

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

Vitamin D supports a healthy immune system



90%

of our vitamin D comes from exposure to sunlight¹

88%

of us have sub-optimal vitamin D levels²

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

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



69%

of consumers now take a supplement for immunity³

62%

of consumers associate vitamin D with 'boosting' immunity³

Immunity is a top consumer health concern

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

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

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-firmenich'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®

A healthier world takes more than just ingredients. It takes an end-to-end, purpose-led partner that brings progress to life. We deliver evidence-based products, customized solutions and expert services that help you meet the needs of consumers and patients worldwide. More importantly, we're here to help you make a difference.

www.dsm-firmenich.com

ampli-D® is currently approved in the European Union, Australia, Singapore, Brazil, Mexico, Malaysia, New Zealand, Thailand and Philippines. Not approved in all other markets.

Your end-to-end partner

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.; Kunz, I.; Schoop, R.; Hull, 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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