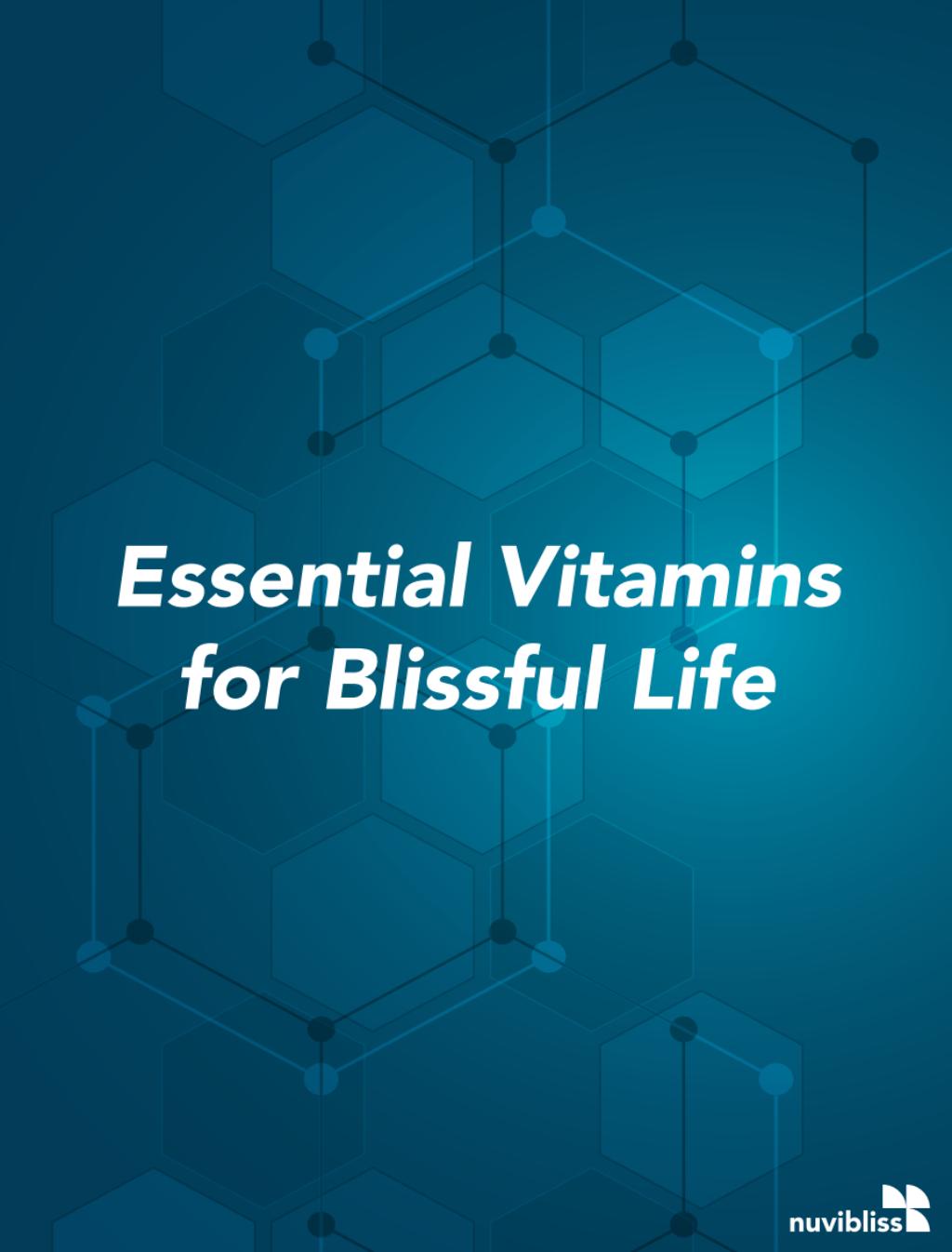




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**Open the book  
to explore the  
Future of Vitamins.**



# *Essential Vitamins for Blissful Life*

# FOUNDERS NOTE

Living a healthy lifestyle means staying in tune with your body and listening to what it tells you. When it comes to nutrition, you do your best to get all the right nutrients through your diet to stay energized and nourished. However, is that enough? While we meet our macronutrient requirements easily through diet, micronutrients remain a challenge. Though required in small quantities, micronutrients are critical for the body's optimal functioning. Recent studies have revealed that vitamin B12 deficiency is very common and the symptoms range from tiredness, lack of energy, memory loss and several other physiological function disruptions which we do not catch easily. This is commonly referred to as hidden hunger, where the need for vitamins and minerals is not met. We at Nuvibliss bring you the unique multivitamin combination to complement the nutrients you get from food and bring you one step closer to your health and wellness goals to achieve a blissful life.

Today's market is overwhelmed with various multivitamin brands and it's quite a challenge to determine the right usage, dosage as well as the quality of vitamins essential for an individual.

How much is the right quantity of vitamin and if these have any interaction with each other? There is often a misconception if the vitamins should be taken at the onset of sickness or before that. The lifestyle of people has changed over time. Now we spend much more time indoors than we used to spend in the past. We are spending more time late at night than during daylight. Our busy schedule may not allow us to have a proper meal or the meals aren't nutritious enough. There are new kinds of diseases around and viruses/bacteria are getting nastier. The environment around us and the human body are going through so many transformations that we must find ways to have proper nutrients for our precious bodies.

