

coralclub

B-Prime Direct

Brilliant



A Game-Changer in Health: The Story Behind Vitamin B

Back in the late 1800s, sailors started experiencing a strange illness called beriberi, which left them weak and with serious nerve problems.

A Japanese doctor, Takaki Kanehiro, noticed something interesting: the healthier folks were eating whole-grain rice, while those eating polished rice were getting sick.

Fast-forward, a Polish scientist, Kazimierz Funk, figured out the missing piece. He isolated a substance from rice bran that could prevent the disease and named it “vitamin” (from the Latin word *vita*, meaning life). And just like that, the world got its first glimpse into the power of Vitamin B!

Vitamin B1 (Thiamine): The First Big Discovery

The discovery of Vitamin B1 opened the floodgates for research, leading to the discovery of nine more B vitamins over the years. These little powerhouses are essential for keeping your energy levels up, your nervous system in check, and your skin glowing.



"Honorary Vitamins" B4 (Choline) & B8 (Inositol)

It turns out that vitamin-like nutrients also play a big role in your health. Choline and inositol, while not officially part of the vitamin club, help keep your nervous system strong and your cells functioning smoothly.* That's why they're often included in B vitamin complexes today.

The diagram features two columns of information. The left column is headed by 'Choline' and lists 'Proper fat metabolism*' and 'Cognitive function support*'. The right column is headed by 'Inositol' and lists 'Insulin level regulation*' and 'Nerve impulse transmission*'. Each column is separated from the other by a vertical line, and each function is separated from the header by a horizontal line. The background is a gradient of green and yellow with several large, semi-transparent spheres of varying sizes and colors (green, yellow, orange) scattered throughout.

Choline

Proper fat
metabolism*

Cognitive function
support*

Inositol

Insulin level
regulation*

Nerve impulse
transmission*

Your Body Craves B Vitamins to Keep Things Running Smoothly

B3 B5 B6 B7 B12

Glucose metabolism^{[1]*}

B1 B3 B5 B6 B7 B12

Fat metabolism^{[1]*}

B1 B3 B5 B6 B7 B9

Protein metabolism^{[1]*}

B1 B2 B3 B5

Immune system^{[2]*}

B1 B2 B3 B5 B9 B12

Cognitive functions^{[3]*}

B1 B2 B3 B5 B6 B7

Microbiota balance^{[4]*}

B2 B3 B5 B9 B12

Musculoskeletal system^{[5]*}

B2 B3 B5 B6 B7

Antioxidant and anti-inflammatory action^{[6,7]*}

B1 B3 B5 B6 B7 B12

Hormone and neurotransmitter synthesis^{[8,9]*}

Where to Find B Vitamins in Your Diet



- 01. Sunflower seeds (B1)
- 02. Buckwheat (B1, B8)
- 03. Oatmeal

- 04. Peanuts (B1, B9)
- 05. White mushrooms (B3, B5)
- 06. Nuts (B3, B5, B7, B8)

- 07. Liver (B3, B4, B5, B7, B9, B12)
- 08. Legumes (B7, B8, B9)
- 09. Mackerel (B6)

Where to Find B Vitamins in Your Diet



10



11
11



12



13



14



15



16



17



18

10. Walnuts

B6

11. Spinach

B6

B9

12. Sweet potato

B6

13. Eggs

B3

B4

B5

B7

14. Oysters

B12

15. Herring

B12

16. Meat

B4

B12

17. Salmon

B4

18. Citrus fruits

B8

Why Getting Enough B Vitamins Can Be a Challenge

Even with a balanced diet, some things can mess with how your body absorbs B vitamins:



Alcohol interferes with absorption and speeds up vitamin loss.



Sugary and processed foods drain your vitamin reserves faster than you think.



Processed grains and industrial processing strips away a lot of the good stuff.



Cooking and storage, heat, and long storage times can deplete vitamin content.



Signs of a Vitamin B Deficiency

Pay attention to these signs:



Who's Most at Risk?

Certain conditions can increase the likelihood of vitamin deficiency:

- Old age
- Gastrointestinal diseases
- Metabolism-related diseases (e.g., diabetes)
- The use of certain medications (e.g., oral contraceptives)
- Intensive physical and mental workloads
- Bad habits (e.g., smoking)





Vegetarians and vegans are particularly vulnerable to vitamin B12 deficiency.

It's hard to find in plant-based foods, so supplements like B12 are essential for keeping levels in check.

