

Femōire



Women's Best Companion

EMPOWERS YOU TO SHINE THE WAY YOU ARE

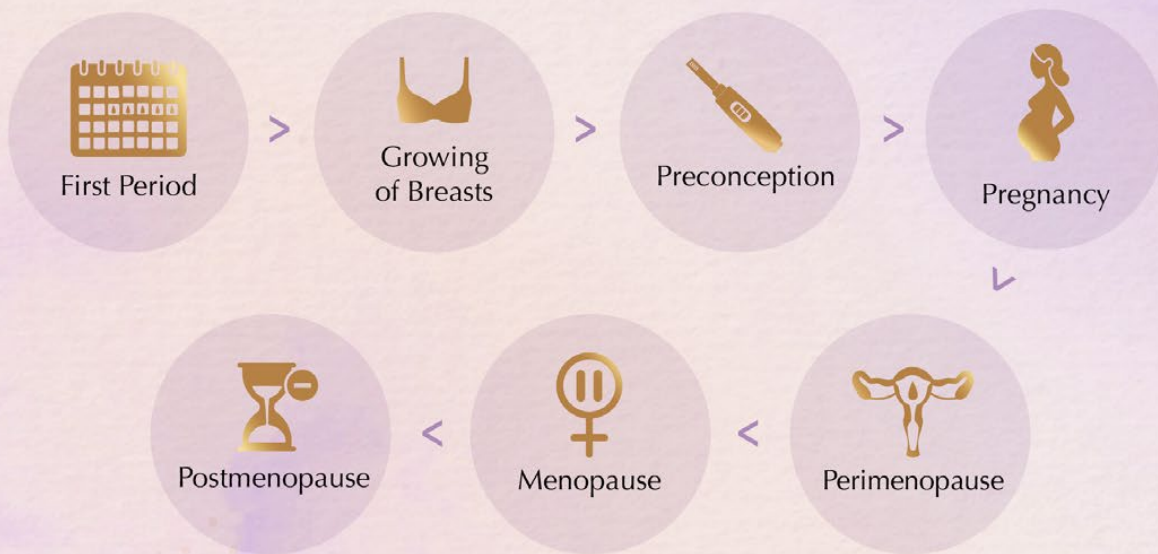
NOVIA



THE INEVITABLE TRANSFORMATIONS IN WOMEN'S LIFE,

“Physiological changes”

A woman's life is always filled with inevitable transformations, the body structure and physiological changes are wonderful but yet complicated:



Unfortunately, most of the women have to go through physical and mental struggles while experiencing these changes!



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Is your dazzling life

**CONSTANTLY
BEING DISTURBED BY
THESE DISCOMFORTS?**



First period at
the age of

12...

Period marks the beginning of a girl's puberty, but **period pain** is strongly affecting the studies and mood!

Mood swing caused by
menstruation at the age of

18...

Mood swing before and during **menstruation** is deterring a young lady from shining bright and enjoying her life to the fullest!

Living a stressful and hectic
lifestyle at the age of

25...

Being more mature mentally and physically, a woman tends to alter her attention to work and family at this point of time, but she is gradually losing her confidence due to all the **reoccurring discomforts!**

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Dealing with busy works and studies, economical and family stress, *are you experiencing the below health issues regularly?*

PERIOD
PAIN

IRREGULAR
MENSTRUATION

AMENORRHEA

LOSS OF
MOISTURE
ON SKIN

INFERTILITY

BREAST
SWELLING

REDUCE
ENERGY &
VITALITY

Other than the above concerns, the physiological changes might also be accompanied with psychological distress, for instance:

* IRRITABILITY

* DEPRESSION

* ANXIETY

* INSOMNIA

* LOSS OF CONFIDENCE

All these are the indescribable pain that women are encountering from time to time since the first period!



