



KNOW WHAT YOU EAT!

FOUNDERS:



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WELCOME TO
THE JUNGLE!

THE PROBLEM

Too many products

Unclear effects

*Too much confusing
anecdotal information*


What dosage, how to prepare

*Interactions with other products
I'm taking*

Side-Adverse effects






Study Description

Go to 

Brief Summary:

The goal of this study is to assess the effects of a **dietary supplement** on fasting lipoprotein lipids and a marker of inflammation in men and women with levels of low-density lipoprotein cholesterol (LDL-C) above desirable levels.

Condition or disease 	Intervention/treatment 	Phase 
Healthy Volunteers	Dietary Supplement: 300 mg/day of dietary supplement containing carrageenan	Not Applicable

Detailed Description:

Carrageenan is a naturally occurring plant polysaccharide extracted from edible seaweeds that is widely used in food and beverage products, with a history of use for hundreds of years. It is an FDA-approved food additive in the U.S. and has regulatory approval for use as a food ingredient in Europe, Asia, and Latin America.

An earlier clinical trial conducted by the Russian Academy of Sciences demonstrated that consumption of 250 mg/day of carrageenan capsules, for 28 days, lowered low-density lipoprotein cholesterol (LDL-C) by 34%. In that study, carrageenan consumption also resulted in statistically significant decreases in important biomarkers of chronic inflammation: leukocytes by 16%, fibrinogen by 9%, and C-reactive protein (CRP) by 13%. Another clinical trial conducted by the University of the Philippines showed that carrageenan-rich foods led to statistically significant decreases in total cholesterol (total-C) and triglycerides (TG), elevated levels of which are also linked to cardiovascular disease. In this study, carrageenan consumption led to a 33% reduction in total-C and a 32% reduction in TG.

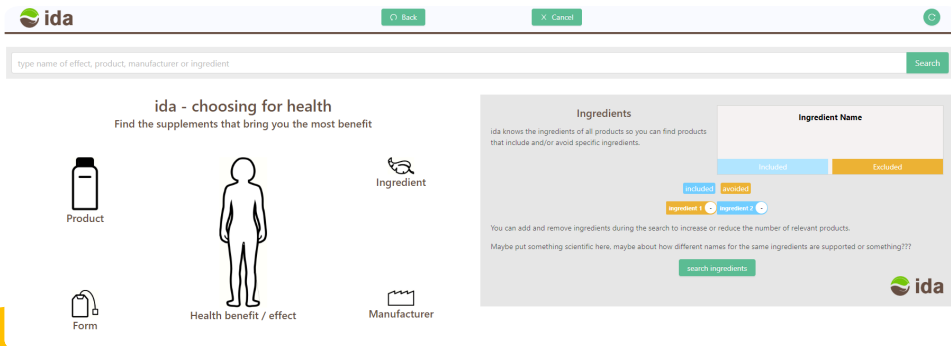
This is a pilot, open-label, 4 week trial with two screening visits, one baseline visit and two test visits. Subjects will consume 300 mg/day of a proprietary dietary capsule containing carrageenan, with a meal at a consistent time each day, starting at the baseline visit. Fasting blood samples will be collected for lipid profile (total-C, LDL-C, high-density lipoprotein cholesterol [HDL-C], and TG), and high-sensitivity CRP (hs-CRP) measurements at the second screening visit, baseline and the two test visits. Additionally, blood will be drawn for a comprehensive metabolic panel and complete blood count at the second screening and the last test visit only. Assessments of vital signs, body weight, evaluation of inclusion and exclusion criteria, concomitant medication/supplement use, and adverse events will be performed throughout the study. Written study instructions will be provided to participants.

Do you understand
scientific
publications?

