



MODERN
The new counter display is at the same time easy to use and innovative in design. Though it is compact, it features 6 pieces of papa.ya®, 6 pieces of papa.ya® 5000 and 12 pieces of "The Great Papaya Book".

FREE!

A fascinating journey to discover this extraordinary fruit

Anti-aging products are characterized by a potential, which can be fulfilled just over a very long period. An ideal antioxidant treatment should become a routine and be followed "all life long". This would be quite expensive at least from the economical point of view. Nevertheless, in order to encourage this genuine and modern way to take care of oneself, it is fundamental to involve consumers, making them aware of the problem. In a few words: to train them.

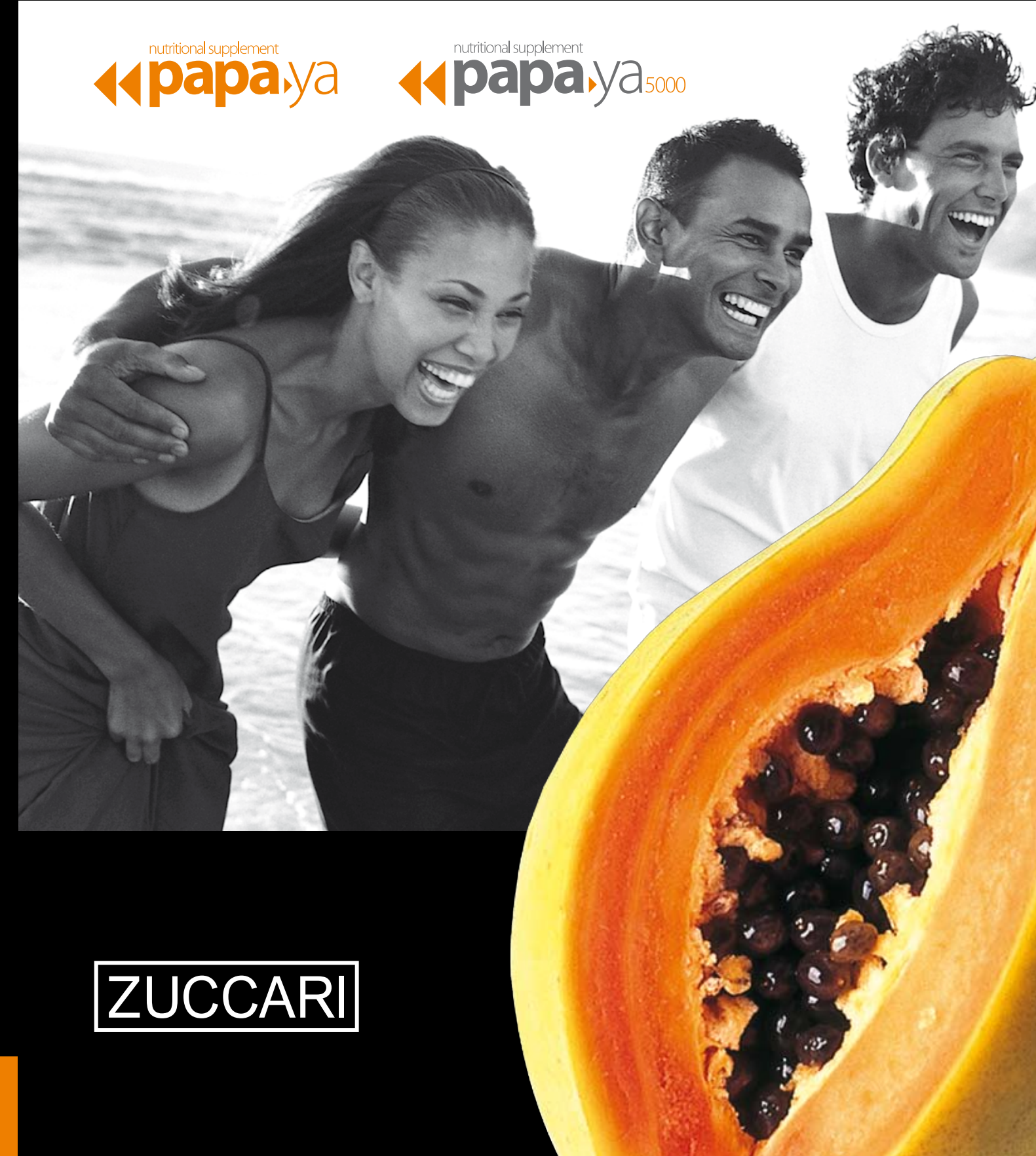


Following its corporate philosophy, ZUCCARI offers once again a precious tool to support sell-in and sell-out in a clever way. "The Great Papaya Book" is a 160-page book full of nutritional charts, technical sheets, insights, scientific analyses and holistic remarks to discover this extraordinary fruit, which has even managed to draw the showbiz attention.

