

SAFFRON SMILE



Extract 90 mg Saffron blended with 350
enhanced Curcumin Complex

Support healthy stress response in the body
Helps reduce occurrence of symptoms of mild anxiety

Synergy...

The interaction of biological structures or substances that produce an overall effect greater than the sum of individual effects of any of them.

Saffron Smile

A synergistic formula of 90 mg of Saffron blended with 350 mg enhanced Curcumin. Supports healthy mood balance, synthesis of neurotransmitters and relieves inflammation.

Saffron and turmeric (from which curcumin is derived) have been around since the earliest settled civilizations. Saffron, the most expensive spice in the world, was used by the ancient Greeks and was known as the “Queen of spices”.

Global consumption of saffron is currently 500 million annually and is expected to rise by 8% annually. Saffron is rich in antioxidants and offers numerous health giving benefits. The main active compounds present in saffron include picrocrocin, safranal, and crocin. These compounds reduce oxidative damage and inflammation in the human brain.

Saffron is also known for its memory enhancing, antioxidant, and anti-inflammatory properties. Saffron can promote healthy moods and studies



**SAFFRON CAN PROMOTE
HEALTHY MOODS AND STUDIES**





The global turmeric market is currently 4 billion dollars annually and is expected to rise to 7.5 billion dollars by 2033.

Tumeric is a commonly used spice derived from the root of *Curcuma longa* and its phytochemistry plays a significant role in health effects. The active ingredient in turmeric, that is, the compounds which are responsible for its therapeutic effects are referred to as curcuminoids.

They include curcumin, demethoxycurcumin, and bisdemethoxycurcumin.

These bioactive compounds have proven to offer significant health benefits.

GREATER IMPROVEMENT IN DEPRESSIVE SYMPTOMS

Efficacy of a standardised saffron extract (affron®) as an add-on to antidepressant medication for the treatment of persistent depressive symptoms in adults: A randomised, double-blind, placebo-controlled study

Conclusion: Adjunctive administration of a standardised saffron extract (affron®) for eight weeks was associated with a greater improvement in depressive symptoms as measured by the clinician-rated MADRS but not the self-report MADRS-S.

<https://pubmed.ncbi.nlm.nih.gov/31475623/>





IMPROVEMENTS IN SLEEP QUALITY IN ADULTS

Effects of saffron on sleep quality in healthy adults with self-reported poor sleep: a randomized, double-blind, placebo-controlled trial

Conclusions: Saffron intake was associated with improvements in sleep quality in adults with self-reported sleep complaints.

<https://pubmed.ncbi.nlm.nih.gov/32056539/>



SAFFRON SMILE

Extract 90mg Saffron blended with 350
enhanced Curcumin Complex

Supports healthy stress response in the body
Helps reduce occurrence of symptoms of mild anxiety

Each capsule contains:

<i>Crocus sativus</i> (Saffron) flower stigma, ext. dry conc.	30 mg
Equiv. dry	90 mg
<i>Curcuma longa</i> (Turmeric) rhizome, ext. dry conc. stand.	368.42 mg
Equiv. min dry	23.58 g
Equiv. curcuminoids	350 mg
Pyridoxine hydrochloride	6.08 mg
Equiv. pyridoxine (Vitamin B6)	5 mg
Zinc (as Zinc citrate dihydrate)	1.75 mg

Directions for use:

Adults 1 capsule twice daily.

Saffron supports healthy mood balance. Vitamin B6 assists the synthesis of neurotransmitters. Turmeric relieves inflammation.

If symptoms persist, talk to your health professional.

Contains sulphites.

Do not use if tamper evident seal is broken. Store below 25°C.

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Manufactured in Australia



**Effect of saffron
supplementation on symptoms
of depression and anxiety: a
systematic review and
meta-analysis**

Conclusions: Saffron could be an effective intervention for symptoms of depression and anxiety;

<https://pubmed.ncbi.nlm.nih.gov/31135916/>

**Saffron (*Crocus sativus*) for
depression: a systematic
review of clinical studies and
examination of underlying
antidepressant mechanisms of
action**

“Research conducted so far provides initial support for the use of saffron for the treatment of

mild-to-moderate depression.”

<https://pubmed.ncbi.nlm.nih.gov/25384672/>



**EFFECTIVE INTERVENTION FOR
SYMPTOMS OF DEPRESSION
AND ANXIETY**

Neuroprotective Potency of Saffron Against Neuropsychiatric Diseases, Neurodegenerative Diseases, and Other Brain Disorders: From Bench to Bedside

As one of the most expensive spices in the world, saffron and its constituents, such as crocin, crocetin, and safranal, have shown various biochemical and pharmacological functions.

In this comprehensive review, we aimed to summarize the chemical profiles, pharmacological activities, and therapeutic applications of saffron and its constituents in diseases of the central nervous system. Both preclinical and clinical trials suggested that saffron was effective and safe without serious side effects.