Most Important Aspects OF WOMEN'S HEALTH

Body

PHYSICAL
HEALTH

Mind

MENTAL
HEALTH

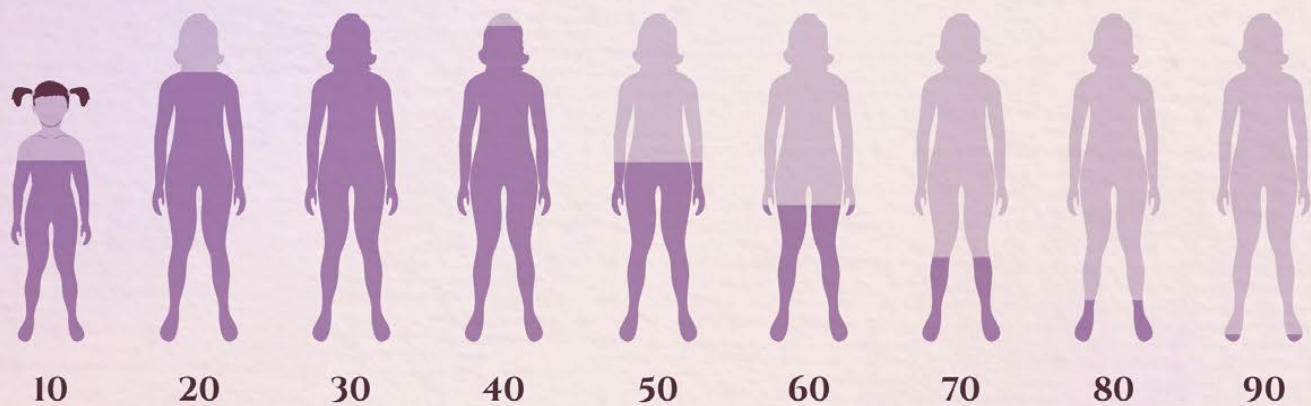
Soul

REPRODUCTIVE
HEALTH

The body structure of men and women are very different, the great and unique body system of women enables them to conceive and produce children. To complete her mission in life, a woman has to **be spiritually and physically healthy** to get herself ready, because a healthy body reflects a healthy state of body, mind and soul!

THE CULPRIT OF WOMEN'S HEALTH ISSUES: *Low Estrogen!*

"Estrogen was first discovered by a German biochemist, Adolf Friedrich Johann Butenandt. He was awarded **Nobel Prize in Chemistry** in 1939 for his discovery of estrogen and its importance for women."



ESTROGEN HORMONE LEVEL IN WOMEN

■ Estrogen level

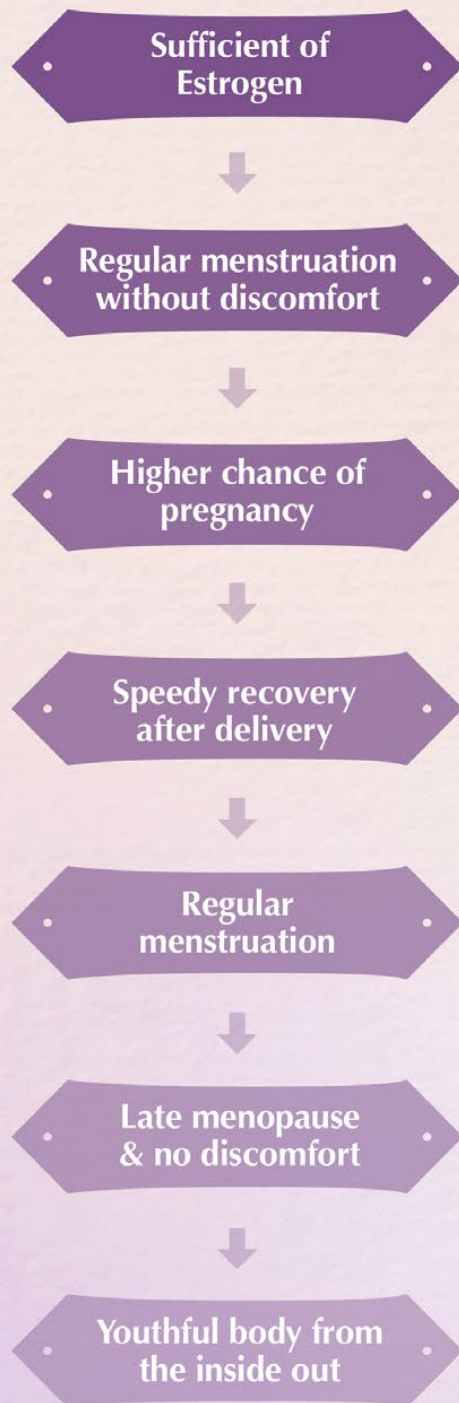
WHAT IS ESTROGEN?

Estrogen is the **primary female hormone** that playing a crucial role in women's body. When a female hits puberty, ovaries will then start to secrete estrogen to **enhance the growth of vaginal, uterus, fallopian tube and ovaries**, as well as maintaining the libido and fertility.

Estrogen also helps to **promote the health of numerous body organs and systems** such as nervous system, cardiovascular system, bone, urinary system and more!



The estrogen level is highly interrelated to women's health and ageing speed:



Low estrogen **does not only cause negative changes and deterioration of body organs, body tissue and systems**, as well as causing a series of discomfort, but also accelerate the loss of collagen in body, resulting in body ageing that eventually causes menopause to take place earlier!

COMMON FACTORS OF LOW ESTROGEN



Ageing



Wrong approach to weight loss



Excessive exercise



Diseases such as diabetes or ovarian diseases



Extreme dieting



Family history of hormonal issue



Thyroid problem

The first and foremost step to ease and improve the conditions of menstrual problem other than changing the negative habits, is indeed **to regulate the estrogen level!**

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Enjoy Enchanted Life with **NOVIA**

A WOMAN'S BEST COMPANION



A woman's lifelong concern:
Maintaining healthy level of estrogen

Hormonal changes are inescapable, but you have NOVIA, the best companion who walks you through all the changes confidently! Enjoy the best of your life without any concern, and move towards your dream fearlessly!

MANJAKANI

SAFFRON

KACIP
FATIMAH



The formulation of NOVIA includes **3 of the best gifts for women from the nature, the key ingredients of: Saffron, Manjakani and Kacip Fatimah**, topped up with the goodness of Maca, Pueraria, Hops and Fenugreek, comprehensively improve women's ovaries and hormonal health with the optimum natural formulation!

