

Prof. Dr. habil Zoltán Dinya:  
Facts and Arguments





***I am Prof. Dr. habil Dinya Zoltán; please let me introduce myself in a few words.***

I finished my education at the University of Debrecen in 1967, and, following this, I worked with academian Dr. Rezső Bognár for more than 25 years. My field of research is the analytics of plant materials and research into their physiological effects. In the field of plant materials I spend most of my time researching polyphenols and flavonoids. During my career I have written almost 200 scientific publications and eight books so far.

I have spent much time in many countries around the world; I have continually participated in many research programs and projects.

I have been working with Flavon dietary supplements since 2005, and I'm honored to provide the professional background for these world-class products.

During my work the goal that I set myself was the prevention of illnesses and diseases, and today this is still the guiding principle my life: to work towards **healthy aging** through nutrition, lifestyle, and dietary supplements.

## THE MEMBERS OF THE FLAVON-FAMILY

(a shortened professional-ethical explanation)

1. The members of Flavon-Family are scientifically validated dietary supplements, which are safe and healthy, fruit- and vegetable based, and improve the quality of life, and comply fully with legal regulations.
2. The members of Flavon-Family are not medicines; their positive effects on the human body cannot be classified as curative effects.
3. The members of Flavon-Family are scientifically validated and supported, and they accord with the commonly accepted, scientifically proven thesis that the consumption of fruits and vegetables has a quality-of-life improving effect.
4. The members of Flavon-Family are pure and safe; they do not contain any toxic materials harmful to health as described in regulations, or cause any harmful effects originating from the ingredients, or their production or storage, or any colour- or consistence improvers, aromas, flavour enhancers, or chemical stabilizer additives. Our products contain no preservatives.
5. The members of Flavon-Family belong to the family of fruit and vegetable based dietary supplements produced all around the world, and represent the highest quality. The high quality of our products is proven by the national and international awards and recognition that we have received, and also by the standalone "Total ORAC FN\*" values measured by the world's leading laboratory (Brunswick Laboratories, USA).
6. Based on our company's current knowledge, Flavon Green is the only available vegetable based dietary supplement with jam consistency. Flavon Green has an exceptional ingredient base, even among our products, since it is mostly made from vegetable ingredients, while all of our other products are fruit based.
7. Our products are produced by our own, modern factory, in accordance with strictly supervised food safety management systems (HACCP, ISO-22000, auditor: TÜV Rheinland).
8. Our own high standard laboratory, equipped with modern instruments installed in 2013, is at our service to test our products.
9. Our products include more than 30, carefully and scientifically-driven selected fruits and vegetables.
10. The great number of ingredients (belonging to 10 different compound and element/trace element groups) included in our products provide the widest range of phytochemical materials (polyphenols/flavonoids, lignans, terpenes, vitamins, carbo-hydrates, complex fibres, proteins/amino acids, organic nitrogenous compounds, organo-sulphur compounds and elements/trace elements) necessary for a healthy diet.

11. One of the characteristics of our products is the synergism between the ingredients, with its effect-enhancing activity, which is confirmed by scientific tests.

12. A characteristic of our products is the jam consistency which provides high bioaccessibility and therefore good bioavailability.

13. Our products can be combined freely. Consumption of our vegetable based product together with any of our fruit based products provides an even a wider range of active agent intake for the body. Recommended combinations: Flavon Green+Flavon Protect, Flavon Green+Flavon Active.

14. The importance of fruit and vegetable consumption accompanies us throughout our lives right from early childhood. Any age group can find a product among our range with the right ingredients for them.

15. Thanks to their Vitamin C content the members of the Flavon-Family contribute to the defence of cells against oxidative stress.

16. The members of Flavon-Family are microbiologically stable and can be safely consumed before the expiry date and in accordance with the specified conditions of storage.

17. The annual decrease in the content values of Flavon-Family products is minimal if the specified management and storage conditions are observed.

18. The consumption of the members of Flavon-Family contributes to the alkalinization of the body and to a healthy alkali diet.

19. The taste of our products is agreeable to most consumers; our products are tasty.

20. The Flavon-Family can be supplemented, upgraded, and developed with newer ingredients and newer products according to the latest and anticipated scientific research.

21. The members of Flavon-Family supplement a health-conscious diet and Flavon Group Kft. provides a high quality information and training service to accompany the products.

***\*Flavon Protect and Flavon Green***

*This issue was made for the members of Flavon max Club for information purposes. Flavon Group Kft. does not take responsibility for any product-related curative claims made by certain club members which may mislead consumers.*



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