Personal wellbeing, immunity and good health are so much important to deal with all of these challenges.

The founders at Nuvibliss have been personally challenged by these questions and have been trying to simplify this for every single person on earth. Nuvibliss offers a precise formula that removes the guesswork and makes it super simple for everyone to get complete vitamins that will provide important nutrients to our precious bodies. This would not only help you progress towards a fitter lifestyle but also increase the immunity of your body to resist unknown diseases.

A single pill of Nuvibliss vitamin helps provide all the vitamins needed for your age, gender, life stage or activity level. Nuvibliss vitamins are precision made from ultra-premier, high-quality, naturally sourced ingredients. Nuvibliss vitamins are safe, efficacious and contain no harmful ingredients. These have no side effects and are easy on your stomach.

These vitamins are made to be used by everyone. These are completely vegan, non-GMO and do not contain any Gluten, Allergens or any added Sugar/Salt.

Explore your path to wellbeing!



Explore the path to complete wellbeing.



# *Daily Essential to Reform the Life*

# WHAT ARE VITAMINS

## What are Vitamins

Vitamins are essential nutrients that enable your body to work properly and to stay healthy. Essential nutrients are either not synthesized in the body or are synthesized but not in sufficient quantities. They are usually acquired through diet or supplements. All vitamins are considered essential.

There are 13 essential vitamins.

Vitamins can be divided broadly into two classes:

### Water Soluble Vitamin

Water-soluble vitamins are not stored in the body. Nine water-soluble vitamins are vitamin C and all the B vitamins. Any leftover or excess amounts of these leave the body through urine. They have to be consumed regularly to prevent shortages or deficiencies in the body.

### Fat Soluble Vitamin

Fat-soluble vitamins are stored in the body's liver, fatty tissue and muscles and are not excreted as easily as water-soluble vitamins. The four fat-soluble vitamins are vitamins A, D, E and K. These vitamins are absorbed more easily by the body in the presence of dietary fat.

In addition to all 13 essential Vitamins, Fatty acids and Minerals are also essential for well-being.

## Fatty acids

Essential fatty acids play an important role in cardiac cells and brain development. Humans must ingest essential fatty acids for good health. It can't be synthesized by the human body. Omega-3 fatty acids, particularly DHA (Docosahexaenoic acid), are vital for your brain and retinas and must be consumed by the diet. Fish, eggs and animal sources are the best quality sources of Omega-3 (DHA) in diet. For someone not having these in diet, a supplement is needed for proper nutrition.

## Minerals

Minerals are the inorganic nutrients that are vital for many body functions and are indispensable for life. Zinc is one of the key minerals, which is essential for the skin and gastrointestinal tract, brain and central nervous system, immune, skeletal and reproductive systems. Zinc deficiency in humans is caused by reduced dietary intake, inadequate absorption, increased loss or increased body system use and hence it is required to be taken as a supplement form for adequate intake.



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# *Embrace Your Path to Wellbeing*

# OUR PROMISE

## Nuvibliss Promise

We at Nuvibliss have formulated a unique formula that contains all the essential nutrients which can't be absorbed in sufficient quantity from food sources, to complete your nutritional need. Nuvibliss Gourmet Multivitamin contains all 13 essential vitamins, Fatty acid Omega 3 (DHA) and Mineral Zinc, which provides all-around protection for the human body and keeps up the functioning of various organs and immunity by regulating numerous metabolic processes.

In the last five years, the number of brands launching multivitamins have only increased, so what did we do differently?

-  Nuvibliss has a team of leading health professionals, pharmacists and nutritionists who helped create a revolutionary formula and packaged it in a unique capsule that contains both Fat-soluble and Water-Soluble vitamins together.
-  From the exhaustive research of our health professionals, we have selectively curated a list of essential nutrients that are not produced by the body and are only acquired through diet or supplements.
-  Apart from satisfying the requirements of these nutrients, our product also matches the recommended dietary allowances established by the Indian Council of Medical Research, making it safe and recommended for optimal functioning of the body.
-  Salt forms that are most bioavailable, making them efficiently digested, absorbed and metabolized in the body.
-  Use of cutting-edge technology to provide sustained release of nutrients so that your body is at its full potential throughout the day
-  No less, No more - Everything your body needs in just one capsule – no multiple doses and no multiple supplements
-  Completely Vegan (no animal product used), Non-GMO, Gluten-Free and with No added sugar and sodium(salt).



Explore the path to complete wellbeing.



**100% Vegan**

**Clean and Pure**

# CLEAN VITAMINS

100%  
Vegan100% Completely  
VeganSustained  
ReleaseSustained release  
Easy on stomachUSFDA  
RegisteredManufactured in a USFDA  
registered facility1 Capsule a  
DayOnly 1 Capsule a day for all  
essential nutrients

## Free from Any of these

Gluten  
FreeEgg  
FreeSugar  
FreeGMO  
FreeNut  
FreeDairy  
FreeTransfat  
FreeCholesterol  
FreeStarch  
FreeSoy  
FreeMeat  
FreeNitrates  
FreeGelatin  
Free

Explore the path to complete wellbeing.



