

# BitterMagic®



## Traditional rediscovered and magically combined

Bitter is better, as herbalists all over the world realised hundreds of years ago when they discovered the beneficial influence of bitter substances on our organism. Hippocrates and Paracelsus were already avowed fans of bitter herbs and praised their many uses. Since then, the targeted use of amara (bitter plants) in the form of stomach bitters or bitter drops before or after a sumptuous meal has been a tradition in a wide variety of cultures.

That bitter substances can do much more than this is underlined by recent research results. In particular, the discovery and description of different bitter substance receptors in different regions of the body outside the mouth and throat. Because: While the receptors for "sweet", "salty", "sour" and "umami" are mainly located in the mouth area, receptors for "bitter" are found in numerous body regions. Receptors for bitter taste have been found in the gastrointestinal tract, in the bronchial tubes, in the urogenital tract, in sperm and immune cells, on the skin and in the brain.

## BitterMagic®: All the benefits of bitters without the bitter taste

BitterMagic® is the magical alternative for all those who simply do not like the taste of bitter substances, but do not want to do without the numerous benefits of bitter plant substances. The bitter plant substances "hidden" in the capsules only unfold outside the mouth area, which allows them to reach bitter receptors located in other regions of the body.


BitterMagic® is a well thought-out combination of 9 selected bitter plants. Depending on the plant, the digestible bitter substances can be found in the leaf, fruit or root. Three innovative blends were developed for BitterMagic®, which optimally represent the bitter substances of all three plant parts: The BitterLeaves® blend contains artichoke, sage and olive leaf with the standardised bitter substances oleuropein and cynarin. The BitterFruits® blend impresses with bitter melon, fennel and milk thistle extract and the silymarin it contains. Dandelion, gentian and ginger with the valuable gingerol were selected for the BitterRoots® blend.

BitterMagic® - bundled bitter spectrum without challenging taste.

## BitterMagic®

- Provides valuable bitter substances without a bitter taste
- With 9 selected bitter plants in three innovative plant blends
- With standardised content of precious bitter substances

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**Possible applications:**

- High-quality extract from the root of the tragacanth.
- For the targeted supply of valuable secondary plant substances

**Bioavailable micronutrients in pure form**

- According to the pure substance principle
- Without colourings and flavourings
- Gluten-free
- Lactose-free
- 100 % vegan
- Hypoallergenic
- Quality tested

| INGREDIENTS per daily dose  | 2 capsules | % NRV* |
|---|------------|--------|
| Biogena BitterLeaves® Blend (artichoke juice powder, sage leaf extract, olive leaf extract) | 400 mg     | -      |
| <i>containing: oleuropein</i>   | 16 mg      | -      |
| <i>containing: cynarin</i>  | 5 mg       | -      |
| Biogena BitterFruits® Blend (fennel extract, milk thistle extract, bitter melon extract)    | 300 mg     | -      |
| <i>containing: silymarin</i>  | 80 mg      | -      |
| Biogena BitterRoots® Blend (dandelion extract, gentian root extract, ginger extract)        | 160 mg     | -      |
| <i>containing: gingerol</i>   | 2 mg       | -      |

\* % OF NUTRIENT REFERENCE VALUES IN ACCORDANCE WITH EU REGULATION 1169/2011.

**INGREDIENTS**

Artichoke juice powder, hydroxypropyl methyl cellulose (capsule shell), sage leaf extract, fennel extract, milk thistle extract, bulking agent: powdered cellulose, olive leaf extract, bitter melon extract, dandelion extract, gentian root extract, ginger root extract.

**RECOMMENDED DOSAGE**

2 capsules daily taken with plenty of liquid.

**NOTE**

Food supplement in accordance with EU Directive 2002/46/EC

**PACKAGE SIZE AND CONTENT**

120 capsules (2 month supply), 64 g

Food supplement: The recommended daily dosage should not be exceeded. Not a substitute for a balanced and varied diet and a healthy lifestyle. Store in a dark, dry place at room temperature. Protect from heat. Keep out of reach of children. Suitable for diabetics. The information provided here is not a statement on healing or a recommendation to self-medicate. Vcaps® Plus is a trademark of Lonza or its affiliates, registered in the USA. Subject to print or typographical errors. Version: 26.05.2023.



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