



Dihydromyricetin (DMY)

— A major bioactive component extracted in the traditional Chinese herb “Vine Tea”





- I Introduction of DMY
- II Application Cases
- III Marketing Proposal

CONTENTS



I. Introduction of DMY

01 Chemical Property

【Product Name】Dihydromyricetin

【Molecular Formula】 $C_{15}H_{12}O_8$

【Molecular Weight】320.25

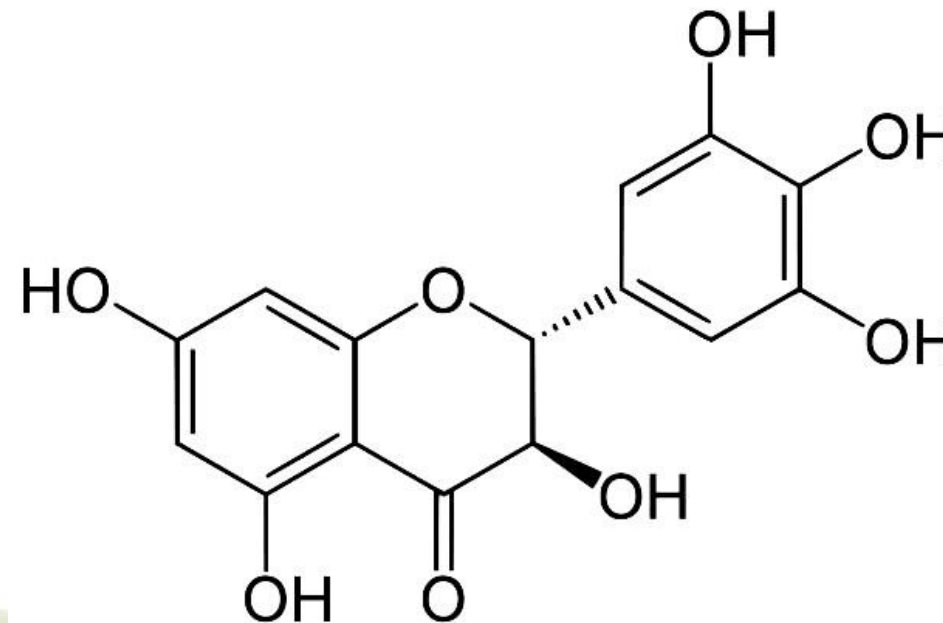
【C A S Number】27200-12-0

【INCN Name】DIHYDROMYRICETIN

【SPEC.】90%, 95% , 98%

【Appearance】Light milk yellow to off-white powder

【Appearance】 Easily soluble in methanol, ethanol & acetone, partially soluble in water.