**No Less, No More**

**Just the**

**Complete Ingredients**

# 100% INGREDIENTS

## Vitamins

A

B<sub>1</sub>

Thiamine

B<sub>2</sub>

Riboflavin

B<sub>3</sub>

Niacin

B<sub>5</sub>

Pantothenate

B<sub>6</sub>

Pyridoxine

B<sub>7</sub>

Biotin

B<sub>9</sub>

Folate

B<sub>12</sub>

Cobalamin

C

D

E

K



Fatty Acid

Mineral

Omega-3

DHA

Zinc

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## What is Vitamin A

Vitamin A is a fat-soluble vitamin that is required for many bodily functions. This vitamin is needed to maintain good vision, a healthy immune system and glowing skin. Vitamin A aids lung health and bone formation apart from being essential for growth and development.

## Found In

Vitamin A is found in Carrots, Leafy Vegetables, Cod Liver Oil, Dairy, Eggs, Fish, butter, milk, sweet potatoes, bell peppers, tomatoes.



## Symptoms

Vitamin A deficiency is characterized by deteriorating sight, poor night vision, dry and scaly skin, brittle fingernails, dryness of the eye and in severe cases iron deficiency and blindness.

## Facts

Vitamin A is used to metabolize and release stored Iron within the body to make it available for use.



## History

1913: Elmer McCollum and Marguerite Davis and Thomas Osborne and Lafayette Mendel discovered a substance necessary for growth which was termed vitamin A.

1947: Vitamin A was first synthesized by two Dutch chemists, David Adriaan van Dorp and Jozef Ferdinand Arens.

# VITAMIN A



## Bone Strength

Vitamin A is a fat-soluble vitamin that is important for building strong, healthy bones.



## Healthy vision

The primary use of Vitamin A is for healthy vision. Vitamin A intake can reduce the risk of Macular degeneration and age-related eye diseases.



## Healthy Skin & Hair

It has been shown to aid dry skin, heal wounds, fight acne and reduce the signs of premature aging.



## Strong Immune System

Vitamin A is essential for our Immune system. It is effective against flu, common cold and can reduce your vulnerability to infection.



## Benefits

### Prevent Cancer

Vitamin A is a powerful antioxidant, which can prevent certain forms of cancer.



### Prevent Kidney Stone

Vitamin A prevents the formation of urinary stones. It also helps keep the lining of the urinary tract in shape, thereby reducing the recurring chance of stones.



## What is Vitamin B<sub>1</sub>

Thiamin (Vitamin B1 or thiamine) is an essential nutrient required by the body for maintaining cellular function and consequently a wide array of organ functions. It is essential for glucose metabolism of carbohydrates and alcohol and plays a key role in nerve, muscle and heart function.

## Found In

Vitamin B1 is found in Nuts, Red Meat, Fish, Whole Grain, Black Beans, Unpolished/Brown Rice.



## Symptoms

Vitamin B1 deficiency is characterized by fatigue, exhaustion, irritability, Heart failure (Wet Beri Beri), Neuromuscular weakness and paralysis (Dry Beri Beri), Loss of Appetite (anorexia) and Lowered immunity.

## Facts

Getting enough thiamine can help improve concentration and memory. It is also known as the "morale vitamin" or "anti-Stress Vitamin" because of its positive effects on attitude and brain function.



## History

1910: Thiamine was first discovered by Umetaro Suzuki in Japan when researching how rice bran cured patients of beriberi.  
1926: Thiamine was first crystallized by Jansen and Donath.  
1935: Thiamine's chemical composition and synthesis were finally reported by Robert R. Williams. He also coined the name for it, thiamin.

# VITAMIN

B<sub>1</sub>

Thiamine



## Brain Development

Vitamin B1 is essential for brain development. It nourishes the brain, reduces stress, improves concentration and memory.



## Protect Nerves

Neurons are the fundamental units of the brain and nervous system. Vitamin B1 is essential for the normal functioning of nerve cells and for keeping the neurons healthy.



## Boosts energy production

Vitamin B1 helps the body convert food into energy. It also helps your nervous system, muscles and heart function normally.



## Increase Immunity

It strengthens the immune system and improves the body's ability to withstand stressful conditions.

## Benefits

### Anti-aging Properties

Vitamin B1 works as a powerful antioxidant and helps protect your body from aging symptoms like wrinkles, age spots and other.



### Ensure Proper Digestion

This vitamin helps in the secretion of hydrochloric acid, which is essential for the complete digestion of food particles.



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## What is Vitamin B<sub>2</sub>

Vitamin B<sub>2</sub> is a water-soluble vitamin, also called Riboflavin. This is essential for metabolic energy production.

## Found In

Great sources of Vitamin B<sub>2</sub> include red meat, fish, eggs, dairy products, green leafy vegetables, nuts and seeds.



## Symptoms

Riboflavin deficiency includes skin disorders, hyperemia (excess blood) and edema of the mouth & throat, angular stomatitis (lesions at the corners of the mouth), swollen, cracked lips, hair loss, reproductive problems, sore throat, itchy & red eyes, fatigue and degeneration of the liver and nervous system.

