

Make food
thy medicine
and medicine
thy food.

IPPOCRATE



LifeChocolate

LifeChocolate is an Italian line of **chocolate-based superfoods**. It has been developed from the ten-year experience of the **Biochemistry Laboratory of Oxidative Stress and Aging of the Polytechnic University of Marche** and of the **fine gourmet artisan chocolate of MIV**, a Marche company with a production site in Ostra (AN).

The **LifeChocolate line** was developed from the idea of associating the beneficial properties of dark chocolate with specific health properties of scientifically approved micronutrients and / or lipophilic cofactors.

Although the guidelines advise against excessive consumption of dark chocolate, due to the potential effects related to increases in blood sugar levels and weight gain, it is scientifically proven that **moderate consumption** provides great health benefits.

COENZYME Q10



COENZYME Q10

In this context we wanted to enhance the numerous beneficial properties of dark chocolate, exploiting its characteristics as a lipophilic carrier, by adding specific active compounds carefully selected by us and authorized by the European Food Safety Agency (EFSA), improving their health-enhancing effects. In fact, the ingredients contained in the LifeChocolate superfood line have been tested in clinical studies that have been recognized at the European level, and support the specific health claims (Health Claim).

The recommended daily dose of each product in the **LifeChocolate line** are the optimal ones to obtain the benefits, and is supported by scientific studies based on the claims authorized by the European Food Safety Agency.

As part of a balanced diet, **+Q** allows us to implement moderate doses of chocolate while maximizing the health benefits provided by its main active compounds. **20 grams of +Q contains 100 mg of Coenzyme Q10**, an essential ubiquitous cofactor in our body, which acts as a **powerful antioxidant in cell membranes and plays a key role in cellular bioenergy** ⁽¹⁾.

The heart is an organ rich in Coenzyme Q10 and clinical studies have shown that there is an association between lower levels of Coenzyme Q10 and increased cardiovascular risk ⁽²⁾. Although our organism is able to produce it, the synthesis capacity of Coenzyme Q10 decreases with age ⁽³⁾.

In addition, this important active compound is present in small amounts mainly in animal foods and a balanced omnivorous diet provides only about 5 mg. To cope with a possible shortage of Coenzyme Q10 and ensuring its functionality within our organism, we have created the **+Q** line by enriching it with this important active compound.

A dose of 20 grams of **+Q** chocolate therefore guarantees a supplementation of Coenzyme Q10 equivalent to, in terms of the contents of the compound, 3.5 kg of meat, 1.6 kg of sardines or 30 avocados.

The **Q10 Coenzyme contained in +Q is a natural product**, completely identical to that synthesized by our organism, but it is not of animal origin, but instead is isolated from yeast by fermentation.

+Q uses the best quality Coenzyme Q10 produced in Japan by Kaneka, a production leader since the 1970s and represents an ideal integration into the vegetarian diet. Although no side effects have been found from excessive consumption of Coenzyme Q10, **it is recommended not to exceed the daily dose of 40 grams of +Q containing 200 mg of Coenzyme Q10** as it represents the maximum daily intake defined for this substance by the Ministry of Health's Directorate General for Food Hygiene and Safety and Nutrition.

TO MAXIMIZE THE ABSORPTION OF ACTIVE INGREDIENTS, IT IS NOT RECOMMENDED TO CONSUME THE CHOCOLATE ON AN EMPTY STOMACH.

For more information on the optimal method of intake and the recommended treatment times, visit the website www.alimentofunzionale.it

⁽¹⁾ Littarru GP and Tiano L. Bioenergetic and antioxidant properties of coenzyme Q10: recent developments. Mol Biotechnol. 2007

⁽²⁾ Sharma A, et al. . Coenzyme Q10 and Heart Failure: A State-of-the-Art Review. Circ Heart Fail. 2016

⁽³⁾ Kalén A et al. Age-related changes in the lipid compositions of rat and human tissues. Lipids. 1989