According to current scientific evidence, saffron and its bioactive compounds have multiple therapeutic effects in many conditions, including psychological disorders, neurodegenerative diseases, cancer, diabetes, and cardiovascular diseases. Preclinical studies proved that saffron exerts its neuroprotective effects mostly via antioxidative stress, anti-neuroinflammation, anti-apoptosis and certain other related pathways. Clinical trials also confirmed that saffron could alleviate depressive and anxiety-like symptoms in both depression and anxiety patients.

Improvement of cognition impairment was observed in clinical studies using saffron for treating neurodegenerative diseases such as Alzheimer's Disease (AD) and Parkinson's Disease (PD). Taken together, the findings provide a fresh perspective that could aid the development of novel neuroprotective drugs from saffron and its bioactive compounds.



<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7573929>

PMCID: PMC7573418

PMID: 32711409

Toxicity of Saffron Extracts on Cancer and Normal Cells: A Review Article

Asian Pac J Cancer Prev. 2020 Jul; 21(7): 1867–1875.

doi: 10.31557/APJCP.2020.21.7.1867

Results: Saffron has selective toxic and preventive effects on cancerous cells and without adverse effects on normal cells and prevents tumor formation. Saffron appears to reduce the toxic effects of anticancer drugs. Saffron has toxicity effects when used in high amounts, which are far greater than those are used in human food culture.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7573418/>

PMID: 35888763

Reconnoitering the Therapeutic Role of Curcumin in Disease Prevention and Treatment:

Lessons Learnt and Future Directions

Metabolites. 2022 Jul; 12(7): 639.

Published online 2022 Jul 12. doi: 10.3390/metabo12070639

PMCID: PMC9320502

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9320502/>

PMCID: PMC5429333

PMID: 27638428

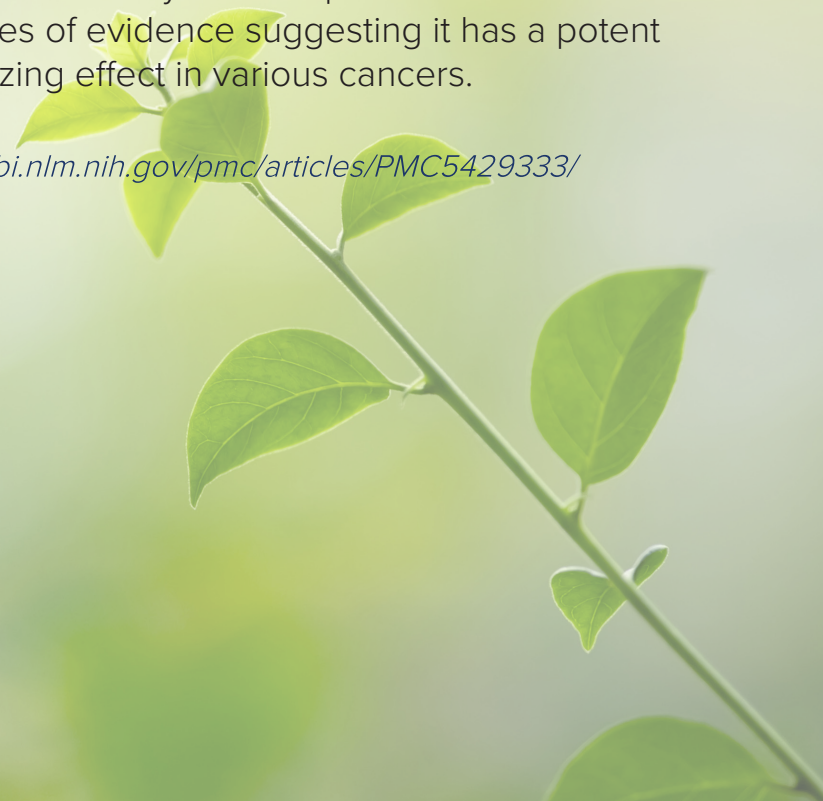
Curcumin, the golden nutraceutical: multitargeting for multiple chronic diseases

Br J Pharmacol. 2017 Jun; 174(11): 1325–1348.

Published online 2016 Oct 21. doi: 10.1111/bph.13621

There is an abundance of preclinical and clinical evidence indicating that curcumin has potential as a therapy for a wide variety of chronic diseases including cancer, cardiovascular, inflammatory, metabolic, neurological and skin diseases, and various infectious diseases. Unlike most pharmaceutical drugs, curcumin modulates multiple targets that affect different diseases. Safety, efficacy and affordability are some of the added advantages exhibited by this compound. There are also increasing lines of evidence suggesting it has a potent chemosensitizing effect in various cancers.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5429333/>





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