



Why use this material?

affron® is a new generation premium saffron (*Crocus sativus* L.) ingredient to help improve mood and sleep quality, relieve stress and help support relaxation.

affron® is standardised to 3.5% Lepticrosalides® by HPLC, a complex bioactive component responsible for the beneficial and organoleptic properties of saffron. Several *in vitro* and *in vivo* studies have documented saffron's biological activities, such as anti-inflammatory, antioxidant, radical scavenging, anti-allergic, antidepressant, anti-ageing, antibacterial, neuroprotective and cardioprotective.

With 100% traceable saffron extracted from *Pharmactive Biotech's* fields in Spain, affron® uses proprietary extraction AFF® ON Cool-Tech low-temperature production to create a highly concentrated affron® with a 3 year stability. Backed by 6 human clinical trials, affron® has been shown to improve mood in healthy consumers with occasional symptoms of stress and anxiety. affron® is also Non-GMO.

affron® is a free flowing soluble powder suitable for dietary supplements that can be formulated in several galenic forms.

affron® won The NutraIngredients USA Awards 2020 for **Ingredient of the Year for Cognitive Function.**

The science behind the indications

affron®'s main mechanisms of action include:

- **Inhibition of the reuptake mechanism of dopamine, norepinephrine and serotonin:** This increases the concentrations of neurotransmitters in the synaptic cleft of neurons which improves mood balance.
- **Antioxidant effect:** The main bioactive compound of saffron, crocin, has high antioxidant properties that work against oxidative stress produced during periods of stress and anxiety.
- **Anti-inflammatory action:** Saffron's anti-inflammatory action works in stressed neural tissue, which decreases hippocampal levels of apoptotic biomarkers and stress signal molecules.

Clinical info

An Australian double-blind, placebo-controlled trial published in the *Journal of Affective Disorders*, led by psychologists, found that affron® was particularly effective in improving anxiety, depressive and social phobia symptoms in youth with mild-to-moderate symptoms.

The study involved 68 young people aged between 12-16 years taking 14mg twice daily of standardised affron® over 8 weeks or a placebo. The total scores of internalising symptoms decreased by an average of 33% in the affron® group as opposed to 17% in the placebo group.

affron® was also well-tolerated and there was a trend of reduced headaches.

AFFRON®

OPTIGEN
INGREDIENTS 

References:

https://pharmactive.eu/ingredient/affron_r-improves-your-mood/.

Lopresti AL, Drummond PD, Inarejos-García AM, Prodanov M. affron®, a standardised extract from saffron (*Crocus sativus* L.) for the treatment of youth anxiety and depressive symptoms: A randomised, double-blind, placebo-controlled study. *J Affect Disord*. 2018 May;232:349-357. doi: 10.1016/j.jad.2018.02.070. Epub 2018 Feb 26. PMID: 29510352.

Zeinali M, Zirak MR, Rezaee SA, Karimi G, Hosseinzadeh H. Immunoregulatory and anti-inflammatory properties of *Crocus sativus* (Saffron) and its main active constituents: A review. *Iran J Basic Med Sci*. 2019;22(4):334-344. doi:10.22038/ijbms.2019.34365.8158.