Buy a box of papa.ya or papa.ya 5000 and you'll get THE GREAT PAPAYA BOOK for free.



Aging well... is a process starting at a young age



ZUCCARI



BLISTER PACK
20 antioxidant tablets consisting of the famous 12 component cocktail

COMPLETE
64-page booklet, which illustrates the characteristics of papa.ya® and its production process, and deals with the complete issue of cellular aging



SACHETS
3 g x 20 sachets of fermented papaya



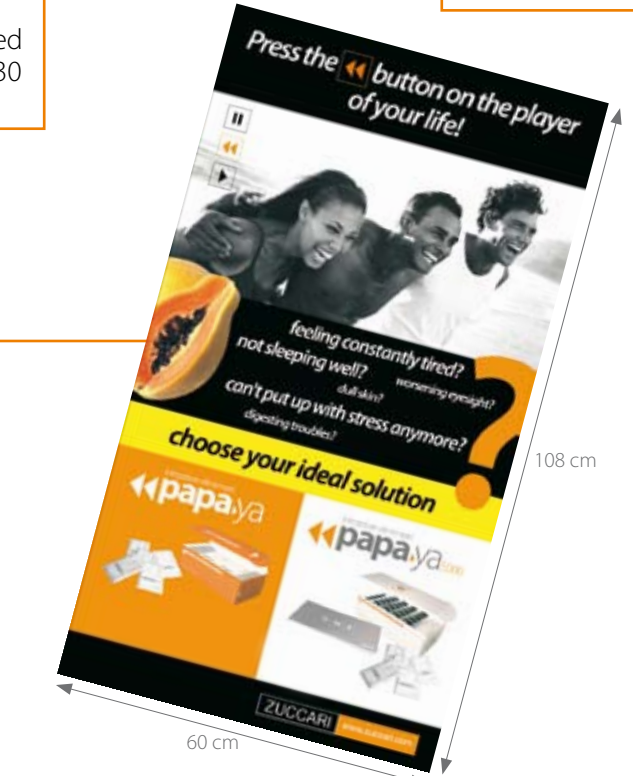
CONCISE
The leaflet goes over the different steps of the production process and advertises papa.ya® 5000, outlining its main features



SACHETS
Pure fermented papaya: 3g x 30 sachets



SLENDER
The window show card attracts the consumer's attention thanks to the picture visual impact and to questions highlighting the problem of cellular aging.