Shine the brightest you can by achieving your optimal physiological and mental health through the **ONE & ONLY** natural formulation!

Maintain
estrogen level

Calm emotions
and relieve stress

Regulate hormones

Delay body ageing

Ease period pain and
pre-menstrual breast
swelling

6 MAIN HEALTH BENEFITS OF NOVIA

Improve skin radiance
and elasticity

The Nature's Gift For Women, Part 1

WORLD'S MOST EXPENSIVE SPICE

Originated from Greece, Saffron (*Crocus sativus*) is the most expensive spice in the world, commonly known as the **Queen of Spices**. Saffron is regarded as the **queen in "3 Kings & 1 Queen" in the food and spice industry**, alongside 3 kings: foie gras, truffle and caviar. The reason why Saffron is so precious is mainly due to the rigorous done-by-manual picking process, there is only 450 grams of usable Saffron spice can be collected from every 75,000 Saffron flowers.

According to the historical records, Saffron was first discovered in Greece and possesses more than 3000 years of planting history. It has been used as **a precious spice and herb** with medicinal value:

- ✦ Ancient Greek frescoes related to saffron were found on Santorini
- ✦ As a therapeutic remedy, Saffron was used for depression in Persian traditional medicine 3,500 years ago
- ✦ Research shows that taking Saffron can help to improve symptoms of anxiety and depression

THE BENEFITS OF SAFFRON:

Contain natural antioxidant which can help to reduce cell's damage from oxidative stress.

Kaempferol found in Saffron flower petals has antidepressant activity, help to protect brain cells against oxidative stress.

Inhibit the depletion of serotonin, help to stabilise mood and avoid mood swing.

Effectively relieve the symptoms of pre-menstrual syndrome including mood swing and breast swelling.

A study shown that Saffron can help to prevent snacking with the theory of elevating mood, hence reduce desire to snack and aid in weight loss.

The antioxidant properties in Saffron can regulate blood cholesterol and prevent blood vessels and arteries from clogging.

1

2

3

4

5

6



Saffron

The Nature's Gift For Women, Part 2

THE NATURAL REJUVENATING HERB

Manjakani (*Quercus infectoria*) is a small oak tree widely distributed in Greece, Asia Minor, Syria, and Iran. It is a traditional herb that helps to maintain the health and wellness of vaginal. The internal layer of Manjakani fruit is rich in tannins which can help in tightening the vaginal muscles.

THE BENEFITS OF MANJAKANI:

Tighten muscle, thereby enhance vaginal tightness

1

Research shows that it can help with vaginal relaxation and reduce vaginal dryness

2



Manjakani

The Nature's Gift For Women, Part 3

MALAY WOMEN'S SECRET OF YOUTH

Kacip Fatimah (*Labisia pumila*) is a herbal medicine that has been widely used within South East Asian communities, the Malay women have been using the herb to maintain women's uterus health and regulate women's health diseases. Kacip Fatimah is also being known as the female version of Tongkat Ali and "the natural estrogen in the plant world", can effectively help to ease numerous physiological discomforts.

THE BENEFITS OF KACIP FATIMAH:

Regulate menstrual cycle and reduce period pain

1

Regulate hormones, improve the condition of hormonal imbalanced

2

Relieve the symptoms of pre-menstrual syndrome

3



Kacip Fatimah

The Fine Formulation of **NOVIA**

ALSO CONTAINS THESE NATURAL SUPPORTING INGREDIENTS

Maca (*Lepidium Meyenii*)

- * Maca is also known as Peruvian ginseng, mainly grows in harsh conditions at a very high altitude
- * Helps to increase physical strength and energy level
- * Contains flavonoid which can help to reduce anxiety and symptoms of depression



Pueraria (*Pueraria Mirifica*)

- * Mainly found in northern and north eastern Thailand
- * Contains more than 17 chemical compounds with estrogenic biological activities, including **miroestrol** which has the highest estrogenic activity and it is also regarded as the safest estrogen for human
- * Increases the estrogen level and enhances the production of collagen to restore skin elasticity



Hops (*Humulus Lupulus Linn*)

- * A traditional herb which contains phytoestrogen
- * Possesses anti-viral and anti-microbial effects
- * Helps to improve skin problems that caused by the reduce of estrogen, such as skin dryness and loss of elasticity



Fenugreek (*Trigonella foenum-graecum*)

- * Comes from the family of soy, one of the oldest herbs used in traditional Indian and Chinese systems of medicine
- * Effectively reduces pelvic hyperemia, hence eases menstrual cramps and breast pain
- * A 3-month clinical study shows that fenugreek husk extract has the effect of reducing pre-menstrual discomforts including anxiety, depression, mood swings, insomnia and headache





NOVIA IS SUITABLE FOR WOMEN WITH

Premenstrual or menstruation discomfort * Irregular menstruation
Hormonal imbalanced * Live a hectic life * Health-conscious
Taking care of uterus's health * Emotionally unstable

DIRECTION OF USE

Take 1 capsule daily after meal