## Facts

Vegans and those who lack milk in their diets are at risk of riboflavin inadequacy. Its name is associated with its structure. "Ribo" meaning 5 carbons, pertaining to the ribose structure and 'flavin' due to its ring shape.



## History

It was founded in 1872 by scientist Alexander Blyth. However, its recognition as a B-vitamin wasn't until the 1930s.

# VITAMIN

B<sub>2</sub>

Riboflavin



## Skincare and Oral Mucosal integrity

Riboflavin helps to improve the mucus secretion of the skin and helps clean up the skin pustules that are common with acne. It also ensures healthy skin, nails, and hair.



## Protects the Nervous System

Vitamin B2 may help in providing relief from symptoms of various nervous system conditions such as numbness and anxiety among others.

## Boosts Immune System

Riboflavin helps to enhance natural immunity by strengthening the antibody reserves and by reinforcing the defense system against infections.



## Increases Blood Circulation

Vitamin B2 is essential for the formation of fresh red blood cells and antibodies in humans, which increases circulation and oxygenation to various organs of the body.

## Benefits

### Boosts Energy

Riboflavin plays a major role in the production of energy by assisting in the metabolism of fats, carbohydrates and proteins.



### Protects Vision

Vitamin B2 plays a major role in ensuring healthy corneas and perfect vision. This vitamin is needed to protect glutathione, which is an important antioxidant in the eye.



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## What is Vitamin B<sub>3</sub>

Vitamin B3, also known as niacin, is a water-soluble vitamin. It helps to keep your digestive tract, skin and nervous system healthy. There are many other names and derivations of niacin including nicotinic acid, nicotinamide and nicotinamide riboside.

## Found In

The best dietary sources of Vitamin B3 include Rice, whole grains, red meat, seeds, nuts, legumes and banana.



## Symptoms

Niacin (vitamin B3) deficiency results in a condition known as pellagra. Pellagra includes the triad of Dermatitis, Dementia and Diarrhea and if not treated, can result in death in severe deficiency. It can lead to depression, headache and hallucinations.

## Facts

At first, it was named the "Pellagra preventing factor". Pellagra defines systemic disease as resulting from a marked cellular deficiency of niacin.



## History

This vitamin was discovered in 1937 by Casimir Funk. He was a polish Biochemist who accidentally isolated Vitamin B3.

# VITAMIN

B<sub>3</sub>

Niacin



## Helps manage Diabetes

Vitamin B3 is effective in managing insulin-dependent diabetes (type 1 diabetes) in prediabetics and early stages of the disease.



## Mental Health

Maintains normal functioning of the brain. Helps prevent anxiety, depression, bipolar disorder, improves memory and concentration.



## Improves Skin

Vitamin B3 helps in protecting the skin from sun damage. This vitamin helps heal wounds, acne, strengthens the skin and helps retain moisture.



## Regulates Digestion

Vitamin B3 helps in the normal functioning of the human digestive system which in turn promotes a healthy appetite and glowing skin.



## Benefits

### Helps with Osteoarthritis



Vitamin B3 is effective at treating osteoarthritis by improving joint flexibility and reducing inflammation and avoiding joint pains.

### Healthy Heart



This vitamin helps in managing cholesterol levels in your body, which further reduces the risk of heart disease.

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## What is Vitamin B5

Vitamin B5 is a water-soluble vitamin from the B group of vitamins. Vitamin B5 is also known as pantothenic acid or Pantothenate. It helps you convert the food you eat into energy. It also promotes healthy skin, hair, eyes and liver.

## Found In

Vitamin B5 is found in eggs, fish, red meat, chicken, organ meats, dairy products and some vegetables.



## Symptoms

Most common & irritating symptom of vitamin B5 deficiency is burning foot syndrome and a constant feeling of fatigue and weakness throughout the body. Other symptoms include insomnia (sleep disorder), anemia, vomiting, muscle cramps and abnormal skin development.



## Facts

The word pantothenic comes from the Greek "pantou," meaning everywhere.



## History

Pantothenic acid was discovered in 1933 by Dr. R. J. Williams and was found to be a true vitamin shortly thereafter.

# VITAMIN

B<sub>5</sub>



## Skin & Hair Care

Vitamin B5 helps keep the skin healthy and attractive. It also helps delay the appearance of premature aging signs on the skin like wrinkles and age spots.



## Builds Stamina

Vitamin B5 helps in reducing body fatigue and sets the metabolic activities of the entire body. It increases the stamina of the human body to perform various tasks efficiently and healthily.



## Relieve Stress

Vitamin B5 regulates hormones. It reduces stress and other serious mental problems like anxiety and depression, which ensures the fitness of the mind.



## Stimulates Hormones

Vitamin B5 is essential for the formation of energy from the breakdown of fats, proteins, carbohydrates, while also stimulating adrenal hormones.

## Benefits

### Boosts Immune System

Vitamin B5 is very good at strengthening the immune system of the human body. This helps us fight against several infections and diseases.