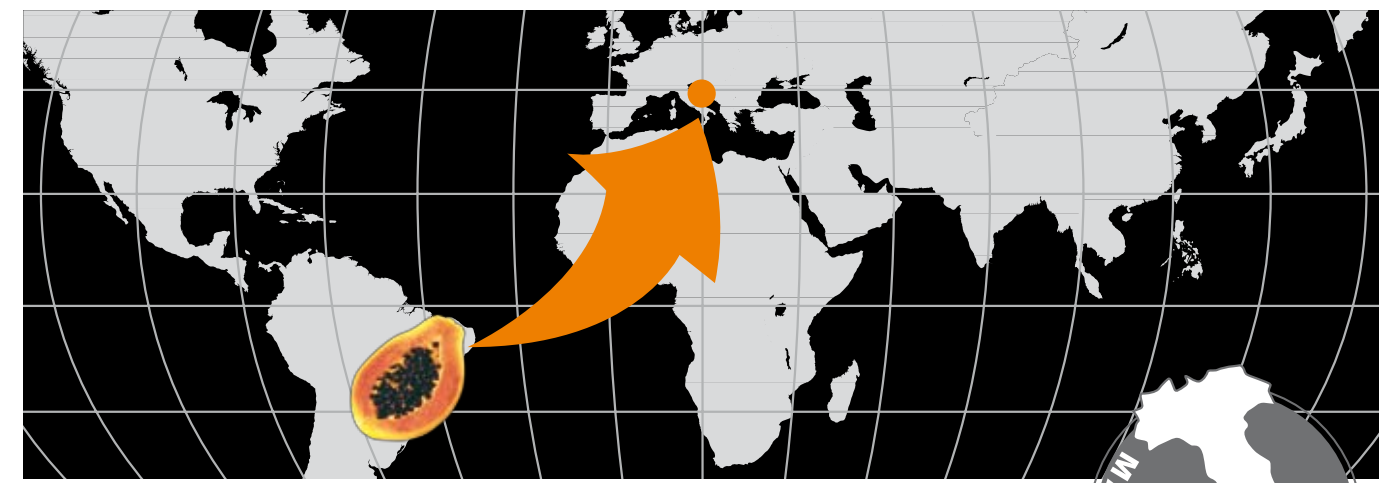


If ZUCCARI is a leader... its partners are too

Over the last few years, ZUCCARI has entered the nutritional supplement market in a new and intelligent way. The company has strategically chosen to invest its assets in scientific research. With regard to fermented papaya, this has allowed ZUCCARI to work out its **own production protocol**, free from the restricted globalized and homologized logics of the current market leaders.

Thanks to this broad efforts, at the beginning of 2006 ZUCCARI reached its goal within the "fermented papaya project". This was the birth of a new world production centre located in Italy. The success achieved has credited not only the **scientific pool involved**, but also the Nation, which has gained a key position in the world over. This complex leadership inevitably involves the company's main partners, which have always believed in and invested on its projects, i.e. **herbal shops and drug stores**. For the first time herbal shops will enjoy the availability of top quality fermented papaya, which has been considered an exclusive privilege of drug stores so far. On the other hand, drug stores will now have the chance to sell an high quality product never seen before with an impulse buying price, and eventually free from medical prescription.

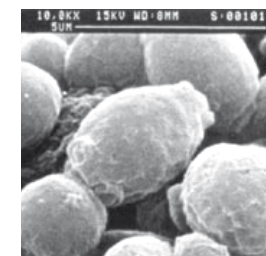
The characteristic production protocol



ZUCCARI Research and Development Department has found a **superior quality papaya in South America**. It is actually proved that the ideal climatic and environmental conditions of these soils, particularly of the Brazilian ones, are perfect for the cultivation of plants containing a higher quantity of active principles. The fruit pulp is preserved thanks to a **sophisticated storage process in a controlled atmosphere**.



The fermentation process of the raw material takes place in Italy after its delivery and lasts for some month. The current protocol results from a more than 3 year long scientific research and it is aimed to developing an absolute top quality raw material rich in antioxidant. Various components including bacteria from the *Saccharomyces Boulardii* strain are added and left to act for a few months through a special patented system.



However, the liquid solution obtained is not stable enough yet, since the water content could encourage the further development bacteria. Therefore, the solution is nebulized through a delicate atomization process: a pure and concentrated powder comes out thanks to the **spry-dray** technique at a **controlled temperature and pressure**. It is not altered by production processes which may compromise the product integrity. This grants a **final product rich in aromas and free from preservatives**.

Aging well is a process starting at a young age A completely innovative marketing strategy

ZUCCARI marketing strategy has taken a new approach towards cellular aging. **The benchmark has been shifted from a post-middle-age typical problem to younger age ranges. This means that aging has to be considered (and that's the way it is indeed) as an issue concerning everyone, without any exception.** This is the reason why we go on repeating that "Aging well is a process starting at a young age". And this is the reason why, ZUCCARI Marketing Department selected a picture with young people beaming at life itself for papa.ya line advertising campaign. A picture with a high visual impact conveying the full vitality of the project. The whole communication strategy is focused on this "current" topic.



Thinking of cellular ageing does not mean taking a preventive action. It means dealing with an existing problem! This is the real innovation proposed by ZUCCARI. Its purpose is to acknowledge consumers through practical examples ("Feeling constantly tired? Not sleeping well?...") aimed at helping them recognize cellular aging symptoms and select the ideal product. There comes the choice of the three symbols: pause-rewind-play. Universally known in modern technology, they convey the genuineness of the product as well as the possibility to challenge nature laws and nevertheless "dare" to challenge even cellular aging itself!

|| pause

Stop for a moment and think: **feeling constantly tired? Not sleeping well? Worsening eyesight? Dull skin? Digesting troubles? Can't put up with stress anymore?**

Consumers are invited to take a pause and think about their psychological-physical condition. Just a few questions aimed to stress that the problem is there even at the age of thirty!

◀ rewind

Turn back to the psycho-physical condition you had when you were younger. A sachet a day will help you regain that lost energy.

