

Sleep well and be happy.



LietoSON

A line of products, made from plant extracts and melatonin,
to help promote good sleep and relieve the effects of jet-lag

Quality, Efficacy, Guarantee.

Think Green. Live Green.



Insomnia: insufficient or poor-quality sleep.

INSOMNIA CAN BE

INITIAL

With difficulty falling asleep.

- Typical problem affecting anxious people (psycho-physiological insomnia: you go to bed fearing you will not be able to sleep).
- Can be a problem caused by jet-lag.
- Can be linked to other physical ailments.

INTERMEDIATE OR CENTRAL

With fragmented sleep, characterised by frequent awakenings and difficulty going back to sleep.

- Typical problem affecting people subject to situations marked by physical and psychological stress.

FINAL

Tendency to wake up much earlier in the morning.

- Typical problem affecting people who suffer from mild depression or mood fluctuations.

Research by Erba Vita has produced a new Line!

Combined treatment with products (herbal and nutritional) from the LIETOSON Line offered by **Erba Vita**:

- PROMOTES RAPID SLEEP INDUCTION;
- HAS A LASTING BIOLOGICAL EFFECT AT NIGHT;
- DOES NOT CAUSE RESIDUAL SEDATION DURING THE DAY;
- DOES NOT INDUCE ANY DEPENDENCE AND TOLERANCE.

How many people are affected by insomnia in Italy and in the world?

- A third of the global population suffers from insomnia;
- 10% of these people need treatment.



More than 12 million Italians suffer from insomnia, including:

- 40% who suffer from sleep disorders of various kinds;
- 10% who suffer from chronic insomnia;
- 20-25% who suffer from occasional insomnia.



The solutions offered by Erba Vita for the treatment of insomnia: the important role of medicinal plants associated with specific nutritional factors.

Major herbal extracts and micro-nutrients useful for inducing physiological sleep and promoting restful sleep.

Plant species or micro-nutrient	Main functions	Lietoson Capsules	Lietoson Drops
Eschscholzia	Sedative and mildly hypnotic effect. Useful for the treatment of sleep disorders, even in the form accompanied by anxiety.	●	●
Passiflora	Sedative effect on the central nervous system and anxiolytic property. It induces sleep structurally similar to physiological sleep and awakening without clouding.	●	●
Valerian	Thanks to the anxiolytic-sedative properties, it reduces sleep latency and improves the quality of sleep, especially in the early hours of the night.	●	●
Griffonia	Contains a high amount of 5-hydroxy-tryptophan (5-HTP); useful in cases of insomnia and related disorders.	●	
Tilia	Has a good sedative effect on the brain, useful and effective in anxious subjects. It does not cause drowsiness during the day, nor is it addictive.		●
Hawthorn	In addition to its known cardiovascular effect, it has sedative properties, useful in very nervous people who consequently experience reduction of states of emotion and tension.		●
Lemon balm	Sedative action, useful for problems of nervous origin such as anxiety, insomnia and tension associated with stress		●
Sweet orange	Mildly sedative action; it is recommended to help moderate anxiety and stress-mediated psycho-physical tension.		●
Vitamin D ₃	Recent scientific publications show that this vitamin is useful for sleep-related disorders since many of these disorders are related to its deficiency.	●	
Vitamin B ₆	Essential for metabolism and the formation of serotonin, a neurotransmitter involved in the physiological mechanism of sleep. Proper integration of this vitamin is crucial for the correct biological effect of serotonin.	●	●
Folic acid	Many sleep-related disorders are also related to the lack of this nutritional factor.	●	

The rational combination of herbal extracts and nutritional factors can counteract all the symptoms related to insomnia. In particular:

- sleep considered and referred to as “not very restful”;
- the general progress and the overall quality of sleep;
- forms of chronic insomnia in which “daytime” symptoms are not very relevant;
- sleep for people who do not need specific treatment drugs (medicinal plants do not slow down reflexes and inhibit attention).

LIETOSON CAPSULES

Food Supplement

Useful for facilitating physiological and restorative sleep.

- Improves the quality and quantity of sleep.
- With plant extracts with recognised sedative, anxiolytic and relaxing properties.
- Useful in cases of restless sleep, frequent nocturnal awakenings.
- Promotes physiological awakening without residual sedation.

Based on:

Eschscholzia, Passiflora, Valerian, Griffonia, Vitamin D₃, Vitamin B₆ and Folic Acid.

Directions: 1 or 2 capsules per day in the evening, half an hour before bedtime.

Content: 40 capsules



LIETOSON DROPS

Food Supplement

To promote regular sleep.

