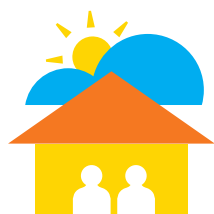


ampli-D® is a 3x faster and more effective form of vitamin D

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 sunlight¹

88%

of us have sub-optimal vitamin D levels²

Immunity is a top consumer health concern

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



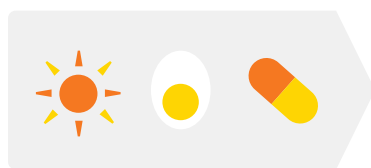
69%

of consumers now take a supplement for immunity³

62%

of consumers associate vitamin D with 'boosting' immunity³

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 is the most common form of vitamin D in the body. It is also the more bioavailable vitamin D form, hence better absorbed by the body. 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.^{4,5,6}

* 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.

ampli-D®

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.partnerwithdsm.com)

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PRODUCTS CUSTOMIZED SOLUTIONS EXPERT SERVICES

¹) Macdonald Calcified Tissue International 2012. ²) Hilger 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.; Kuntz, I.; Schoop, R.; Huil, 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) Veen, 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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