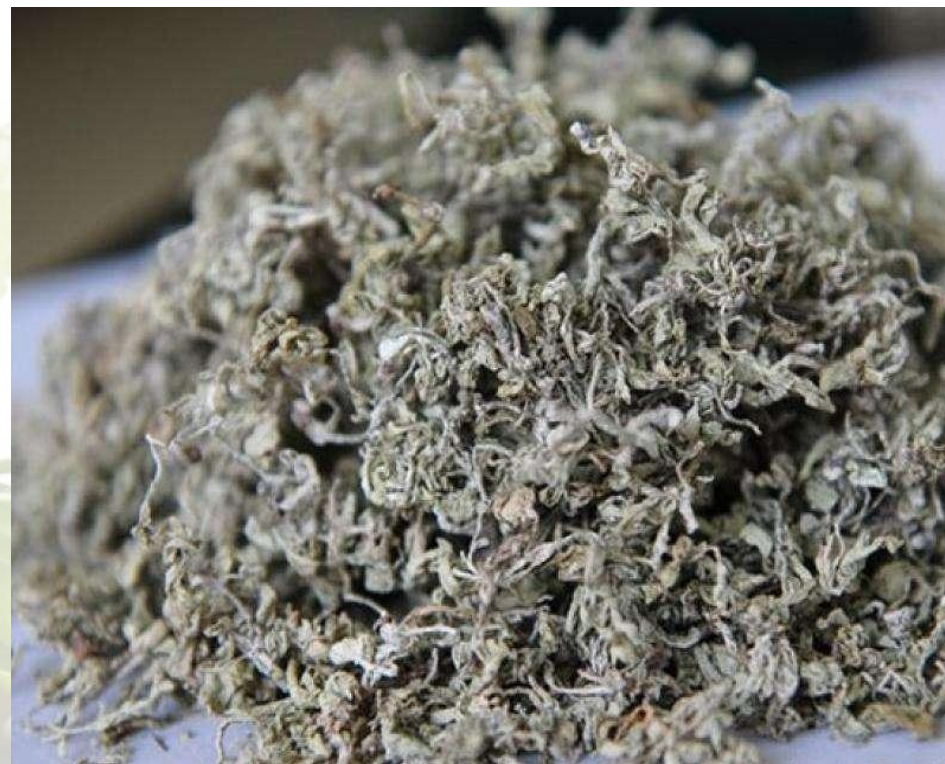




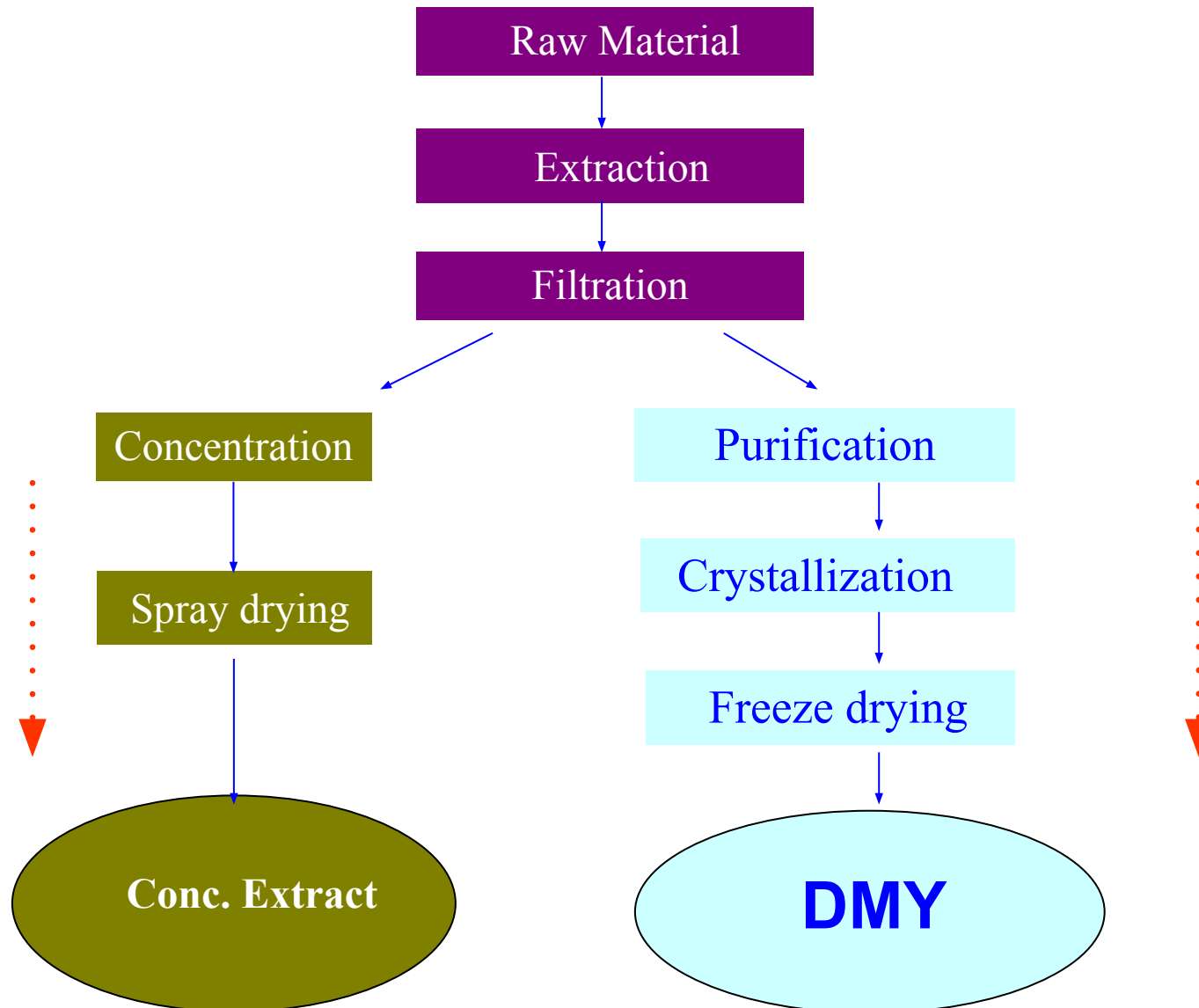
I. Introduction of DMY

02 Raw Material

Vine Tea (*Ampelopsis grossedentata*)