### Healthy Heart

Vitamin B5 has an impressive record of keeping the human heart in normal working condition. It regulates the level of cholesterol and also helps in controlling blood pressure.



## What is Vitamin B<sub>6</sub>

It is a water-soluble vitamin. Another common name for it is pyridoxine. Vitamin B<sub>6</sub> is a vitamin that benefits the central nervous system and metabolism. Its roles include turning food into energy and helping to create neurotransmitters, such as serotonin and dopamine.

## Found In

The best dietary sources of Vitamin B<sub>6</sub> include meat, fish, poultry, egg, vegetables, fruits and beans.



## Symptoms

Vitamin B<sub>6</sub> deficiency is associated with microcytic anemia, skin disorder, glossitis (swollen tongue), depression, confusion and weakened immune function.

## Facts

The body needs vitamin B<sub>6</sub> for more than 100 enzyme reactions involved in metabolism.



## History

In 1934, the Hungarian physician Paul György discovered vitamin B<sub>6</sub>.

# VITAMIN B<sub>6</sub>

Pyridoxine



## Skin & Hair Care

It helps in maintaining good skin and takes care of various skin problems including eczema, dandruff, acne and dry skin. It also helps against skin conditions like melanoma and psoriasis.

## Boosts Metabolism

Vitamin B6 metabolizes several nutrients to extract energy. It metabolizes fats, vitamins, carbohydrates and other important components like amino acids.

## Boosts Cognitive Function

It also helps in cognitive development. Vitamin B6 plays an important role in learning and memory.



## Balances Hormones

Vitamin B6 helps maintain the level of hormones in the human body, which helps to control several activities and metabolic occurrences in the human body.

## Benefits

### Strengthens Immune System

Vitamin B6 plays an important role in refurbishing the body's immune system. This helps the body to withstand several infections.



### Prevents Cardiac Diseases

Vitamin B6 helps in controlling the level of fat deposited in and around the human heart and thus, protects against several cardiac diseases. It also, helps restrict kidney stone formation.



## What is Vitamin B<sub>7</sub>

Vitamin B<sub>7</sub>, also called Biotin, is a water-soluble vitamin that is vital for healthy metabolism and the production of important enzymes. It is often used to strengthen hair and nails.

## Found In

Food sources of Biotin include yeast, egg, rice polishing, nuts and seeds, soya bean, whole cereals, legumes, Tofu and Avocado.



## Symptoms

A deficiency of biotin manifests in several symptoms like fatigue, depression, pain in the muscles, hair loss, anemia, distinct loss of appetite, dermatitis and the appearance of a dry scalp or dandruff. The most serious symptoms include neurological disorders and restricted growth in infants.



## Facts

Biotin is also called Vitamin H (for hair).



## History

Biotin was first identified as a nutritive requirement of yeast. Originally called vitamin H, it was isolated in pure form in 1935.

# VITAMIN

## B<sub>7</sub>

Biotin



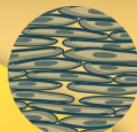
### Skin & Hair Care

Biotin is an essential component for maintaining good health of the skin, hair and nails. It helps revitalize reduced skin color caused by pollution and unhealthy lifestyle practices.



### Boosts Metabolism

Biotin acts as a catalyst for controlling several metabolic reactions that provide energy from the metabolism of important nutrients like fats, proteins and carbohydrates.



### Tissue Maintenance

Biotin helps in the growth and maintenance of muscle tissues. It also ensures the proper functioning of nervous system tissues, along with optimal maintenance of bone marrow.



### Weight Loss

Biotin helps increase your resting energy expenditure and maintain a healthy weight.



## Benefits

### Controls Blood Sugar

Vitamin B7 helps improve glycemic control as well as serum lipid concentration. It may help maintain an appropriate blood sugar level in the diabetic patients.



### Protects Heart

Biotin helps ensure proper functioning of the heart. It helps in reducing the level of cholesterol in the human body and avoids conditions like atherosclerosis, heart attacks and strokes.



## What is Vitamin B9

Vitamin B9 belongs to the family of water-soluble vitamins also called Folic acid or Folate. It helps the body make healthy new cells. Everyone needs folic acid. For women who are planning to conceive, it is even more critical.

## Found In

Folate is present in a wide range of foods, including dark green leafy vegetables, soya beans, groundnuts, vegetables, legumes, eggs, whole grain, cereals and fruits.



## Symptoms

The deficiency symptoms of folic acid include anemia, memory loss, restricted growth of the brain and nerves, paranoia, weakness, skin cracking and a sore tongue. In addition, deficiency can also lead to heart palpitations, birth defects, osteoporosis, bowel cancer and low white cell count.

## Facts

When the baby is developing early during pregnancy, folic acid helps form the neural tube.

Vitamin B9's more common names are Folic acid, Folacin or Folate. However, this vitamin is rarely referred to as Vitamin B9.



## History

Folate and its role in human biochemical functioning were first identified by researcher Lucy Wills in 1931. She found that the nutrient was needed to prevent anemia during pregnancy.

# VITAMIN

B<sub>9</sub>

Folate



## DNA Synthesis

Folate is required for the body to make DNA and RNA. It also metabolizes the amino acids necessary for cell division.



