

Ars Pharmae®

Innovative natural approach to
prevent and reduce diseases of
modern times



Content

Ars Pharmae® introduction

The idea behind Ars Pharmae®

R&D: Polyphenols from bark of different trees

Live healthier for longer

The 7 Pillars of Health

Ars Pharmae® introduction

- Ars Pharmae® was established in October 2007 by Ante Zaloker with the aim to research, develop and market high-quality natural ingredients and products with scientifically proven safety and effectiveness to improve the way people live and work.
- Experienced team in the field of pharmacy.
- Scientific Advisory Board: Oncologist, Immunologist, Genetician, Physiotherapist, Nutritionist
- Collaboration with Universities of Ljubljana and Maribor
- Own patented natural ingredient Abigenol® from sliver fir bark extract (*Abies alba* Mill.)
- Products made in accordance with the highest quality standards in our industry (cGMP, ISO 9001:2008, HACCP, IFS, BRC).

Ars Pharmae® introduction

- Present in South east Europe, USA, Canada (recently obtained registration)
- Awarded the Superbrand in 2012
- No. 1 product against fatigue and burnout in Slovenia 2016
- Awarded Top 5 innovative product launches in the USA in 2016
- Partnership in sports: Slovenian basketball association, First professional women's cycling team, SloSki Nordic, individual professionals in varied sports



R&D: Polyphenols from bark

One of the most beneficial phytochemicals

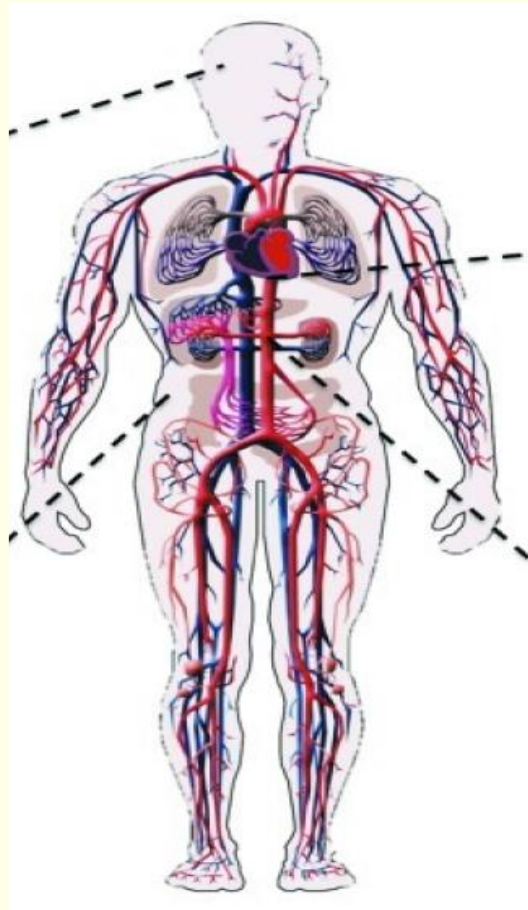
Potential Health Benefits of Polyphenols

Brain

Vascular function

Cancer

Inflammation



Is a health supplement with polyphenols really needed?

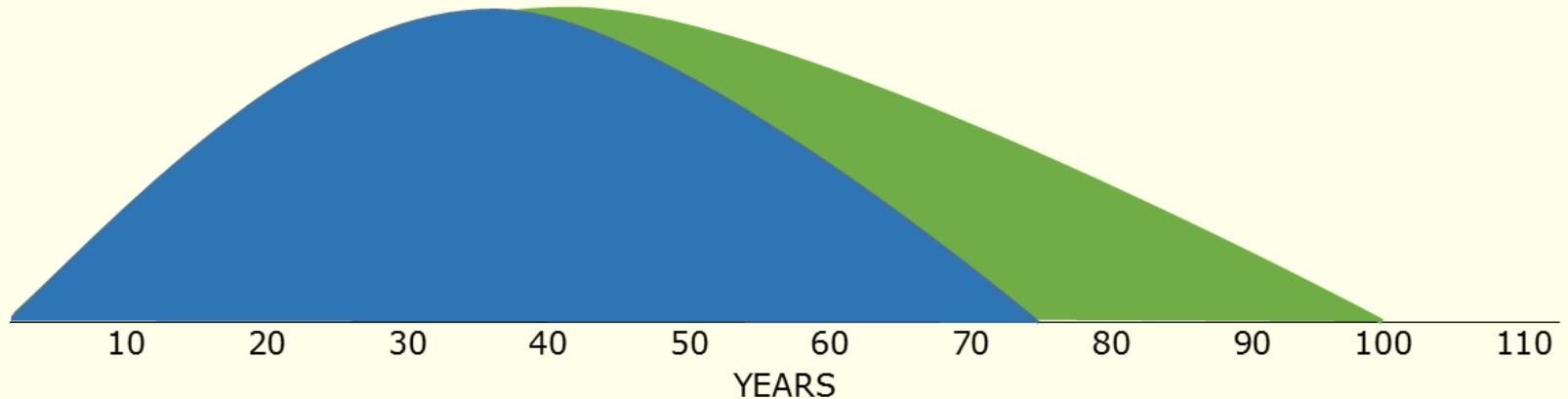
YES, PARTICULARLY IF YOU ARE OVER 40

- To counteract all seven causes of ageing
- Especially so, if you already suffer from an illness.
- Nutrient needs also increase over time.
- Average person burns 1,000 calories a day **less** than 60 years ago!
- Less food means less nutrition.
- The nutritional value of many foods has declined over the same period.
- A simple low-cost one-a-day A-Z vitamin pill might be enough in your twenties and thirties.
- One-a-day A-Z vitamin pill won't include the other nutrients that support the 7 pillars of health as you get older.

The idea behind Ars Pharmae®

- Own family experience – limits of modern (allopathic) medicine.
- Increase of 'age-related' life-threatening illnesses – heart disease, stroke, cancer, diabetes, dementia
- Equally true of life-diminishing conditions like arthritis, chronic tiredness, burn-out
- Dissatisfaction with results and outcome of treatment and treatment options in allopathic medicine
 - Treating only symptoms and not the cause of the disease
 - Common drug side effects
 - Low/lower quality of life
- **Increasing demand** for less aggressive **medications**
- Increased interest and demand for natural/herbal medicines
- **Increased demand for a more integrated approach**
- **Demand to live healthier for longer**
- **Ageing population**

Live healthier for longer



- Slow down aging process
- Slow down illness progression
- Slow down life diminishing conditions
- Maximize the chance of continuing full healthy life

**We believe we all need to take action
and focus on The 7 Pillars of Health**

The 7 Pillars of Health

1. Turn on good genes
2. Extend the life of your DNA
3. Build healthy cells
4. Reduce Inflammation
5. Prevent sugar coated cell damage
6. Support your immune system
7. Feed your microbiome



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