

High Potency Saffron Extract: 'Nature's Prozac' for Children

Submitted by: Curious PR

Tuesday, 10 October 2017

With Childhood Depression and Anxiety on the rise, Saffrosun For Children is launched: 'Nature's Prozac' – a saffron-based supplement clinically proven to reduce symptoms of Emotional Imbalance

Randomised Clinical Trials prove Saffrosun For Children is safe and effective in reducing nervousness, low mood and constant tiredness

- First and only supplement of its kind tackles emotional imbalance by boosting serotonin
- Growing body of clinical evidence points to efficacy of Saffrosun's active ingredients
- Publication of a Green Paper on young people and mental health is due this Autumn

10th October 2017, (London) On World Mental Health Day, the UK reflects on the fact that over recent years, cases of anxiety and depression and in children and young adults have reached epidemic proportions. Over half of mental health problems starting by the age of 14, and evidence shows intervention is needed early to prevent conditions persisting in adult life. Standard treatments include counselling, cognitive behavioural therapy (CBT) and prescribed drugs, yet the latter can have unwelcome side effects, and children as young as 6 are being prescribed anti-depressants such as fluoxetine (Prozac). (Between 2005 and 2012, there was a 54% increase in the number of young people prescribed antidepressants in the UK, triggering the issue to be raised as a 'matter of concern' (<http://www.bbc.co.uk/news/health-35756602>) by the World Health Organization.)

Dr Paul Clayton, Fellow at The Institute of Food, Brain and Behaviour, believes saffron should be considered in place of current therapies, which he believes are outdated and on off-target. He states, "The old model of treating anxiety and depression is obsolete. Drugs that target monoamine neurotransmitters do not work well; they take weeks to have any therapeutic effect, are rife with side effects - including, at their most extreme, psychosis and suicide, with young people being particularly at risk of the latter - and can cause very considerable withdrawal problems. The new understanding of depression and anxiety has moved on from obsessing with neurotransmitters, and focusses instead on a set of overlapping mechanisms which include chronic inflammation in parts of the central nervous system including the hypothalamus, neuronal plasticity (the ability of nerve cells to adapt, and form new connections), the stress response, and a number of deep markers such as BDNF, VGF and CREB. The actives in saffron, a sub-group of polyphenols, partition into the brain and have been shown to rapidly improve BDNF, VGF and CREB; and are well-known potent anti-inflammatory agents as well.

"By targeting core aspects of depression and anxiety, saffron works far more rapidly than the pharmaceuticals, which are shooting at the wrong target. Saffron is, of course, far safer - this natural and widely used culinary herb is not known to induce psychosis!

"In short, saffron restores normal nerve function in key areas of the brain. If you have inter alia chronic inflammation, the 'brakes' are put on a few key processes. Saffron takes the brakes off. Moreover, it acts very fast (hours, not weeks or months), has no withdrawal symptom, no side effects, and is safe to use with children."

FIGURES UNDERLINE THE NEED TO NIP YOUNG PEOPLE'S MENTAL HEALTH ISSUES IN THE BUD
However, hope is on the horizon for parents and young people as we head towards the long British winter. An all-natural, food-based supplement is launched to support mental wellbeing, reflecting a growing interest and research into phytonutrients: The Naked Pharmacy launches Saffrosun For Children, a safe and effective natural supplement that works by boosting the body's levels of serotonin - a hormone found in the brain, gut, and blood platelets, regulating mood, sleep and energy levels. It also gives people the 'full, satisfied' feeling after eating. Low serotonin levels are linked with depression, anxiety, poor sleep and other conditions.

FORMULATED BY A PARENT, FOR OTHER FAMILIES AFFECTED

Saffrosun For Children was formulated following the personal experience of the founder of The Naked Pharmacy, Kevin Leivers, whose son, Aragon, now aged 6 was a hyperactive child who seemed not to need to sleep: "In 2015, we launched Saffrosun as a supplement for adults. Now, we are proud to announce a formulation for children that is welcomed by practitioners and parents as a nutritional support for children which can be safely integrated with conventional medicines. When faced with a child or teenager who is nervous, has a low mood, or suffering from poor emotional balance, frequent tiredness and/or poor quality sleep, a high quality, correct strength food-based supplement is an effective option to use alongside conventional approaches."