Luckily, finding out a solution now is as easy as pressing the rewind button. It just takes method and constancy. Thanks to the papa.ya project it is possible to regain the lost youth.

▶ & play

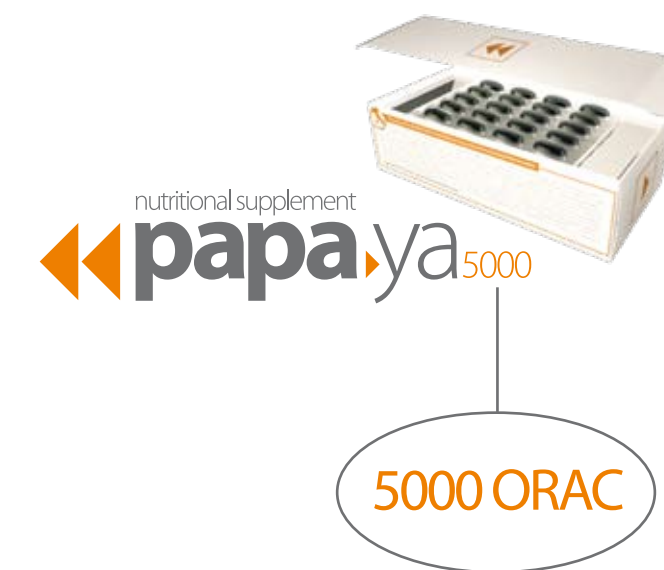
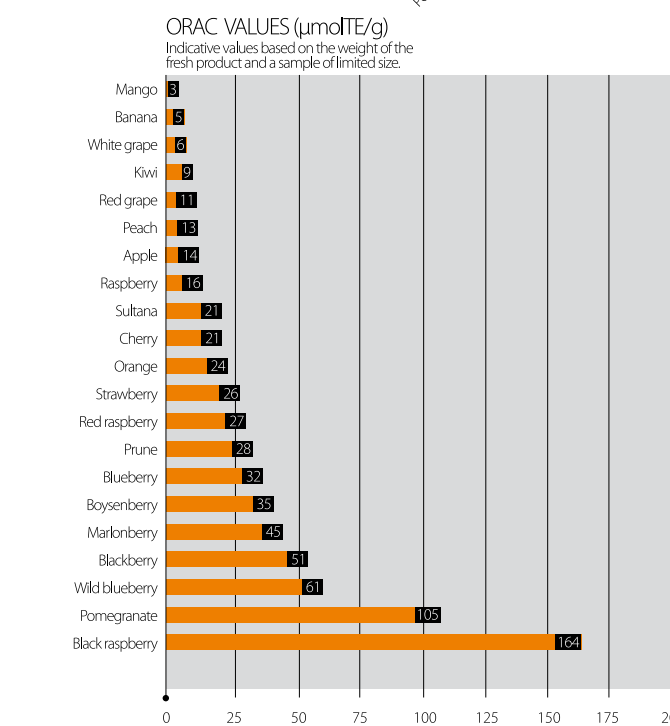
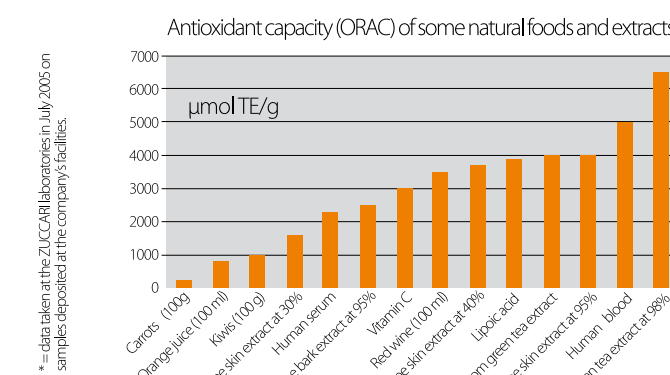
Now... enjoy the extraordinary improvements of your body from today on!

No efforts: just let the tape run and enjoy life with a new energy. Think about all of the meanings of the word "play". It was chosen to emphasize the desire of enjoying and having fun; in a single word, living.



The immune system helps our body bounce back any kind of inner and outer bacterial attack, yet by getting older, it progressively loses its effectiveness. Right for this reason it is important to have a product like papa.ya. On the one hand, **it truly helps fight free radicals (DIRECT ACTION)**; on the other hand, it **encourages the immune system** becoming more active (SYSTEMIC ACTION).