MANUFACTURE FLOW CHART OF DMY

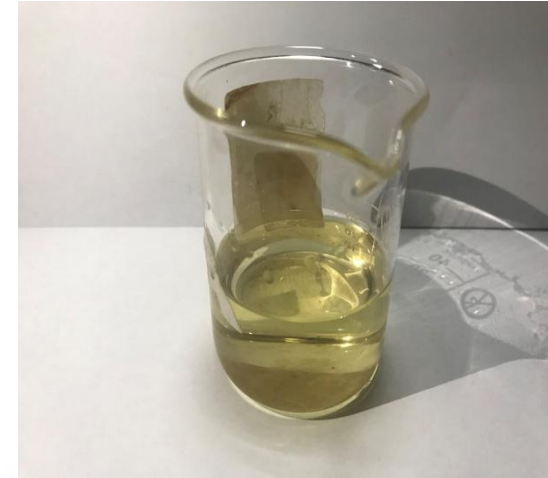




I. Introduction of DMY

03 Appearance

90% & 98% Dihydromyricetin (DMY)





04

Functions

I. Introduction of DMY

★ Liver protection

★ Cardiovascular protection

★ Anti-bacterial effect

★ Immunity enhancement

★ Prevention & treatment of diabetes

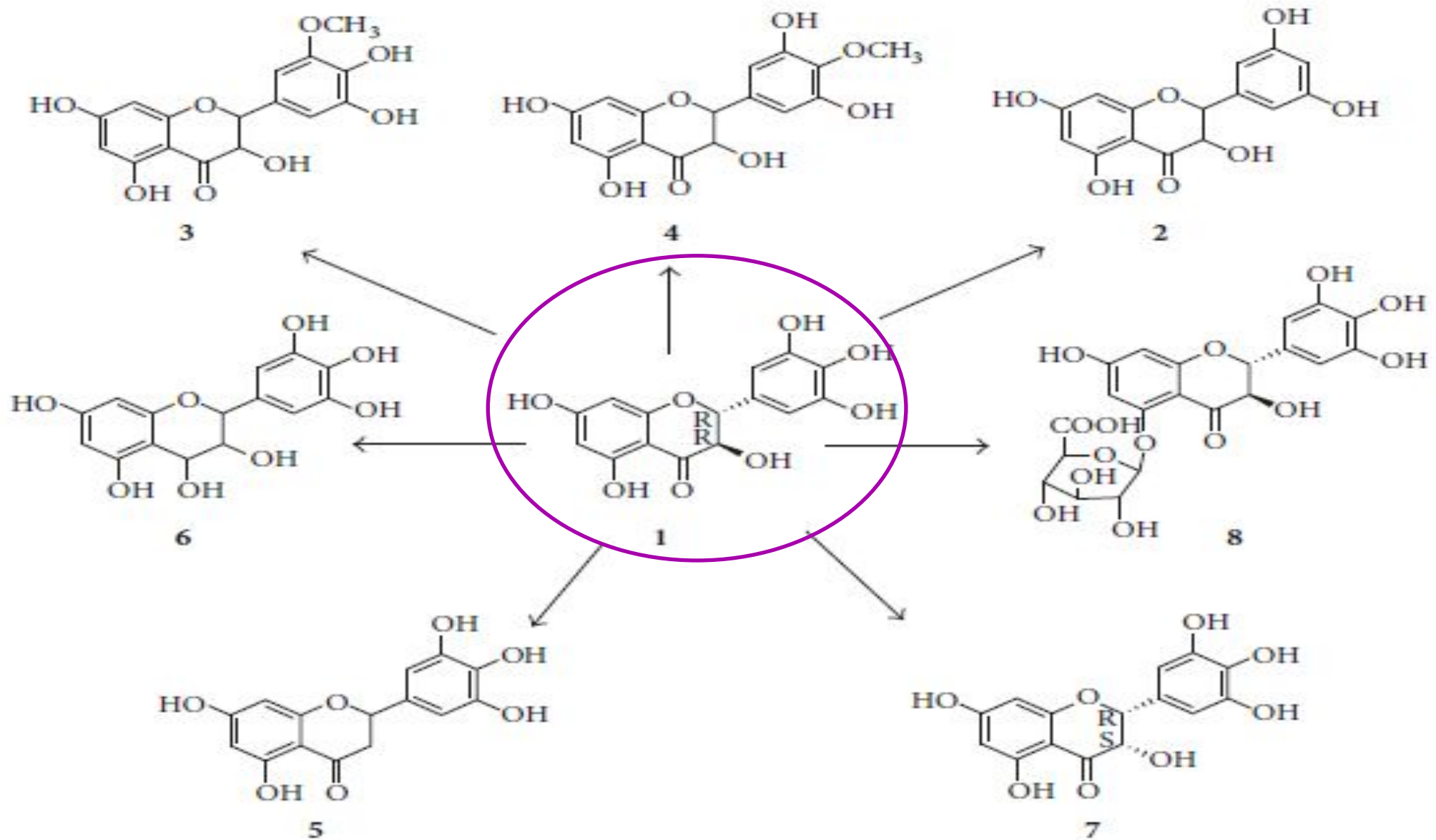
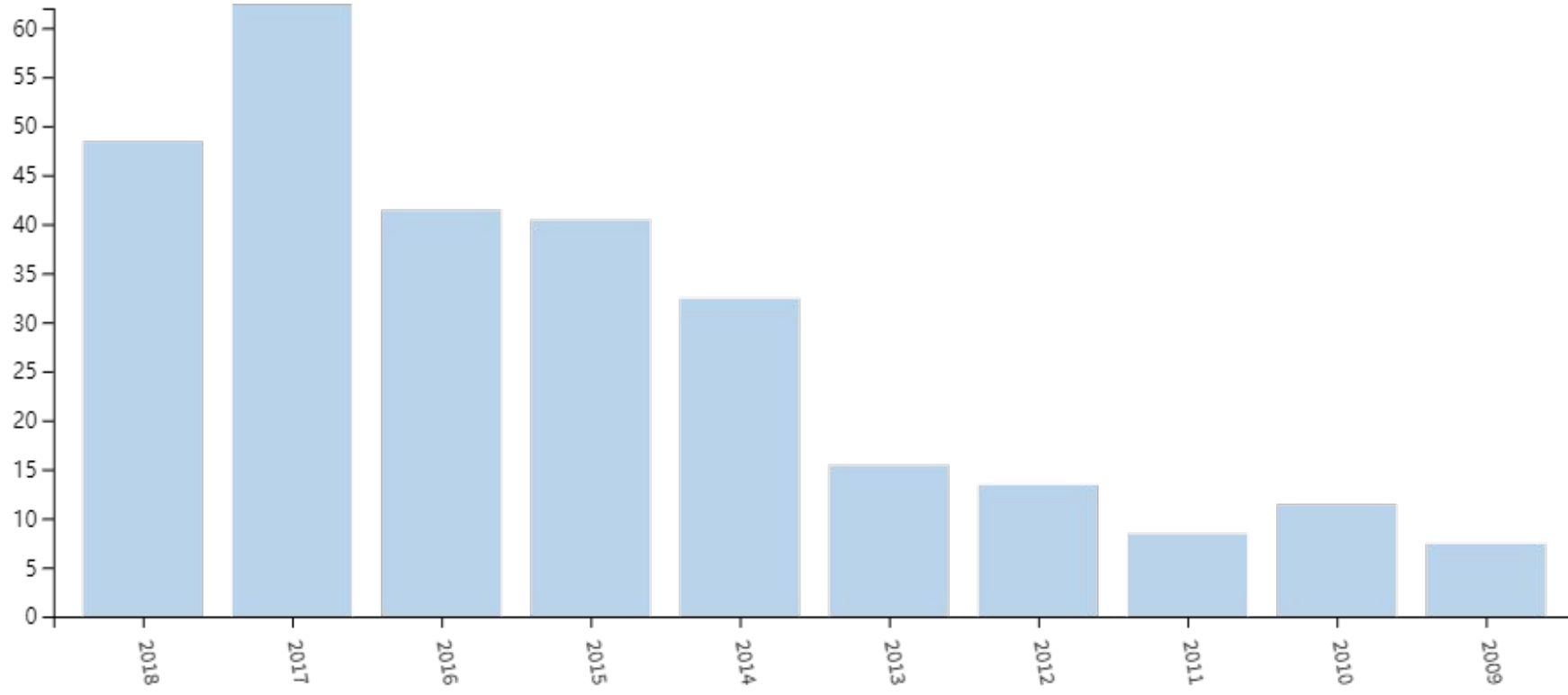


Fig.1: The structure of dihydromyricetin (1) and its metabolites (2-8)



** web of science*

Fig.2: Scientific research papers on Dihydromyricetin (2009-2018)



II. Application Cases



1 Dietary Supplement



Liver protection

Dihydromyricetin is an extract from the oriental herbal “Vine tea”. It has been used traditionally in Chinese medicine as a hangover cure, and research shows it prevents and reduces liver damage caused by alcohol consumption.