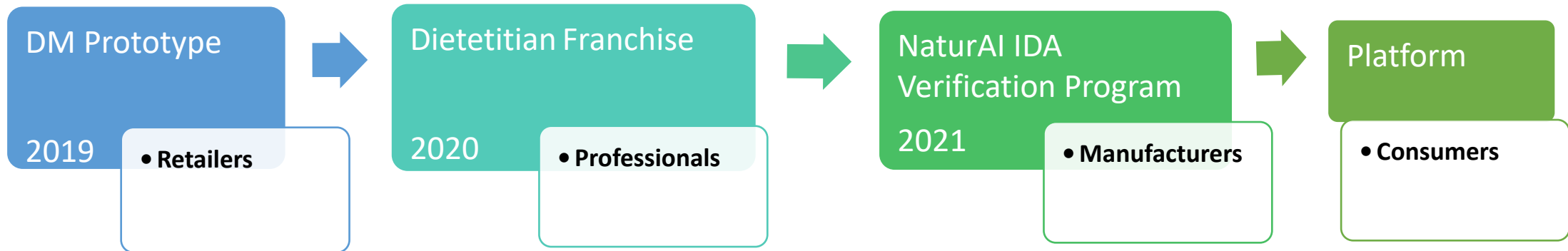


The Solution

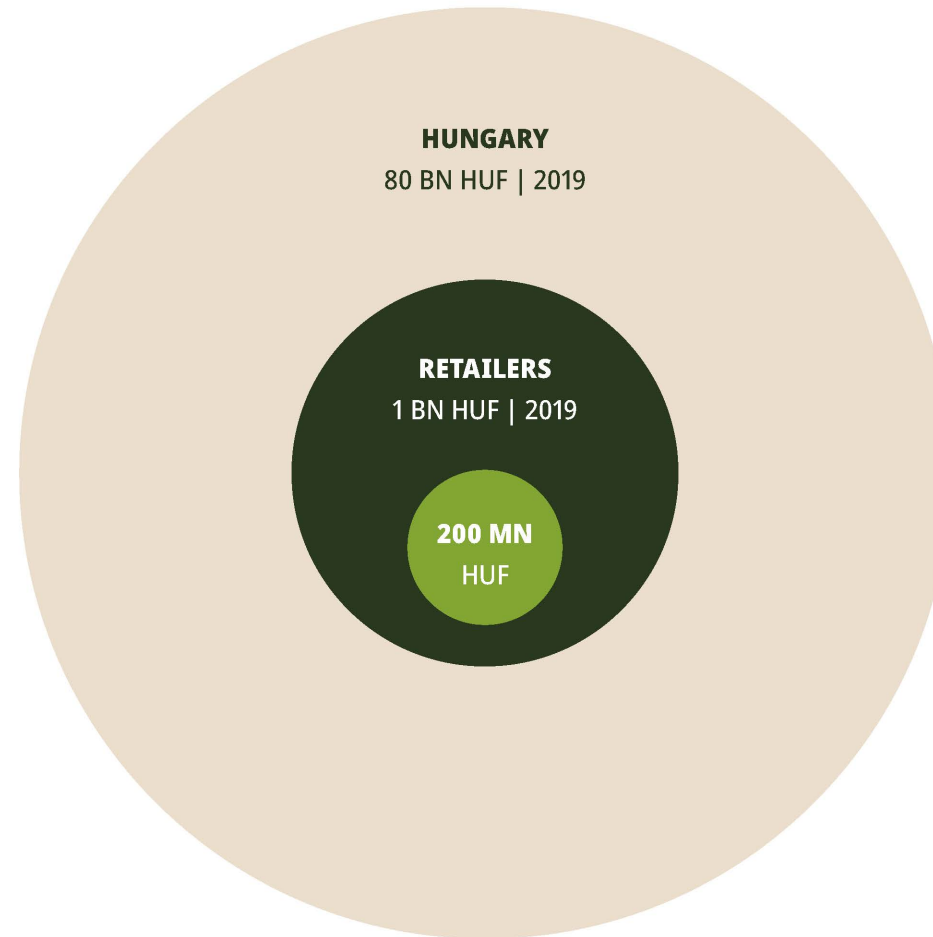
- We do the PROCESS for you:
 - **READ**
 - **UNDERSTAND**
 - **VISUALIZE**