B-Prime Direct

This new Coral Club product delivers B vitamins in the most bioavailable forms, providing essential nutrients to help your body perform at its best.*



A New Product in the
Coral Club Line —
Stick Packs with
Powder that Dissolves
in the Mouth





Fast Absorption

The powder starts working as soon as it hits your tongue, thanks to fast absorption through your mouth.*



Convenience

No water? No problem. Just pop a stick pack and go—no pills to swallow.



Portable

Lightweight and portable, these stick packs are easy to toss in your bag and take anywhere.



10 B Vitamins in Their Most Effective Form

B1	B2	B3	B4
Thiamine hydrochloride	Riboflavin 5-phosphate	Nicotinamide	Choline citrate
Keeps your nervous system in check and helps your body break down carbs for energy.†	Powers up your energy levels and acts as a shield against harmful free radicals .†	A go-to for glowing skin and keeping your metabolism running smoothly.†	Promotes memory, focus, and overall brain health.†
5 mg — 357%*	6 mg — 375%*	30 mg — 167%*	100 mg — 20%*
	Active form**	Does not cause redness	

*Percentage of the recommended daily intake

**The form that the body can immediately use for its needs without additional chemical transformations

10 B Vitamins in Their Most Effective Form

B5

Calcium D-pantothenate

Essential for a smooth metabolism and vibrant skin.†

10 mg — 167%*

B6

Pyridoxal 5-phosphate

The key to protein digestion and supporting your nervous system.†

3.5 mg — 175%*

Active form**

B7

D-biotin

The secret to strong hair, radiant skin, and tough nails †

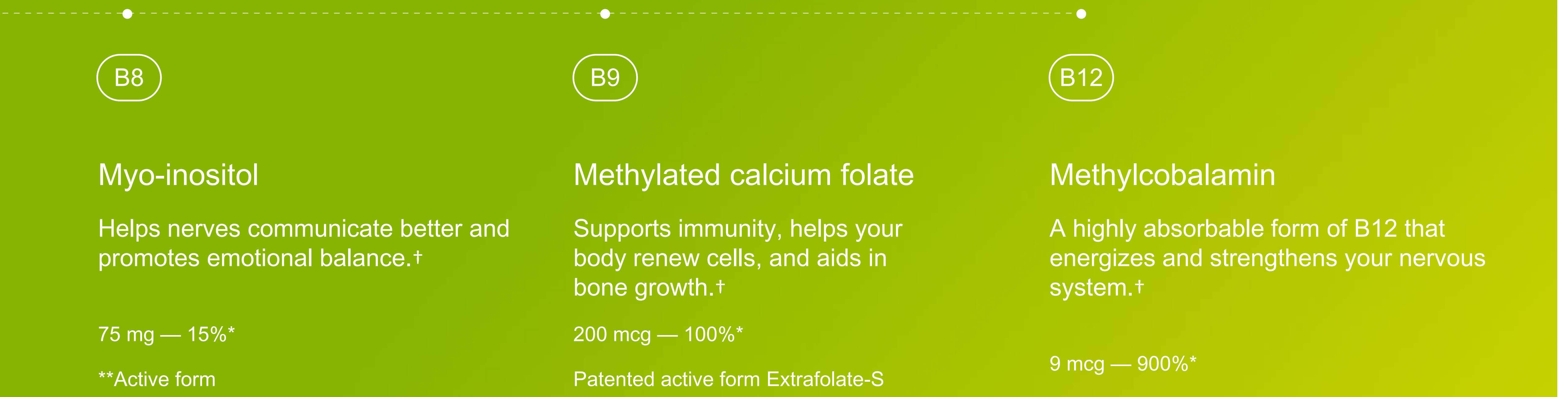