1



Purple Tree - Supplement for Hangover Prevention (30 pills)

Main active ingredient: Dihydromyricetin (DMY) *A natural extract and antioxidant which supports liver detox*

Dihydromyricetin can protect the liver and accelerate the rapid decomposition of acetaldehyde into nontoxic substances, reducing its damage to hepatocytes, acetaldehyde is the metabolite of ethanol. In addition, dihydromyricetin can improve the increase of serum lactate dehydrogenase activity caused by hepatocyte injury, inhibit the formation of collagen fibers in hepatic M cells, thus the dihydromyricetin plays the role of protecting liver, greatly reduces the damage of ethanol to liver, and has the liver recover to the normal state quickly.

The effect of dihydromyricetin is rapid and lasting. It is a good product to protect liver.

2



DHM Depot - DIHYDROMYRICETIN (DHM) (50 Capsules)

Main ingredient: Dihydromyricetin (DHM) *Cure Hangovers Before They Start*

PREVENT HANGOVERS – When taken after your last drink, before going to bed, DHM helps minimize the effect alcohol has on the body leaving you with less of a hangover the next morning.

NO MORE WASTED DAYS – Feel more refreshed and alert after a night out. No need to waste your Sundays anymore.

LESS SEVERE HEADACHES AND REDUCED NAUSEA – DHM helps reduce the severity of headaches and nausea you experience the morning after drinking.



II. Application Cases

3



Morning Recovery - Hangover Prevention Drink (100 ML)

**Main active ingredient: Highly Bioavailable Liquid
DHM, Milk Thistle, Electrolytes**

**Dihydromyricetin (DHM) is proven to effectively
increase alcohol metabolizing enzymes (ADH and
ALDH) activity in the liver, accelerate the metabolism of
alcohol to a non-toxic acetate, and reduce the
accumulation of acetaldehyde.**



II. Application Cases

4



NatureBell – Dihydromyricetin 400 mg (120 Capsules)

Main active ingredient: DHM *Support Hangover Prevention, Support Relief of Anxiety, Headache and Brain Fog After Drinking*

Dihydromyricetin (DHM) speeds up your liver's ability to metabolize alcohol. This allows your liver to resume its normal function more quickly and lessens the damage alcohol consumption causes.



II. Application Cases

5



Sunday Mornings – Best Hangover Remedy (1 Packet and 2 Capsules)

Main active ingredient: Vitamins, Willow Bark Extract, Dihydroxyacetone (DHM) *fight hangover symptoms quick.*

DHM supplements greatly reduces hangover symptoms and negates many of the negative side effects commonly associated with drunkenness such as slurred speech, loss of coordination, and lowered reaction time without any adverse side effects.

6



DYCETIN – Dihydromyricetin (DHM) Tablets (1,000mg)

Main active ingredient: 99% pure Dihydromyricetin
Hangover Prevention

HELP PREVENT HANGOVERS - Studies show DHM helps the body process alcohol and reduces it's impact on your body.
TAKE BACK YOUR MORNINGS - No more wasted days. Wake up feeling more refreshed and ready to take on the day.



2



Cosmetics Functions

II. Application Cases

- 1) **Dihydromyricetin, extracted from Vine Tea, also known as ampelopsis grossedentata, is provided with inhibitory effect on caspase-8. Caspase-8 is the central component of apoptosis, so to its inhibition not only means prolonging cells life, but also enhances skin activity.**
- 2) **Dihydromyricetin can scavenge free radicals, inhibit collagenase and inhibit nitrogen oxide production, these show the ability of inhibiting aging in many ways.**
- 3) **Dihydromyricetin is provided with proliferative effect on melanin, which can be used in conditioner products to slow down the formation of gray hair.**
- 4) **Dihydromyricetin can shrink and minimize the diameter of pores, this shows the effect of skin tightening.**



II. Application Cases

As “International Cosmetic Ingredient Dictionary and Handbook” described, The INCN name of Dihydromyricetin also shows “**ampelopsis grossedentata extract**”

1



JOSEPHINE – AG Treatment Cream

Main active ingredient: lavender oil, sandalwood extract, rhodophyta extract, **ampelopsis grossedentata extract, chlorophyta spp. extract, corn oil, glycine soja seed extract.**

Moisturizing the skin, smoothing fine lines and encouraging skin renewal.

