wrinkles following long-term use.⁵
- **COLLAGENE** contains Black Pepper Extract which is a rich source of numerous biologically active constituents and act as an immunomodulator, anti-inflammatory, anti-oxidant, anti-carcinogenic, anti-ulcer, antifungal and antibacterial agent.⁶

**Composition Per 25 ml**

<table>
<thead>
<tr>
<th>Composition</th>
<th>Per 25 ml</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collagen Hydrolysate (Fish source)</td>
<td>5 g</td>
</tr>
<tr>
<td>Hyaluronic Acid</td>
<td>1 mg</td>
</tr>
<tr>
<td>Glucosamine Hydrochloride</td>
<td>1 mg</td>
</tr>
<tr>
<td>Borage Seed Oil (Omega 6)</td>
<td>1 mg</td>
</tr>
<tr>
<td>Black Pepper Extract</td>
<td>1 mg</td>
</tr>
<tr>
<td>Vitamin E</td>
<td>18.2 mg</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>80 mg</td>
</tr>
<tr>
<td>Vitamin B₆</td>
<td>1.68 mg</td>
</tr>
</tbody>
</table>

**REFERENCES:**
3. Audrey Gueniche Isabelle Castiel-Higounenc.; Efficacy of Glucosamine Sulphate in Skin Ageing: Results from an ex vivo Anti-Ageing Model and a Clinical Trial.; Skin Pharmacol Physiol 2017;30:36–41