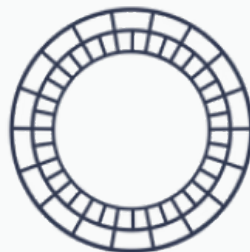


# SAFFRON

Enhancing Health and Wellbeing

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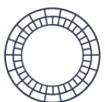
MA-HA VIRTUE

MANIFESTED BY LOVE & LIFE

**Dear Military Service Members,  
Medical Providers, Registered Dietitians,**

Welcome to the world of saffron, where tradition meets cutting-edge wellness. With over 130 years of heritage in cultivating the finest saffron, I am excited to share its transformative potential with you. Our patented formula, "Fairydust," blends 90% Diamond grade saffron with essential vitamins, offering a new frontier in holistic health.

Raha



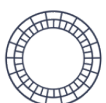


## PIONEERING THE FUTURE OF FUNCTIONALITY AND HOLISTIC HEALING

Raha Jamalian-Hershey, Founder of MA-HA VIRTUE, stands at the forefront of a global movement towards holistic healing and functionality. As an esteemed expert on saffron and a passionate advocate for consumer wellness, Raha delivers captivating keynotes on the transformative power of nature's remedies in today's health landscape.

With a unique perspective as a consumer advocate, Raha sheds light on the future of functionality, emphasizing the profound impact of daily consumption of natural treasures like saffron. Her vision extends beyond science, focusing on empowering individuals to reclaim their health through the simple yet potent act of embracing holistic healing practices.

Join Raha on an enlightening journey as she shares insights, experiences, and her unwavering commitment to a future where wellness is accessible to all, guided by the principles of nature and the wisdom of tradition and taste.



# UNDERSTANDING SAFFRON'S POTENTIAL

Saffron, derived from the *Crocus sativus* L. plant, is a treasure trove of bioactive compounds like picrocrocin, safranal, and crocin. Centuries of traditional wisdom and modern scientific scrutiny have revealed its diverse therapeutic benefits, including anti-nociceptive, anti-inflammatory, and antioxidant properties.

## EXPLORING THE SCIENCE

### COGNITIVE FUNCTION

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Saffron has shown promising results in improving cognitive function and may be beneficial for conditions like Alzheimer's disease and age-related macular degeneration.

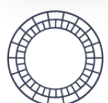
- Akhondzadeh, S., et al. (2010). Saffron in the treatment of patients with mild to moderate Alzheimer's disease.
- Kell, G., et al. (2010). Saffron in the treatment of patients with mild to moderate age-related macular degeneration.

### MOOD REGULATION & COGNITIVE ENHANCEMENT

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Saffron exhibits potential in regulating mood and enhancing cognitive function, making it a promising option for individuals dealing with depression or seeking cognitive enhancement.

- Saffron (*Crocus sativus* L.) and major depressive disorder: a meta-analysis of randomized clinical trials
- Saffron (*Crocus sativus*) for depression: a systematic review of clinical studies and examination of underlying antidepressant mechanisms of action
- Oral supplementation with crocin (a constituent of saffron) in subjects with cigarette smoking: a clinical trial



## INFLAMMATION, ANTIOXIDANTS & CARDIOVASCULAR HEALTH

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The compounds in saffron have been shown to possess anti-inflammatory and antioxidant properties, which may contribute to cardiovascular health and overall cellular health.

- Antinociceptive and anti-inflammatory effects of *Crocus sativus* L. stigma and petal extracts in mice
- Relaxant effect of *Crocus sativus* (saffron) on guinea-pig tracheal chains and its possible mechanisms
- Oral supplementation with crocin (a constituent of saffron) in subjects with cigarette smoking: a clinical trial
- The Neuroprotective Effects of Ratanasampil on Oxidative Stress-Mediated Neuronal Damage in Human Neuronal SH-SY5Y Cells
- Effects of *Crocus sativus* petals' extract on rat blood pressure and on responses induced by electrical field stimulation in the rat isolated vas deferens and guinea-pig ileum
- The Pharmacological Activities of *Crocus sativus* L.: A Review Based on the Mechanisms and Therapeutic Opportunities of its Phytoconstituents
- Therapeutic effects of saffron and its components on neurodegenerative diseases

## CANCER PREVENTION & CELLULAR HEALTH

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Research suggests that saffron and its constituents may play a role in cancer prevention and cellular health maintenance, making it a potential ally in the fight against cancer.

- Antinociceptive and anti-inflammatory effects of *Crocus sativus* L. stigma and petal extracts in mice
- Cancer Chemopreventive and Tumoricidal Properties of Saffron (*Crocus sativus* L.)

## EXPLORING FEMALE HEALTH

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Clinical trials and research indicate that saffron may offer benefits for female health, including hormonal balance and reproductive health.

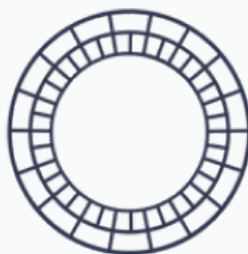
- *Crocus sativus* (saffron) in the treatment of female sexual dysfunction: a three-center, double-blind, randomized, and placebo-controlled clinical trial
- The effectiveness and safety of Iranian herbal medicines for treatment of premenstrual syndrome: A systematic review
- How Saffron Could Benefit Your Health
- Effects of a Standardised Saffron Extract Supplementation on Symptoms Associated With Perimenopause in Healthy Women
- The effect of saffron and its extracts on the treatment of breast cancer: A narrative review  
L'effet du safran et de ses extraits sur le traitement du cancer du sein : une revue narrative



Unlock the potential of saffron for holistic health and wellbeing. Explore the science, embrace tradition, and redefine your wellness journey with "Fairydust."

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Note: This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



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