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Focus: Nutritional immunology

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A Whole New Approach to Vitamin Supplements

Javaan Corporation is bridging the gap between traditional and alternative medicine by bringing scientific research into the mass-market vitamin supplements industry, helping consumers make more educated choices for their health. People are being inundated with preliminary findings on the healthy effects of vitamin supplements, and slick advertising campaigns – which often promise incredible health benefits without any validation – soon follow. Javaan Corporation is committed to helping people sort the facts from the fiction in this highly competitive and unregulated environment.

Javaan relies on peer-reviewed medical research in Nutritional Immunology to bring to market products that are proven, safe and effective. Their new multivitamin, “Javaan 50”, is based on extensive medical research using dose-response curves to determine the right amounts of nutrients needed in a supplement to complement the diet of an average adult over 50 years of age. There are no mega-doses and no trendy, unproven ingredients – just the right combination and the right amounts of nutrients needed for people over 50 to keep their immune systems and memory at their best.

“Javaan 50” is the only multivitamin based on years of peer-reviewed medical research, providing evidence to prove effectiveness as well as validate its composition and ingredient dosage.

management team



**Amrita Chandra,
Founder
Javaan Corporation**
Ms. Amrita Chandra, 32, founded Javaan Corporation with the mission to produce quality nutritional products based

on the research of her father, Dr. Ranjit K. Chandra, an internationally renowned expert in nutritional immunology. Amrita brings to Javaan 10 years of experience in marketing consumer products and services and obtained an MBA from Babson College in 1995.



**Fritz Leshner
Director
Javaan Corporation**
Mr. Fritz Leshner, 34, joined Javaan Corporation after having previously served as Senior Product Marketing

Manager for Eprise Corporation, where he worked closely with Amrita. Fritz has over 14 years experience in sales and marketing, and has participated in the successful launch of two businesses.

Javaan 50 - Taking on Aging and Immunity

The immune system starts to weaken around the age of 50 for most people, and poor nutrition accelerates the decline – making many people unnecessarily prone to more colds, “corrects nutrient deficiencies and strengthens the body’s ability to ward off illness and infections well beyond midlife. The nutrient levels in “Javaan 50” have been tested individually and in combination to determine the dosage that best complements the average diet of adults over 50 – making “Javaan 50” an effective way to ensure proper nutrient intake, and a critical component of healthy aging.

Licensed Exclusively to Javaan Corporation

The patented formulation for “Javaan 50” is licensed exclusively to Javaan Corporation by Ranjit K. Chandra, MD, the inventor of this formulation. Dr. Chandra, an internationally recognized expert in nutrition and immunity, has spent more than 30 years studying the effect of nutrition on the aging immune system.

In a groundbreaking study published in July 2001 in the peer-reviewed journal *Nutrition*, Dr. Chandra (the first nutritional immunologist to be nominated for the Nobel Prize in Medicine) demonstrated that a nutrient supplement with modest amounts of 18 vitamins, minerals and trace-elements could improve cognitive function in apparently healthy people over 65. The study involved 96 people who were living independently and randomly assigned to take either the 18-nutrient supplement or a placebo for a year. The participants and Dr. Chandra did not know who was taking what until the study was finished. As described in *Nutrition*, those who took the 18-nutrient supplement showed significant improvement in short-term memory, problem-solving ability, abstract thinking and attention. Dr. Chandra believes that the cognitive benefits from improved nutrition could dramatically improve the lives of the elderly.



*First daily
multivitamin
formulated to
support immune
system of
persons over 50*



**Dr. Ranjit K.
Chandra**

clinical evidence-based medical research

Effect of vitamin and trace element supplement on immune system responses and infections (Lancet, 1992)

Effect of multivitamin and mineral supplementation on infection rates in elderly long-term care residents. (inpreparation)

Graying of the Immune System. Can Nutrient Supplements Improve Immunity? (JAMA, 1997)

Influence of vitamins and trace-elements on the incidence of respiratory infection (Nutrition Research, 2002)

Nutrition, Immunity and Infection (PNAS, 1996)