

# PROF. DR. HABIL ZOLTÁN DINYA: **FACTS AND ARGUMENTS**



## FLAVON



## I AM PROF. DR. HABIL ZOLTÁN DINYA; LET ME INTRODUCE MYSELF IN A FEW WORDS.

I completed my studies at the University of Debrecen in 1967 and then I worked with academician Dr. Rezső Bognár for more than 25 years. My field of research is the analysis of plant materials and research into their physiological effects. In the field of plant materials I spend most of my time researching polyphenols and flavonoids. During my career I have written more than 200 scientific publications and eight books so far.

I have spent much time in many countries around the world; I have continually participated in many research programs and projects.

I have been working with Flavon dietary supplements since 2005 and I'm honoured to provide the professional background for these world-class products having well-deserved reputation.

During my work the goal that I set myself was the prevention of illnesses and diseases, and today this is still the guiding principle of my life: to foster healthy ageing through nutrition, lifestyle, and dietary supplements.

# THE FLAVON PRODUCTS

## (A SHORTENED LIST OF PROFESSIONAL-ETHICAL ARGUMENTS)

1. In its current composition, Flavon product-line consists of 8 members of Flavon Classics and the Fruit version of the Flavon Peak series. All of the products have been based on the thoughts and guidelines of the Nobel-prize awarded Albert Szent-Györgyi and the famous Hungarian flavonoid-researcher Rezső Bognár, who had also started his career in Szeged, then spent the major part of his life at the University of Debrecen.
2. The products are in accordance with legal regulations, safe, health-conscious, original Hungarian, multi-award winner fruit- and vegetable-based dietary supplements. When creating them, we were bearing in mind the famous saying by Paracelsus that "It is from nature that the disease comes, and from nature comes the cure".
3. Flavon products are scientifically well-grounded, specific mixtures and proportions - having also good bioavailability due to their gel consistency, - complex, synergetic (effect-enhancing) and interactive combinations of the health-protecting phytochemical substances operating in a network, which support the quality of life and exert functional effects on our health.
4. With optimal bio-transport and bioavailability they provide the phytochemical components belonging to the forefront of science in a complex form of nutrition for the healthy functioning of the human body. The products' main characteristic ingredients are the polyphenols including flavonoids, phytosterols and lignans - having various biological effects; Besides them, a wide range of health-supporting elements are present such as carotenoids; terpenes, organic sulphur- (e.g. glucosinolates, disulphides etc.) and nitrogen-compounds (e.g. melatonin, betalaines etc.); vitamins; special prebiotic (e.g. inulin) and fermentable dietary fibres (e.g. pectin); the complex carbohydrates (e.g.  $\beta$ -glucan) that have immune-modulatory effects, and do not produce energy; elements (Ca, Mg, P, Fe); trace elements (Zn, Cu, Mn, Se); and the physiologically important simple carbohydrates. The unique feature of Flavon Peak Fruit is the presence of long-chained, poly-unsaturated fatty acids of plant origin in an optimal omega-6/3 ratio, which is missing from Flavon Classic products.
5. Their flavour is pleasurable for most of the consumers, they are delicious and their consumption contributes to the alkalisation of the body, to the healthy alkaline diet.
6. Polyphenols, flavonoids in particular belong to the most important exogenous antioxidants with regard to the healthy maintenance of the redox-homeostasis of the human body. They are physiological, essential compounds which produce their effects through various mechanisms, so they are not simple "free radical absorbers". They have a major role in neurotransmission and in maintaining genome-health.
7. The antioxidant network is complicated, having a lot of synergetic parts. Antioxidants also exert their effects in a complex, synergetic way, and they are advantageous only in their natural matrix, in a nutritional environment. That is what Flavon products provide us: so they help the healthy functioning, the adaptability of our antioxidant system we have developed and maintained in the long run, and with this they contribute to the decrease of the risk of oxidative stress diseases. Flavon Max+, Flavon Green+, Flavon Joy and Flavon Peak Fruit produce their inhibitory effects on the initiative members of the oxidative network, so they are preventative antioxidants.

8. They are scientifically proven: the in-vitro total antioxidant values, the so called Total-ORAC 5.0 values were determined by the world's leading laboratory, the American Brunswick Laboratories. According to their measurements the T-ORAC 5.0 values of our products are between 200,000 and 1,882,000  $\mu$ MTE / 100g. The 1,882,000 value of Flavon Peak Fruit is in the category of world records, which value results from the special, three-fold synergism among the ingredients. The results of "Cellular Antioxidant Analysis" /CAA/ of the erythrocytes of human blood under physiological conditions measured by Brunswick show parallel change with the T-ORAC 5.0 values, they are remarkably high. The CAA values prove the low cellular toxicity of the tested products.
9. The products can be combined well with each other, they complement one another properly. It is important to note that dietary supplements do not substitute the health-conscious diet corresponding to age, lifestyle and life situation.
10. Flavon Classic products have mainly hydrophilic nature, contain prebiotics and Chrono-nutrients, they can be combined well with Flavon Peak Fruit and each other.
11. Flavon Peak Fruit has mainly lipophilic nature, its appearance is dose-constant, clearly its packaging is consumer-friendly and it is easy to handle.
12. They are not medicines; their positive effects on the human body cannot be classified as therapeutic effects.
13. They are produced in our own unique production plant in accordance with strict quality assurance systems (HACCP, ISO-22000).
14. Except for Flavon Max and Flavon Max+, which both contain grape, all of our products have obtained the European Kosher certificate.
15. They contain only natural ingredients, are 100% GMO- and residue-free. They have good storage properties, are stable, if stored as instructed the change in their nutrient value is less than 5% in a year. The products may be consumed above age of 3 in a dose-dependent way without age limit.
16. The product range can be complemented, extended and further improved with additional ingredients, products by taking scientific results into consideration.
17. High level of information and training services is provided to the products by distribution companies.

*"Health is a gift, an ability to adopt, which one must learn to maintain.  
Flavon products help in this, they support our healthy aging."*

Prof.Dr. Zoltán Dinya



Superbrands<sup>3x</sup>



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