2



Hada Labo – Whitening Face Wash 100g

Main active ingredient: arbutin, **ampelopsis grossedentata extract**.

- Deep Moisturizing
- Intensive Repair

*DMY is an extract from natural plant **ampelopsis grossedentata**, it is natural with antioxidation properties, acting as skin conditioner in cosmetics.*

- Double Whitening

II. Application Cases



Tooth-Paste





III. Marketing Proposal

1



Facility Advantage

- 1) Large workshop in high standard
- 2) International Quality System
- 3) Strict QC system to secure consistency of quality

2



Marketing Channels

- 1) Dietary supplement manufactories
- 2) Cosmetics manufactories
- 3) Feed additive manufactories

3



Promotional Strategies

- 1) Marketing concept: Green, Safe, 100% Natural, Environmental.
- 2) Function Promotion
- 3) Local market analysis



III. Marketing Proposal

Facility Advantage - Large workshop of high quality standard



R&D CAPABILITY

ISOLATION & PURIFICATION TECH



R&D CAPABILITY

QUALITY ANALYSIS & CONTROL





III. Marketing Proposal

Facility Advantage - International Quality System

CQC QUALITY MANAGEMENT SYSTEM CERTIFICATE
 Certificate No.: 00114Q23079R2S/4300
 We hereby certify that **Hunan Sunfull Bio-tech Co.,Ltd.**
 Organization Code Certificate: 67076568-6
 18F, Jindan Building A, Longping High-tech Park, Changsha City, Hunan Province, P.R.China
 by reason of its **Quality Management System** has been awarded this certificate for compliance with the standard **ISO9001:2008 GB/T19001-2008**
 The Quality Management System Applies in the following area:
 Research and Development and Production of Botanical/Herbal Extracts
 Certified since: June 18, 2008 Valid from: July 20, 2016 Valid until: April 22, 2017
