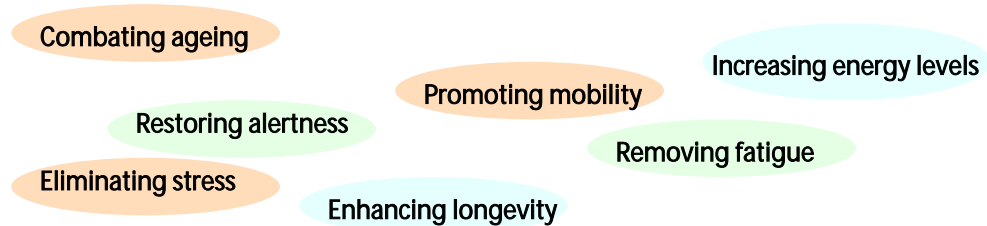


## Avesthagen – Elixir™

**Avesthagen-Elixir™** is a purely natural dietary supplement that has emanated from a combination of forty two (42) natural herbs, coupled with state of art facilities and a ground-breaking formula aimed at:



The renewed interest in 'organic foods' developed without exposure to chemical pesticides or growth hormones, as a source of 'smart' nutrition has resulted in a growing demand for 'organic food products' and dietary supplements.

**Avestha-Elixir™** has been envisaged as a unique formulation aimed at combating ageing, fatigue, inertia and stress, thus promoting youthfulness and vigour. This formulation will serve as a panacea for health, free of chemical pesticides, antibiotics, hormones, herbicides and chemical solvents. **Avestha-Elixir™** can be consumed as such or can be incorporated into other food products, especially confectionary items and beverages.

**Avesthagen** has a dedicated team focussed on the extensive metabolite profiling of the **Avesthagen-Elixir™** formulation and its ingredient herbs using HPLC-MS/MS, NMR and other high sensitivity fractionation and/or identification techniques. The proteinaceous components of this formulation are also being profiled using 2-D gel electrophoresis, peptide mass fingerprinting and *de novo* sequencing.

The fall outs of such a comprehensive component profiling will help in the elucidation of specific nutritional enhancers / nutraceuticals, which can be further channelled into novel food and beverage products.

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