SCIENTISTS PROVE SAFFRON TO BE 'ONE OF NATURE'S ANTI-DEPRESSANTS'

Saffrosun For Children contains the world's strongest, premium-grade Saffron stigma extract sourced from La Mancha in Catalonia, Northern Spain, (the region which grows the highest strength Saffron in the world). It contains 3 active ingredients: Crocin, Safranal and Picrocrocin, which belong to a subclass of carotenoids known as Lepticrosalides. Lepticrosalides are clinically proven to improve psychological balance, tiredness, and help people feel rested and refreshed on waking. This new supplement uniquely contains a standardised strength of 3.5% bioactives (compared to Saffron grown in other areas, which provides only a 0.3% strength of one of these bioactives). Results of a new, randomized, double blind trial (<http://www.sciencedirect.com/science/article/pii/S0965229917300821>) conducted in Queensland, involving 128 participants reporting low self mood, were published in Complimentary Therapies in Medicine. They show good statistical differences in depression, anxiety and stress levels when trial subjects received saffron extract. (See accompanying Q&A Document for further details). Another Australia trial (<https://www.anzctr.org.au/Trial/Registration/TrialReview.aspx?id=372113>) involving saffron extract investigated its ability to prevent the psychological symptoms associated with ADHD in children aged 12-16. The results are expected to be published later this year.

THE TIME IS NOW TO FIND SOLUTIONS!

In 2016, Health Secretary, Jeremy Hunt, said, "I think we are letting down too many families and not intervening early enough when there is a curable mental health condition, which we can do something about when a child is eight or nine, but if you leave it until they are 15 or 16, it's too late. I think this is possibly the biggest single area of weakness in NHS provision at the moment. There are too many tragedies because children develop eating disorders or psychosis or chronic depression, which is then very difficult to put right as they get older." Indeed, Leivers explains he was partly determined to formulate Saffrosun having witnessed fellow undergraduates suffer mental health issues and drop out from university. Drop-out rates have more than doubled in recent years due to poor mental health. According to the Higher Education Statistics Agency, in 2014-15, 1,180 students who experienced mental ill health

left courses early - up 210% from 2009-10. There was a 28% rise in the number of students requesting counselling in 2015-6 compared to 2013-14. Mental health training for teachers and staff will be rolled out to a third of secondary schools this year, with the remaining two-thirds of secondary schools offered this training in the following two years.

REFERENCES

WHO raises as concern on prescription levels <http://www.bbc.co.uk/news/health-35756602>
Complementary Therapies in Medicine (<http://www.sciencedirect.com/science/journal/09652299>) Volume 33
(<http://www.sciencedirect.com/science/journal/09652299/33/supp/C>), August 2017, Pages 58-64
<http://www.sciencedirect.com/science/article/pii/S0965229917300821>
ADHD Trial Submission: <https://www.anzctr.org.au/Trial/Registration/TrialReview.aspx?id=372113>

ABOUT SAFFROSUN FOR CHILDREN

Saffrosun For Children is available online from The Naked Pharmacy, and selected pharmacies or health stores. It is suitable for vegans and vegetarians, is gluten-free and is tested on humans, not animals. The company uses the 'food as medicine' approach to health, using unique food-based ingredients at the optimal strength and correct dosage. See accompanying Q&A Document for further details. It is available online at The Naked Pharmacy, as well as at various retailers, including Neil's Yard and Revital stores. To learn more, visit www.TheNakedPharmacy.com | Facebook (<https://www.facebook.com/The-Naked-Pharmacy-920272091345335/>) | Instagram (<https://www.instagram.com/thenakedpharmacy/>) | Twitter (<https://twitter.com/nakedpharmacy?lang=en-gb>)

AVAILABLE FOR INTERVIEW:

CLINICAL EXPERTS

Clinical Trials: Amanda Rao, Principal Investigator, RDC Clinical, with University of Queensland
Dr Paul Clayton, Fellow, The Institute of Food, Brain and Behaviour
Kevin Leivers, Pharmacist, Founder, The Naked Pharmacy
Leslie T Muir, Dip Hyp Psy. MNCP (Accred) – has seen patients benefit from Saffrosun

PATIENT CASE STUDIES (further details provided upon request)

Aragon L, aged 6, Surrey - sleeplessness, overactive for 5 years
Andrea S, aged 54 – low mood, low energy, stress due to life pressures
J.O., Surrey – depression, agoraphobia (wishes to remain anonymous)
Mark H – sleep issues due to work stress
Nick R, aged 43, Surrey – myocarditis – was dependant on pain-killers before Saffrosun
Eleanor P, Dip Hyp CS, Ad Dip PsyC, Sussex - peri-menopausal exhaustion, mood swings
Meron S, aged 58, Sussex - depression
M, London - depression since age 12, had issues with anti-depressants
Mrs L – had issues with anti-depressants

MEDIA ENQUIRIES

For all enquiries, including interview requests, case studies, hi-res images + video content, contact
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