



GENESTRA
BRANDS®



DOUGLAS
LABORATORIES

Seroyal

March 2018

Dear Valued Customer,

Re: Liquid B Complex – Formulation Update

Thank you for ordering GENESTRA BRANDS® Liquid B Complex. We are continuously working to improve our formulations based on client feedback and information generated from our quality assurance programs. We are pleased to inform you of revisions made to GENESTRA BRANDS® Liquid B Complex.

Key Improvements

- **Updated Packaging**
 - Now packaged in glass container with easy-to-use pourable spout
 - Increased bottle size from 360mL (24 x 15mL servings) to **450mL** (30 x 15mL servings)
- **Improved Flavour**
 - Improved Tangerine-Cherry flavour, along with improved texture

Formula now includes revised sources of vitamin B12, pantothenic acid, and choline. Folic acid has been removed from the formula.

- Vitamin B12 source was changed from cyanocobalamin to hydroxocobalamin & methylcobalamin. Hydroxocobalamin is a relevant physiological intermediate source of cobalamin which is readily converted in the body to the two metabolically active forms of vitamin B12 – methylcobalamin and adenosylcobalamin.
- Pantothenic acid source was revised from calcium d-pantothenate to d-panthenol for improved solubility and stability
- Choline source was revised from choline bitartrate to choline chloride due to improved solubility and stability
- **Revised Order Code: 02131A / Revised UPC: 8 83196 15290 2**

Helping to support your practice includes the continuous improvement of the product experience and overall patient compliance. We are confident that you will experience great results with this enhanced formulation. Continual client feedback is an important component of this process, helping to ensure product superiority and reliable results for your patients. Feel free to contact Seroyal customer service or your sales representative at any time to provide your input.

Thank you for your continued support.

Yves Yau
President, Seroyal

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