## Promotes the Formation of RBC

Folic acid is an essential element in the formation of red blood cells (RBC). Also, this vitamin contributes significantly to building and repairing skin cells in the human body.

## Hair Growth

Folic Acid plays an important role in hair growth and prevents premature graying. It improves hair thickness, enhances shine and restricts the hair loss.



## Builds Muscles

Folic acid helps in the growth and maintenance of muscle tissues and fibers. It helps recover damaged muscles and maintain healthy muscles.

## Benefits

### Prevents Birth Defects

Taking folic acid before and during early pregnancy can help prevent neural tube defects (birth defects of the brain and spinal cord) in the baby.



### Improves Heart Health

Folic acid improves the working of the human heart. It may help reduce homocysteine (one of the major causes of heart attacks). It controls the cholesterol levels in the heart, thus protecting the heart.



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## What is Vitamin B<sub>12</sub>

Vitamin B<sub>12</sub> is a water-soluble vitamin and also called cyanocobalamin or cobalamin. It helps keep your body's blood and nerve cells healthy and helps make DNA, the genetic material in all of your cells.

## Found In

Vitamin B<sub>12</sub> is present in foods of animal origin, including fish, meat, poultry, eggs and dairy products. In addition, fortified breakfast cereals, milk or tofu are good sources as well.



## Facts

Folate and Vitamin B<sub>12</sub> helps to support normal DNA synthesis.

Vitamin B<sub>12</sub> is majorly found in animals products (organ meat) and in fortified foods. People following a vegan diet are usually deficient in this Vitamin.



## Symptoms

Vitamin B<sub>12</sub> deficiency may lead to a reduction in healthy red blood cells (anemia). The nervous system also may be affected. The other symptoms include fatigue, breathlessness, numbness, poor balance and memory trouble.



## History

1926: Physicians from Harvard University discovered that eating liver every day would prevent pernicious anemia in most patients.  
1947: Folkers and his team isolated vitamin B<sub>12</sub> (cobalamin), producing tiny, bright red crystals of the vitamin.

1955: Todd elucidate the structure of B<sub>12</sub>.

1956: Chemical structure of the molecule was determined by Dorothy Hodgkin.

# VITAMIN B<sub>12</sub>

Cobalamin



## Healthy Skin, Nails & Hairs

B12 benefits skin health by helping to reduce redness, inflammation and dryness. It can also reduce hair breakage and help nails become stronger.



## Aids in Digestion

Vitamin B12 helps in fostering healthy bacteria and the elimination of harmful bacteria within the gut for good overall digestion and avoiding digestive disorders.



## DNA Formation

Vitamin B12 is one of the most significant participants during the cell division process.



## Red Blood Cell Repair & Formation

Vitamin B12 plays a vital role in the formation, repair and maintenance of red blood cells and helps prevent anemia.



## Benefits

### Healthy Nervous System

Vitamin B12 takes care of nerve cells and helps maintain a strong brain and nervous system. It helps improve memory, mood and avoid depression/stress.



### Energy Metabolism

Vitamin B12 acts as an enzyme cofactor and helps boost the body's energy production & overall stamina. B12 also plays a major role in helping the body convert fats and proteins into energy.



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## What is Vitamin C

Vitamin C a water-soluble vitamin, also called Ascorbic acid, is a nutrient your body needs to form blood vessels, cartilage, muscle and collagen in bones. Vitamin C is also vital to your body's healing process.

## Found In

The important sources of vitamin C are citrus fruits such as oranges, grapes, kiwi, strawberries, raspberries and vegetables like cabbages, cauliflowers, red peppers, other leafy vegetables, etc.



## Symptoms

Vitamin C deficiency, called scurvy, causes bruising, gum and dental problems, dry hair and skin and anemia. In addition, it can cause plugging of hair follicles, lethargy, rapid breathing, fluid retention and irritable mood.

## Facts

Vitamin C is associated with the outbreak of scurvy, especially among sailors. The word Ascorbic acid comes from the Latin word 'Scorbutus', which was the term they used for the disease scurvy.



## History

1907: Antiscorbutic factor was discovered by the Norwegian physicians Axel Holst and Theodor Frölich.  
1933: British chemist Walter Haworth determined the molecular structure of hexuronic acid and renamed it ascorbic acid. This substance is known today as vitamin C.

# VITAMIN C



## Prevent Scurvy

The symptoms of scurvy are the weakening of connective tissues, bones and blood vessels that include collagen.

Vitamin C, a powerful antioxidant, is required to boost the production of collagen.



## Healthy Skin

Vitamin C is required for the production of collagen. Collagen is found in youthful skin and connective tissues in the joints.

## Prevent Cold/Flu

Vitamin C enhances the immune system of our body, which protects us from cold and cough. Regular inclusion of Vitamin C in the diet is recommended rather than consuming it after the onset of sickness.



## Improves Mood

Vitamin C plays a key role in the production of neurotransmitters like norepinephrine. They affect the mood of a person and are critical to the proper functioning of the brain.

## Benefits

### Boosts Immunity

Vitamin C is a powerful antioxidant that boosts immunity by helping white blood cells function more effectively, strengthening your skin's defense system and helping wounds heal faster.