- Induces a state of relaxation that promotes sleep and a good night's rest.
- With plant extracts with recognised sedative, anxiolytic and relaxing properties.
- Promotes physiological awakening without residual sedation.
- Useful in cases of restless sleep, frequent nocturnal awakenings.

Based on:

Eschscholzia, Passiflora, Tilia, Valerian, Hawthorn, Melissa, Sweet Orange (Essential Oil) and Vitamin B₆.

Directions: 40 to 60 drops per day diluted in water in the evening, half an hour before bedtime.

Content: 50 ml



Melatonin: the best physiological inducer of restful sleep.

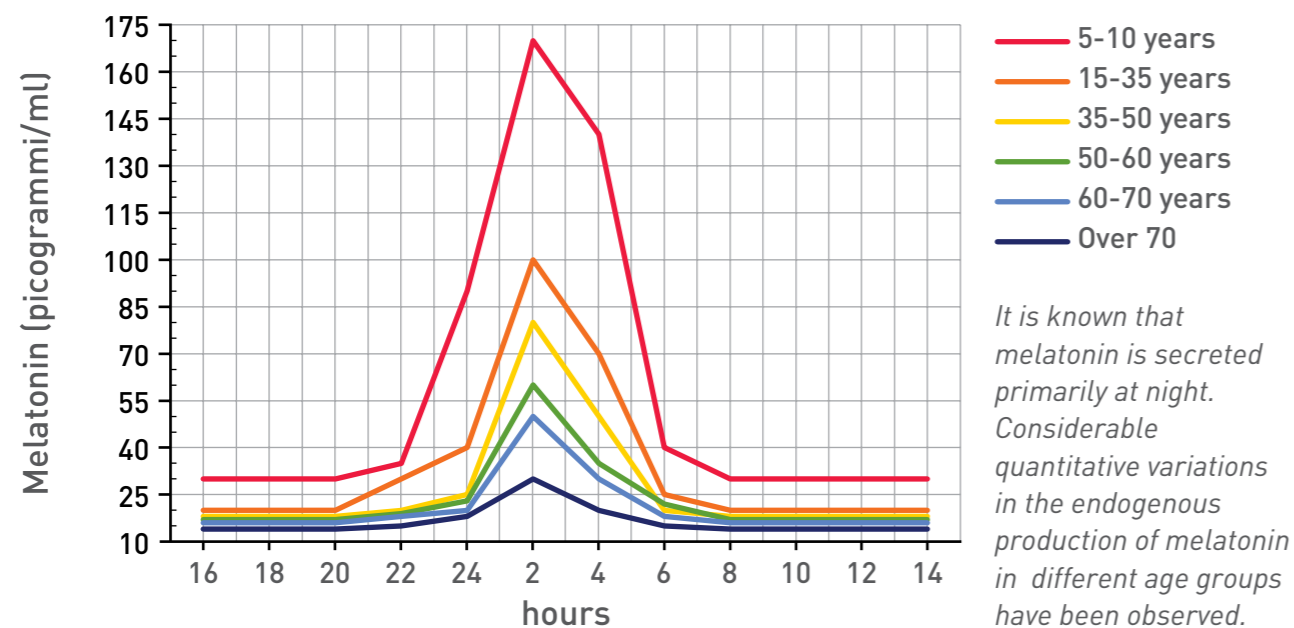
Micro-nutrients useful for inducing sleep and counteracting insomnia physiologically.

Micro-nutrient	Main functions	Lietoson Melatonin mouth-soluble tablets	Lietoson Melatonin drops
Melatonin	Induces restful sleep and promotes physiological awakening.	●	●
Vitamin B ₆	Proper integration of this vitamin is crucial for the correct biological effect of serotonin.		●

Basic information about Melatonin, the real Sleep-Promoting Hormone.

Melatonin (N-acetyl-5-methoxytryptamine) is a biological substance synthesized by the pineal gland. It plays a central role in the body: it normalises the sleep-wake rhythm and improves the quality and duration of sleep. It is, in fact, defined as the Sleep-Promoting Hormone. The considerable dissemination of tests and scientific evidence has confirmed the effectiveness of melatonin for years. It is also used in dietary supplements, as a supplement, to promote restorative sleep. Melatonin is absorbed in the small intestine and its biological effect is already felt after about 30 minutes, persisting for several hours.

Changes in melatonin production by the epiphysis during the day, in different age groups.



LIETOSON MELATONIN MOUTH-SOLUBLE TABLETS

Food Supplement

To regulate the sleep-wake cycle.

- With beneficial effects on nocturnal sleep.
- Useful for restoration of the regular sleep-wake rhythm.
- Favourable effect on the natural physiology of sleep.

