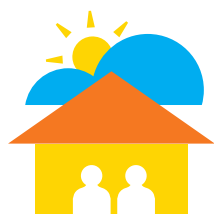


# ampli-D® is a 3x faster and more effective form of vitamin D

## Vitamin D supports a healthy immune system

For healthy immunity, the 'sunshine vitamin' is more important than ever

Spending time indoors makes it hard to get enough vitamin D.



90%

of our vitamin D comes from exposure to sunlight<sup>1</sup>

88%

of us have sub-optimal vitamin D levels<sup>2</sup>

Immunity is a top consumer health concern

Consumers understand that vitamin D supports a healthy immune system, reducing the risk of acute respiratory infections.



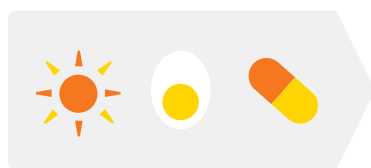
69%

of consumers now take a supplement for immunity<sup>3</sup>

62%

of consumers associate vitamin D with 'boosting' immunity<sup>3</sup>

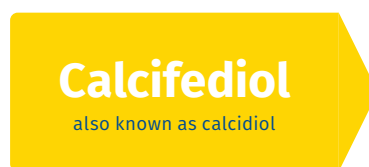
Normally it can take months for the body to reach optimal vitamin D levels



We get vitamin D from sunlight, food or supplements



It is processed in the liver



Calcifediol is a natural, potent form of vitamin D



It is processed in the kidneys



Optimal vitamin D levels support healthy immunity

### How ampli-D® works 3x faster than vitamin D\*



Calcifediol, also known as calcidiol, is the most common form of vitamin D in the body. It is also more bioavailable and hence better adsorbed by the body than regular vitamin D. This helps in reaching optimal vitamin D levels faster. ampli-D® is DSM's calcifediol product, clinically proven to optimize vitamin D status 3x more quickly than ordinary vitamin D.<sup>4,5,6</sup>

**ampli-D®**

\* Clinical studies show that sufficient vitamin D status is achieved on average 3 times faster and more effectively compared to vitamin D3 on an equal dose basis.

It takes more than ingredients to launch innovative products. It takes an end-to-end partner to support you at every stage of your product development process. From consumer insights to market ready solutions, DSM can co-innovate with you to bring new and innovative products, getting you to market faster. Learn how we can deliver ampli-D® as a market-ready solution today. [PartnerWithDSM.com](https://www.dsm.com/partnerwithdsm)

ampli-D® is currently approved in Australia, Singapore and New Zealand with pending approval by the European Commission following the publication of the EFSA opinion. Not approved in all other markets.

1) Macdonald Calcified Tissue International 2012. 2) Higgs British Journal of Nutrition 2014. 3) DSM Immunity Panel Survey, September 2020. 4) Quesada-Gomez, J.M., Bouillon, R. Is calcifediol better than cholecalciferol for vitamin D supplementation? Osteoporos Int 2018, 29, 1697-1711. 5) Graeff-Armas, L.A.; Bendik, I.; Kunz, J.; Schoop, R.; Huff, S.; Beck, M. Supplemental 25-Hydroxycholecalciferol Is More Effective than Cholecalciferol in Raising Serum 25-Hydroxyvitamin D Concentrations in Older Adults. The Journal of Nutrition 2020, 150, 73-81. 6) Vaes, A.M.M.; Tieland, M.; de Regt, M.F.; Wittwer, J.; van Loon, L.J.C.; de Groot, L. Dose-response effects of supplementation with calcifediol on serum 25-hydroxyvitamin D status and its metabolites: A randomized controlled trial in older adults. Clin Nutr 2018, 37, 808-814.

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