### Prevents Heart Diseases

Vitamin C is essential for the protection of blood vessels from damage. It helps with blood pressure and acts as a preventative agent for various other cardiac problems.



## What is Vitamin D

Vitamin D (calciferol) is a fat-soluble vitamin that is essential for human health. It increases the metabolism and absorption of calcium and phosphorus.

## Found In

Sunlight is the most important source of vitamin D. In addition, vitamin D is found in fortified milk, butter, egg yolk and fish liver oil.



## Symptoms

Vitamin D deficiency causes osteomalacia and rickets. Osteomalacia is most often found in adults. The main symptoms of osteomalacia are an increase in bone fractures, a waddling walk and muscle weakness. Lack of vitamin D also diminishes the absorption of Calcium in the body.

## Facts

Vitamin D is also known as the "sunshine" vitamin.



## History

1922: Elmer McCollum was the lead scientist in the discovery of vitamin D.



# VITAMIN D



## Bone Health

Vitamin D helps have stronger bones and avoid Osteomalacia (soft bones which are weak or brittle). It helps the body to absorb calcium, which is essential for our bones.



## Controls Phosphate & Calcium

Calcium and Phosphate are important for the function of cells, nerves, bones and muscles. Both of these are better absorbed with the proper amount of vitamin D being present.



## Reduces Depression

Vitamin D plays an important role in regulating mood and warding off depression.



## Prevents Peripheral Arterial Disease

Helps avoid peripheral artery disease (PAD) and keeps the proper blood supply to the limbs.



## Benefits

### Maintain healthy Weight

Vitamin D helps to maintain a healthy weight and prevents heart disease.



### Boost Immunity

Its anti-inflammatory, antioxidant & neuroprotective properties support immune health, muscle function and brain cell activity.



## What is Vitamin E

Vitamin E is an important, fat-soluble antioxidant that protects cells from the damaging effects of free radicals and is critical for health.

## Found In

Vitamin E is naturally found in foods such as Plant Oils, Nuts (Almonds, Walnuts), Seeds (Flaxseed, Linseed, Sunflower Seed) and Cereal products.



## Symptoms

Vitamin E deficiency can cause nerve and muscle damage that results in loss of feeling in the arms and legs, loss of body movement control, muscle weakness and vision problems. Another sign of deficiency is a weakened immune system.

## Facts

Vitamin E is labeled as Nature's Master Antioxidant.



## History

1922: Vitamin E was discovered by Herbert McLean Evans and Katharine Scott Bishop.  
1935: Isolated in a pure form by Evans and Gladys Anderson Emerson at the University of California, Berkeley.  
1938: Erhard Fernholz elucidated its structure and shortly afterward the same year, Paul Karrer and his team first synthesized it.

# VITAMIN

E



## Anti-Aging, Skin & Hair Care

Vitamin E is an antioxidant and keeps the skin protected.

It helps with skin elasticity, prevents premature aging and further helps in reducing acne, blemishes & other skin-related issues.



## Boosts Hormones

It helps in balancing your endocrine and nervous systems, which thereby work towards the balancing of hormones.



## Antioxidant

Vitamin E is a potent antioxidant able to capture and destroy free radicals that are highly reactive & destructive particles. Presence of Vitamin E prevents and reduces oxidative stress.



## Improves Nerve Health

Vitamin E, which is rich in antioxidants, can be very beneficial to eliminate nerve pain naturally. It prevents cell damage and fights off free radicals and is thus used in neuropathy.



## Benefits

### Muscle Strength & Development

Vitamin E can help in improving muscle growth and strength by reducing oxidative stress in the body. It also promotes blood circulation and helps with various metabolic processes.



### Heart Health

Vitamin E has a vital role as an antioxidant, which limits the oxidation of LDL cholesterol and thus helps to prevent heart diseases.



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## What is Vitamin K

Vitamin K plays a vital role in blood clotting, bone metabolism and regulating blood calcium levels. It is a fat soluble vitamin.

### Found In

Vitamin K is found in Green leafy vegetables, brussels sprouts, broccoli, cauliflower, etc.



### Symptoms

Vitamin K deficiency can contribute to significant bleeding (easy bruising, oozing from nose/gums, wound, internal bleeding), poor bone development (low bone density/risk of fracture), osteoporosis, heavy menstrual periods and increased risk of cardiovascular diseases.

### Facts

Vitamin K partners with calcium to help support bone health. You could consume more than enough calcium, but without vitamin K2, you'll still have weak bones because they're not able to use the calcium optimally.



### History

1920-1930: Danish scientist Henrik Carl Peter Dam discovered Vitamin K. Dam called his discovery "Koagulations vitamin"—that's the Scandinavian spelling of coagulations—because the in-experiment chick's blood couldn't coagulate (clot) without it. Afterward, Koagulations vitamin was abbreviated to vitamin K.

# VITAMIN K



## Bone Health

Vitamin K plays a key role in building stronger high mineral density bones and helps prevent osteoporosis.



## Reduces Menstrual flow

Vitamin K helps in regulating the menstrual cycle by ensuring the optimal functioning of hormones and helps in reducing the associated menstrual pain and excess bleeding.