 After a surveillance cycle, the certificate is valid only when used together with an Acceptance Notice of Surveillance Audit issued by CQC.
 Please access www.cqc.com.cn for checking validity of the certificate.
 This certificate and its relevant information can query in the website of Certification and Accreditation Administration of the People's Republic of China (www.ccaac.gov.cn).
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 information of specific production places, workshops etc.
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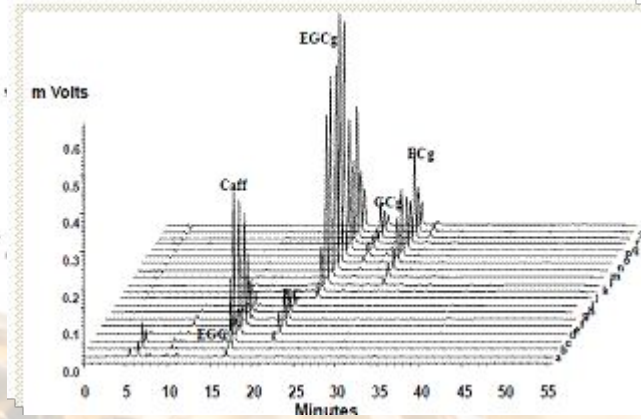
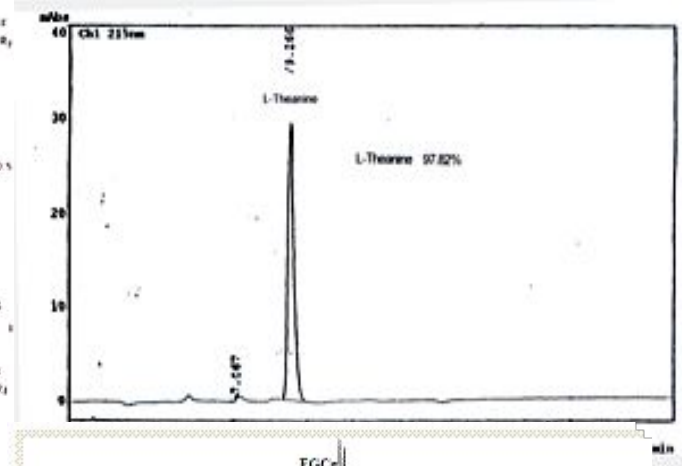
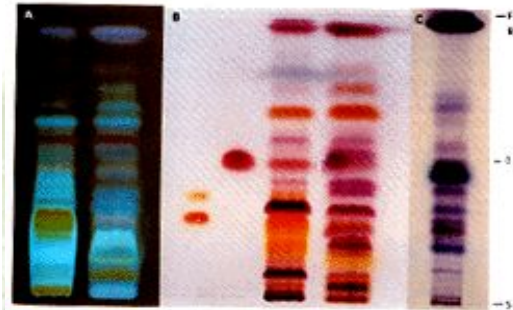
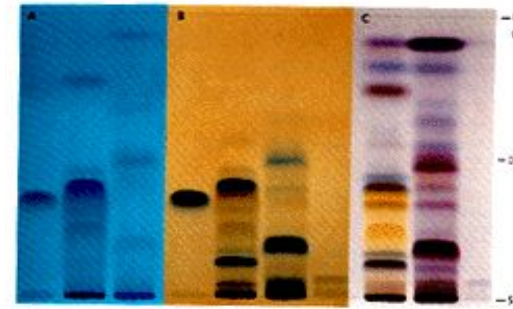
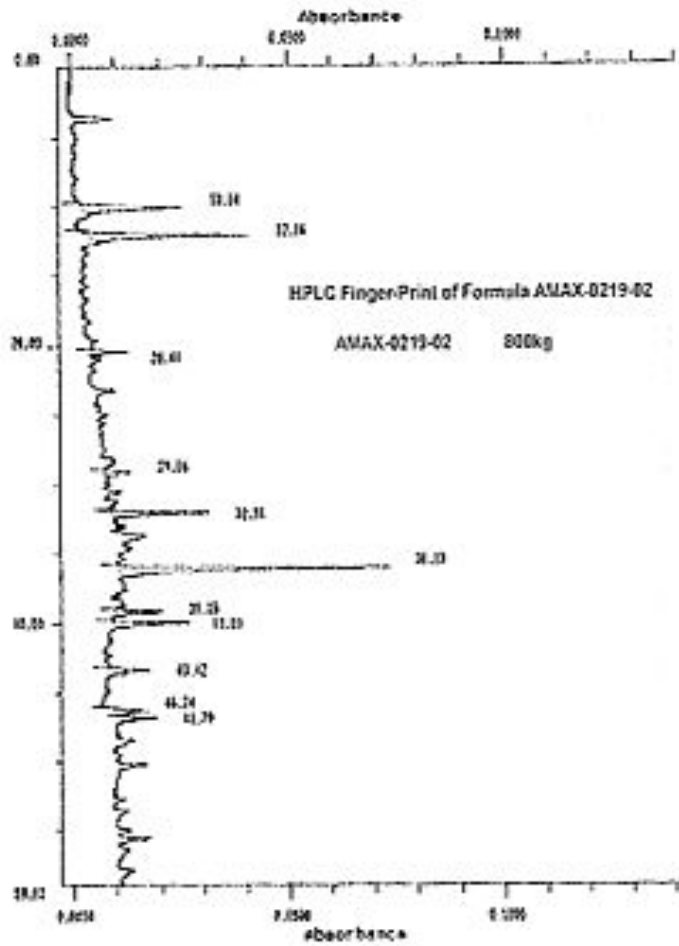
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 中国伊斯兰协会
 China Islamic Association



III. Marketing Proposal

Facility Advantage - Strict QC system to secure consistency of quality



HPLC HPTLC HPLC-ELSD CEC



Studies have shown that a metal complex DMY use as feed additive, the DMY metal complex added to livestock feed as a feed additive, can promote livestock growth, improving meat quality, improving the hardness of the shell, to promote milk production, reduce the use of antibiotics, health and environmental protection. All of this prove that DMY has a positive effect on animal nutrition.

III. Marketing Proposal

Marketing Channels - Feed additive manufactories





III. Marketing Proposal

Promotional Strategies - Local market analysis



According to local market characteristics, population distribution, economic incomes and consumption customs, make plan of demands from different regions and different consumers, and estimate the sales life cycle and marketable time of the product.



THANK YOU

