

Pharmactive to launch Affron in APAC market

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Pharmactive Biotech Products launches its Affron® all-natural, non-GMO Spanish saffron extract (*Crocus sativus* L.) in the Asia-Pacific market. The company's formulation boasts the lowest dosage threshold on the market — just 28mg per day — with proven pharmacokinetic bioavailability and rapid one-hour absorption.



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Pharmactive will launch Affron at Vitafoods Asia 2019 in Singapore, in September 2019, where the Affron format for eye health, Affron® EYE, is one the finalists for the Nutraingredients Awards Asia in the field of Healthy Ageing.

Affron is standardized to Lepticrosalides®, a complex of bioactive compounds responsible for the beneficial and organoleptic attributes of Affron. The capabilities of this clean-label, synthetic-free, pure plant saffron extract is backed by five clinical studies. These compounds have been clinically shown to improve mood and alleviate anxiety and depression symptoms, as well as induce relaxation and improve sleep quality. Affron also is the first saffron extract clinically studied on adolescents.

Pharmactive grows and cultivates the saffron in its fields within the terrain of Castilla-La-Mancha in Spain. The arid plains and dry, warm Mediterranean climate of the region present ideal conditions for the cultivation of saffron.

“*Crocus sativus* L. species has been cultivated and consumed for centuries in Spain and its culinary and beneficial values have been long appreciated,” enthuses Julia Diaz, Marketing Manager of Pharmactive. The golden threads of the saffron plant are worth nearly their weight in gold, due in part to their labor-intensive harvesting method. During the short eight weeks in autumn when they bloom, the flowers must be carefully handpicked, one at a time, and within the few hours between dawn and mid-day to avoid wilting of the delicate stigmas that form the saffron threads.

“As a high-value botanical, saffron is extremely susceptible to counterfeiting,” adds Alberto Espinel, Head of R&D of Pharmactive. “The company’s saffron is home grown and manufactured in their extraction plant in Madrid. The optimized extraction process employed ensures the highest concentration of saffron’s active lepticrosalides.”

Pharmactive has established a range of quality control procedures, including active compound quantification, meticulous adulteration detection measures, and microbiological and contaminant analysis to ensure consistent quality of its formulation. “We work in close cooperation with our saffron farmers, respecting the cultural heritage of this exceptional region. Their innate knowledge of saffron and how to optimally produce and harvest it using no fertilizer is key to Pharmactive’s unmatched quality offering,” notes Espinel. “Furthermore, we conduct strict quality controls internally and externally through certified third parties,” emphasizes Espinel. “These meticulous measures provide full traceability and allow a wholly trusted source of saffron.”

Affron is water-soluble and readily applicable to food formats or supplements. It is kosher and halal certified, non-GMO, non-irradiated, and has a three-year shelf-life.