## Regulate Blood Clotting

Vitamin K helps in the regulation of blood clotting. It also helps to avoid internal bleeding.



## Heart Health

Vitamin K is a strong inhibitor of arterial calcification. It prevents calcium deposition on the heart walls and reduces the risk of heart attacks and strokes.



## Benefits

### Protects against Cancer

Vitamin K is known to prevent tumor growth and lowers the risks of cancer.



### Brain Function

Vitamin K plays an important role in brain development and improving cognitive function. It is also responsible for preventing degenerative conditions and helping improve memory.



## What is Omega-3 (DHA)

Omega-3s are a family of essential fatty acids that play important roles in your body and provide several health benefits. These are essential fats that the body can't make from scratch so we must get them from food or supplement.

### Found In

The best dietary source of Omega-3 includes only oily fish (Salmon, mackerel, sardines), vegetable oils, nuts (especially walnuts), flax seeds, flaxseed oil and leafy vegetables.



### Symptoms

Symptoms of omega-3 fatty acid deficiency include fatigue, poor memory, dry skin, heart problems, mood swings or depression and poor blood circulation.

### Facts

Omega 3 is an umbrella term for several different fatty acids including DHA (Docosahexaenoic Acid), EPA (Eicosapentaenoic Acid), DPA (Docosapentaenoic Acid) and ALA (Alpha Linoleic Acid).



### History

Omega-3 fatty acids have been known as essential to normal growth and health since the 1930s and awareness of their health benefits has dramatically increased since the 1980s.

# FATTY ACID OMEGA 3

DHA



**Eye & Skin Health**

Omega-3 reduces the risk of macular degeneration and avoids permanent eye damage and blindness. It also helps improve sleep and makes the skin look shiny and vibrant.



**Brain Health**

Omega-3 can help age related mental decline and reduce the risk of Alzheimer's disease. It also helps relieve depression, sadness, anxiety, restlessness, mental fatigue, stress and low libido.



## Eye & Skin Health



## Fight Inflammation

Inflammation is a natural response to infections and damages the body. Omega 3 is effective in helping to reduce inflammation in the blood and tissues.



**Supports Healthy Pregnancy**

Omega 3, especially DHA helps in the development of the eyes and brain of the baby in the womb and contributes to higher intelligence, better communication and social skills later in life.



## Improve Bone and Joint Health

Omega-3s improve bone strength by boosting the amount of calcium in the bones, which leads to a reduced risk of osteoporosis. That helps reduce arthritis, including joint pain and morning stiffness.



morning stiffness.



## Boosts Heart Health

Omega-3s are very effective for cardiovascular health, that contributes to lowering bad cholesterol (LDL) and increasing good cholesterol (HDL). It reduces the likelihood of heart attack and stroke.



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## What is Zinc

Zinc is an essential mineral, which is required by your body in trace amounts. It is important for protein synthesis and developing a healthy immune system. It is also vital for the growth and development of the body. The human body cannot produce zinc and it cannot store it in excess quantities, which makes it an important part of a daily diet.

## Found In

The best source of Zinc includes meats, poultry, seafood, legumes, nuts and whole grain.



## Symptoms

Deficiency in Zinc is characterized by poor fertility, slow wound healing, damage to the kidneys and liver, poor senses and brittle hair.

## Facts

In 1526 Paracelsus gave the element its modern name after its sharp, pointed crystals, which stemmed from the German word "Zinke" meaning pointed. Zinc and Vitamin A help support normal immune function.



## History

1746: German chemist Andreas Sigismund Marggraf is credited with discovering pure metallic zinc but it was known to the Greeks and Romans before 20BC.

# MINERAL ZINC



## Immunity



## Skin Care

Zinc helps in fighting skin conditions like acne, lesions, ulcers and burns. It regulates and controls the amount of testosterone in the body, which plays a dominant role in causing acne.



## Common Cold

Zinc supplements help in decreasing the severity and duration of cold and other mild illnesses. Also, its ability to stimulate white blood cell activity makes it ideal for reducing cold and infections.



## Wound Healing

Zinc helps in keeping the integrity of your skin. It helps in the wound healing process. It plays an important part in the production of collagen, a connective tissue that is required for skin repair and regrowth.



## Benefits

### Age-related Conditions

Zinc and antioxidants help in healthy aging. It is an important factor in delaying the progression of age-related macular degeneration (AMD) and vision loss.



### Sexual Health

In males, zinc is essential for the development of the sex organs and the production of sperm (spermatogenesis), while in females, it aids in all the reproductive phases, including the parturition and lactation stages.





# Your Wellbeing Resolution!

# YOUR RESOLUTIONS

## Your Wellbeing Resolutions

Make a resolution for your healthy lifestyle and wellbeing.

e.g. Invest into workouts (exercising, yoga), Opt for Healthier food options, Take your vitamins on time etc.



## Nuvibliss Challenge

Don't forget to take your Vitamin Daily. Put a sticker on each day to track your progress.

Date Started: \_\_\_\_\_

Start  
your journey

1

2

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Time to  
Reorder

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30

Yay!  
Journey  
goes on...



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**Have a  
Blissful Life!**



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Complete Yourself.