Based on:
Melatonin.

Directions: 1 tablet daily in the evening half an hour before bedtime.

Content: 40 mouth-soluble tablets

FAST DISSOLVE



LIETOSON MELATONIN DROPS

Food Supplement

Beneficial effects on nocturnal sleep and restoration of the sleep-wake rhythm.

- Reduces the time needed to fall asleep.
- Melatonin is quickly absorbed.
- Excellent controller of body biorhythms.

Based on:
Melatonin and Vitamin B₆.

Directions: 10 drops per day in the evening half an hour before bedtime.

Content: 30 ml

FAST SLEEP PROMOTING



Are you working at night and sleeping during the day?

Do you have work shifts that change frequently?

Do you go on frequent business trips to countries with different time zones?

Is there a considerable time difference with your holiday destination?



Micro-nutrients useful for inducing sleep and counteracting insomnia physiologically.

Micro-nutrient	Main functions	Lietoson Melatonin Jet
Melatonin	Induces restful sleep and promotes physiological awakening.	●
Vitamin B ₆	Proper integration of this vitamin is crucial for the correct biological effect of serotonin	●
Magnesium and Zinc	Important nutritional co-factors necessary for the biosynthesis of endogenous melatonin. To be converted to its co-factor (key step in the metabolism of melatonin) Vitamin B ₆ needs a dependent zinc and magnesium enzyme	●

Melatonin enriched with an exclusive pool of nutritional factors.

Melatonin, combined with Vitamin B₆, Magnesium and Zinc, represents a physiological "Sleep Boost" that intervenes in the key steps involved in the metabolism of this biological substance and its bio-synthesis. The final effect is the optimisation and amplification of biological performance and the effectiveness of melatonin.

LIETOSON MELATONIN JET TABLETS

Food supplement

Promotes the adaptation of the organism to changes in time zones.

- Adjusts the sleep-wake circadian rhythm.
- Relieves the symptoms of jet lag.
- Also useful for effects related to jet-lag such as reducing daytime fatigue and related nausea.

Based on:

Melatonin, Vitamin B₆, Magnesium and Zinc.

Directions: 1 tablet a day, half an hour before bedtime for 5 days from the time of arrival at destination.

Content: 20 tablets



Sleep disorders should never be neglected.

Prolonged insomnia (in its various forms and expressions) should never be neglected, as it increases the risk of developing other illnesses:






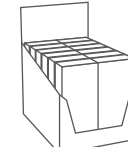


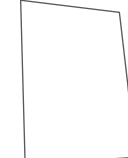
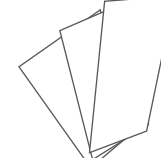
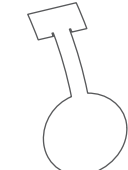
- psychiatric in nature (depressive and anxious in nature);
- cardiovascular in nature (hypertension, arrhythmias);
- endocrine-metabolic in nature (diabetes type 2, particular forms of obesity).

Certain factors that contribute to insomnia.

- **Gender:** women are most affected, especially between the ages of 45 and 54; menopausal symptoms are thus also considered to be contributing causes.
- **Age:** sleep disorders are more frequent with the progression of age. About 40% of people aged over 60 have trouble sleeping.
- **Physical ailments of various kinds:** respiratory disorders (cough, cold, shortness of breath of various origins, bronchial asthma), acute and chronic pain, gastritis and gastroesophageal reflux, gastro-intestinal disorders, dermatological disorders (especially in case of itching) and those affecting the renal and urinary tract, can cause insomnia.
- **Specific work activities:** professions that involve night shifts, tasks with a high degree of responsibility and tension related to the job.
- **Chronic stress and psychological factors:** psycho-physical tension, emotional discomfort, unpleasant events and emotional instability.
- **Climatic factors:** seasonal changes, temperatures that are too high or too low and temperature changes.
- **Travel for business or pleasure:** frequent intercontinental flights and/or to countries with different time zones.
- **External factors:** excessive noise in the bedroom, excessive light, uncomfortable bed, noise from other people in the bedroom.

Merchandising

For each product

	 Capsules	 Drops	 Mouth-soluble tablets	 Drops	 Tablets
 DISPLAY BOX	●	●	●	●	●
 COUNTER DISPLAY			●		
 REGLETTE			●		
 WINDOW POSTER 60x90			●		
 LEAFLET			●		
 STOP RAYON			●		

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ERBA VITA S.p.A.
via dei Faggi, 26 - 47894 Chiesanuova
Repubblica di San Marino

export@erbavita.com
www.erbavita.com

