

# Lazu updates zinc ionophore patent to improve efficiency

04 Nov 2020 --- New Zealand-based health and nutrition brand Lazu has filed an update to a patent for its novel zinc ionophore supplement, Lazu Virocin, which may increase zinc efficacy.

The patent file comes as consumers are increasingly interested in supplements, like zinc, which has been shown to help maintain the immune system.

Zinc ionophores are transporter molecules that can increase the effects of zinc. While quercetin is an ideal compound to transport zinc in the cell, it must be consumed in large amounts, according to the company.



The new patent is positioned to increase zinc bioavailability, which may help with immunity.

“With the addition of the new and updated patent-pending absorption technology, Lazu Virocin becomes now five times more bioavailable than standard quercetin supplements,” says Richard Eltherington, CEO of Lazu.

## The power of zinc

Zinc is an essential mineral in the body and plays an important role in supporting immune function. However, Eltherington underscores that because the concentration of zinc within our cells is tightly controlled and regulated, a zinc ionophore is required for true efficacy.

“Taking standard zinc supplements is fine,” Eltherington says. “But this tends to only increase serum zinc levels within the blood, after which, the zinc is excreted.

“In other cases, the excess zinc accumulates in the tissues, without entering the cells, and that can lead to other problems.”

## Selecting the right zinc ionophore

Lazu chose to use quercetin, a natural compound found in onion and cocoa, for its complete functionality.

“We choose to use quercetin as a zinc ionophore because once it transports zinc into the cell, it then releases the zinc where it can be used in several biochemical processes.”

There was another potential natural zinc ionophore from green tea called EGCG, but scientific research suggests that this compound had difficulty releasing zinc once it had entered the cell, rendering that zinc mostly ineffective.

“Our biggest problem with quercetin, however, is that quercetin – while being an excellent transporter of zinc – is poorly absorbed by the body,” Eltherington says.

“You would need to consume around five g of quercetin to ensure enough was absorbed and for it to function as an effective zinc ionophore.”

The update includes the use of the patent-pending technology, Enhanced Bioavailability and Absorption Technology (EBAT), which makes Lazu Virocin an effective zinc ionophore with a single dose, according to the company.

Zinc has been in the spotlight during 2020 for its health benefits perceived by consumers.

A recent analysis of Google Trends [showed a correlation](#) between infection rates and search terms, including “vitamin C,” “zinc,” “immune” and “garlic.”

Recently US-based Nutrient Survival [launched a range of mix packets](#) for hot and cold drinks targeting the immune system. The products contain mostly blends of vitamins, magnesium and zinc.



Quercetin, a natural compound found in onion and cocoa, is a known zinc ionophore.