Plants and particularly papaya play an extremely important role in stimulating this system. Therefore, a papa.ya® sachet, consisting of pure fermented and atomized papaya pulp extract, taken once a day, contributes to the body's well-being, favouring its normal functions and boosting additional energy.



Pure fermented papaya reactivates the immune system, and not only. By acting even on the tissue basis, it indirectly **stimulates the structure and anti-oxidant activity**. The anti-oxidant capacity is expressed in ORAC (oxygen radical absorbance capacity). It shows the capacity of whichever substance to absorb the oxygen reactive species (ROS), i.e. to inhibit free radicals responsible for damaging cells and for cellular aging. Recent scientific researches supported by the America Government, show how 5000 ORAC each day effectively combat oxidative stress caused by factors such as dismetabolisms, poor or bad eating habits or simply by the body's inefficiency.

Unfortunately, our contemporary eating habits do not help us face such need in an effective way. We actually fail to have a sufficient daily intake of fruit and vegetables with a high anti-oxidant capacity (see table)*. Moreover, we usually take in excessively processed and all-preservatives foods, that dramatically increase the quantity of free radicals within our organism. The natural consequence of this process is oxidation, that works like fuel burning out our body.

ZUCCARI Research and Development Department adopted a double strategy to strengthen papa.ya® positive effects, combining its 100% pure fermented papaya pulp with a cocktail of highly concentrated natural antioxidants.

The result is papa.ya® 5000, the best solution modern technology can provide to fight effectively oxidative stress. A sachet and a tablet a day can help controlling the formation of free radicals responsible for cellular aging.

**Right due to the nowadays eating habits that are poorer and poorer, the content of (natural) antioxidant calculated on an average portion of fruit or vegetables has halved over the past 30 years. The same applies to the vitamin, calcium and iron content and other important nutrients. The charts on the left hand side show the antioxidant capacity of papa.ya® 5000 main components, and some of the most significant foods' one.*

12 anti-oxidants

This tropical fruit is typical of the Malay Archipelago. The skin of its fruits, when not perfectly ripe, provide a xanthone called mangostin.

MANGOSTEEN EXTRACT

It plays a key role in the energy production process. It acts like a co-factor of many enzymes involved in the formation of numerous energy sources.

ALPHA-LIPOIC ACID

It contains a high quantity of polyphenols, rich in healthy qualities and especially anti-oxidants. It is an excellent toner.

GREEN TEA EXTRACT

The oligomeric proanthocyanidins are the main active ingredients contained in this extract; they not only include potent antioxidants per se, but they are even excellent in helping regenerate new antioxidant.

PINE BARK EXTRACT

It has cleansing, laxative, soothing, cholecystokinetic properties. The most important biophenols contained have anti-viral and hypoglycaemia properties.

OLIVE LEAF EXTRACT

Its characterizing active ingredients are bioflavonoids and non-bioflavonoid polyphenols. The main of them is resveratrol, which has anti-coagulating and anti-aging effects and fights capillary fragility and varicose veins.

GRAPE SKIN EXTRACT

It is characterized by the oligomeric proanthocyanidins contained, which increase vitamin C absorption, reduce capillary permeability, strengthen vessels and attack free radicals.

GRAPE SEED EXTRACT

It is one of the most important and widespread carotenoids in nature, and its antioxidant and anti-radicals activities are very remarkable. It improves the well-being of the body affected by oxidative stress.

TOMATO LYCOPENE EXTRACT

The pomegranate skin contains a high percentage of tannins rich in astringent properties. It boasts tonic and diuretic qualities, and its juice helps in case of vascular problems.

POMEGRANATE EXTRACT

Elder fruits, leaves and barks are renowned for their laxative properties, whereas the flower extract has astringent, decongestant and soothing qualities.

ELDER EXTRACT

It is a molecule whose structure is similar to a vitamin's one: in cellular processing producing energy, it acts like a conveyor for electrons.

Q10 COENZYME

Lutein belongs to a carotenoid variety which is widespread in green leafy vegetables. It protects eyes and skin from photo-oxidative damage caused by UV ray exposure.

LUTEIN FROM MARI GOLD EXTRACT

WARNING! Any reference to the therapeutic properties of the raw materials has been taken from and documented by authoritative sources stored at Zuccari s.r.l. facilities. These properties refer to each single raw material used for pharmaceutical purposes. Therefore, such properties should for no reason be referred to the finished product as having any therapeutic activity.