

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

## Vitamin D supports a healthy immune system

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

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



90%

of our vitamin D comes from exposure to sunlight<sup>1</sup>

88%

of us have sub-optimal vitamin D levels<sup>2</sup>

Immunity is a top consumer health concern

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



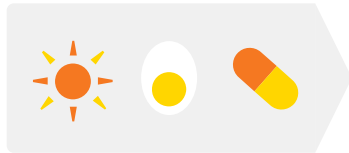
69%

of consumers now take a supplement for immunity<sup>3</sup>

62%

of consumers associate vitamin D with 'boosting' immunity<sup>3</sup>

🔄 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 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 is the most common form of vitamin D in the body. It is also the more bioavailable vitamin D form, hence better absorbed by the body. This helps in reaching optimal vitamin D levels faster. ampli-D® is DSM's calcifediol product, clinically proven to optimize vitamin D status 3x more quickly than ordinary vitamin D.<sup>4,5,6</sup>

ampli-D®

\* 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.

It takes more than ingredients to launch innovative products. It takes an end-to-end partner to support you at every stage of your product development process. From consumer insights to market ready solutions, DSM can co-innovate with you to bring new and innovative products, getting you to market faster. Learn how we can deliver ampli-D® as a market-ready solution today. [PartnerWithDSM.com](https://www.partnerwithdsm.com)

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