

# HEPURE

Clean & Care

- **Hepatoprotective Effect:**  
Detox Boosting
- **Synergistic Antioxidant Activity**  
in Liver Cells
- **Nutrigenomic Mechanism:**  
Activation of Cell Defenses  
& Detoxification Pathway



Organic



**WEIGHT MANAGEMENT  
& DIGESTIVE HEALTH**

**nexira**

Innovation Inspired by Nature



# HEPURE Clean & Care

HEPURE is an organic and proprietary formulation, combining Clove (*Syzygium aromaticum*) and Immortelle (*Helichrysum italicum*), which comes from the rocky and sunny lands of the Corsican maquis in France. Also called Everlasting, *Helichrysum italicum* has an exceptional longevity: its flowers never fade.

## Liver, the First Actor in Detoxification

**Detox** is a natural process that enables the **neutralization and elimination of toxins**. Liver allows the **elimination of waste** by transforming toxins and by a solubilization process, which require potent enzymatic cascade and can generate free radicals. **Supporting antioxidant mechanism of the liver may be beneficial for detoxification process and hepatoprotection.**

## Proven Efficiency for Liver Support in Literature

*Helichrysum italicum* is **traditionally used** in Europe in floral infusions for **liver health**.<sup>1,2,3</sup> Immortelle has demonstrated **antioxidant activity** and inflammatory markers modulation.

Crude **clove** has demonstrated its superiority in **flavonoids content** and **antioxidant activity**.<sup>4</sup> Many *in vivo* studies have demonstrated an **hepatoprotective effect of clove extract**.<sup>5</sup>

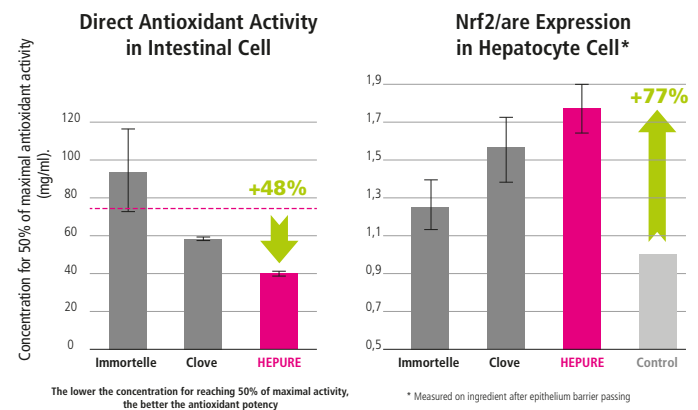
## Extensive and innovative screening

Starting with more than 100 botanical sources, Nexira compared antioxidant potency in an *in vitro* study. Nexira selected the **12 ingredients with the highest antioxidant activity in intestinal cells**. Then, Nexira applied an **innovative method** for assessing their ability to **penetrate the organism and to promote natural antioxidant defenses and detoxifying enzymes in liver cells**, also known as Nrf2/ARE pathway.

- Organic-certified
- Natural, Optimized & Gently-processed Extract
- Pending claim on *Helichrysum italicum*\*: «Helps to maintain a healthy liver function, supporting the digestion and the body purification »
- Recommended use level: 340 mg
- Applications: Digestion, Weight Management, Skin Beauty...

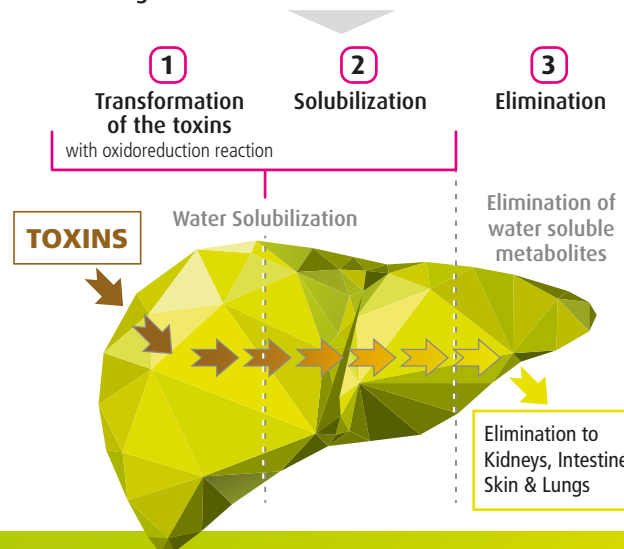
## Strong Synergy on Antioxidant Activity & Nutrigenomic Mechanism

HEPURE has confirmed the best synergy in direct antioxidant activity and its superiority in increasing gene expression coding for antioxidant defenses by the liver cell (nutrigenomic mechanism).



# HEPURE

- Liver Protection
- Antioxidant activity
- Booster of the antioxidant production & detoxification pathway through the activation of the Nrf2 gene = Nutrigenomic mechanism



1. Monograph from Leung's Encyclopedia, 3rd edition 2010 / 2. Benites, 2010 / 3. Redzic, 2007 / 4. Wojdylo 2007 / 5. Kazi 2016 ; Shyamala 2003 ; Adefagha 2014 ; Mammen 2018 ; Prasad 2010 ; El-Hadady 2016

\*EFSA Pending Claim ID3771

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