Milestones

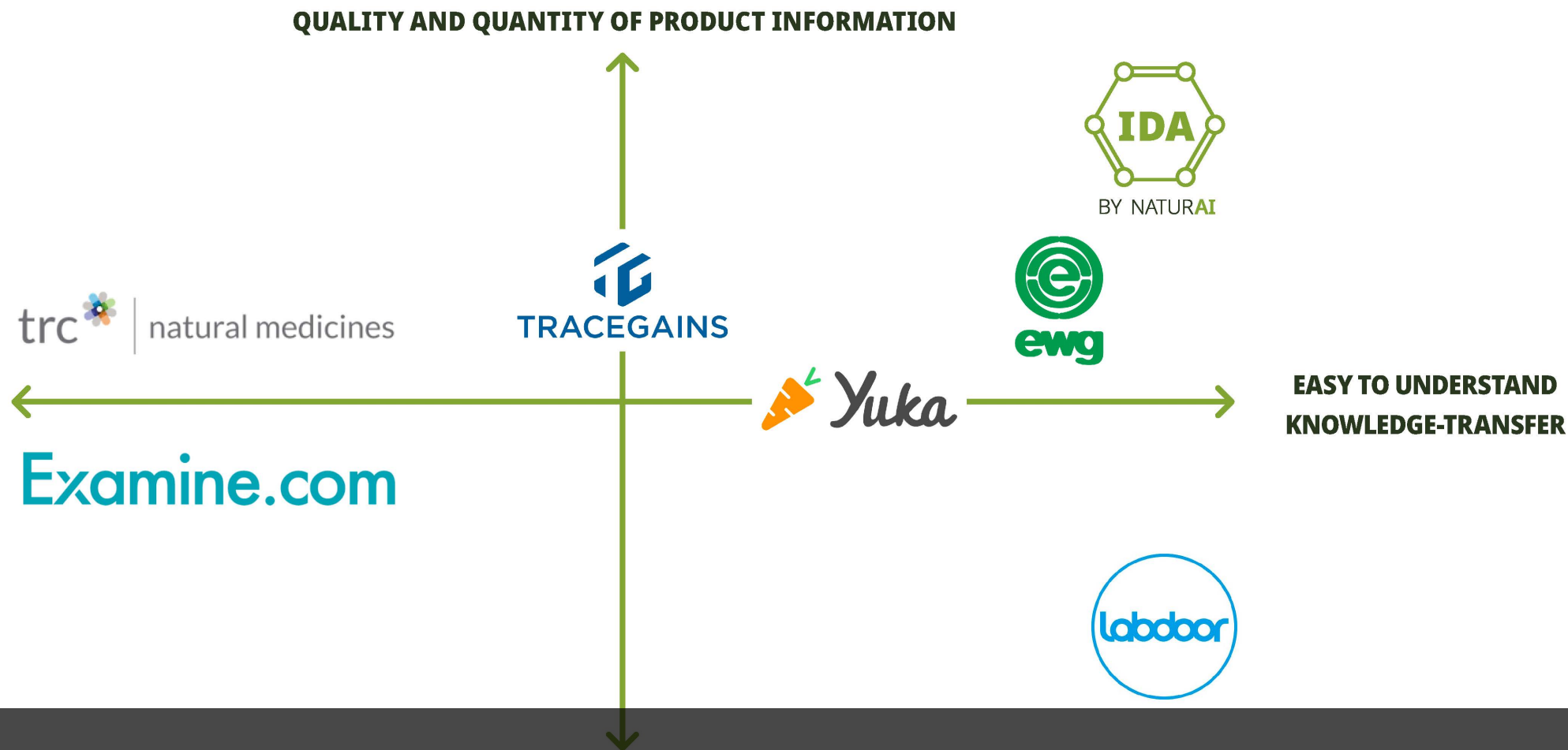


MARKET SIZE AND BUSINESS OBJECTIVE



LOHAS retailers / consumers

COMPETITORS



UNIQUENESS

© IDA BY NATURAI | 2020 | SMART DIETARY SUPPLEMENT ADVISOR AND MARKETPLACE

Clinical studies information
Quick decision help
Personalized results

IDA your dietary supplement advisor



- TRADE AND COMMERCE
- SERVICES
- TECHNOLOGY
- IT
- HEALTH AND FITNESS
- FOOD AND BEVERAGES

INVEST

Based on scientific data, IDA is to become the first solution to enable consumers to choose and buy wisely from among the huge and rapidly growing market supply of dietary supplements as well as retailers to manage their inventory efficiently.

Campaign owner:	Polgár Tímea
Company of campaign owner:	NaturAI Magyarország Zrt.
Minimum funding target:	60,004,200 HUF
	181,831 EUR ?
Maximum funding target:	110,017,400 HUF
	333,386 ?