150 mcg — 300%*

Active form**

*Percentage of the recommended daily intake

**The form the body can immediately use for its needs without additional chemical transformations.

10 B Vitamins in Their Most Effective Form

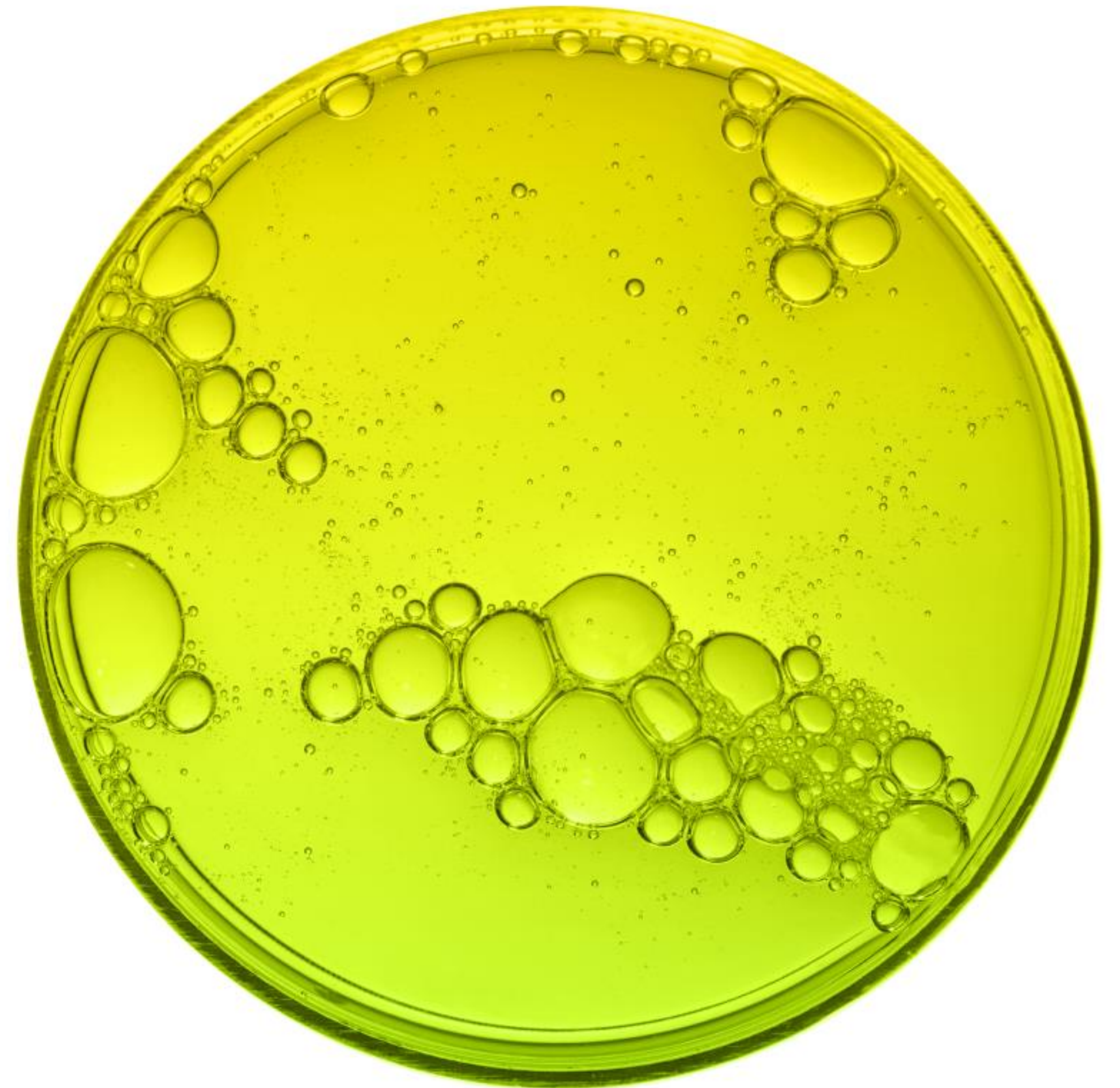


*Percentage of the recommended daily intake
**The form the body can immediately use for its needs without additional chemical transformations

Patented Form of Vitamin B9 ExtraFolate-STM*

Why methylfolate (methyl tetrahydrofolate) is a big deal:

- Ready to Go: Unlike regular folic acid, this form doesn't need to be processed in your digestive system—it gets to work right away.*
- **Safe and Effective:** Helps avoid the risk of masking a B12 deficiency, which can occur with high doses of regular folic acid.*



From the French
company Gnosis by
Lesaffre

1 Stick Pack = All-Day Support



Parsley

200 g



Corn

350 g



Beans

2.36
lbs.



Anchovies

170 g



Semi-hard
cheese

630 g



Sunflower seeds

2.2
lbs.



Turkey liver

200 g

B-Prime Direct



Promotes sustained energy and sharpens focus.*



Promotes brain function and memory retention.*



Strengthens hair, skin, and nails.*



Helps support your body's stress response.*



Encourages a positive and balanced mood.*



How to Use B-Prime Direct

Take it in the morning after breakfast,
Getting your daily dose is as easy as:



Grab a stick-pack.



Tear it open along the dotted line.



Pour the powder directly onto your tongue.



Let it dissolve—no water is needed.

B-Prime Direct — Your Energy Companion

Facing mental
challenges head-
on



Hitting the gym



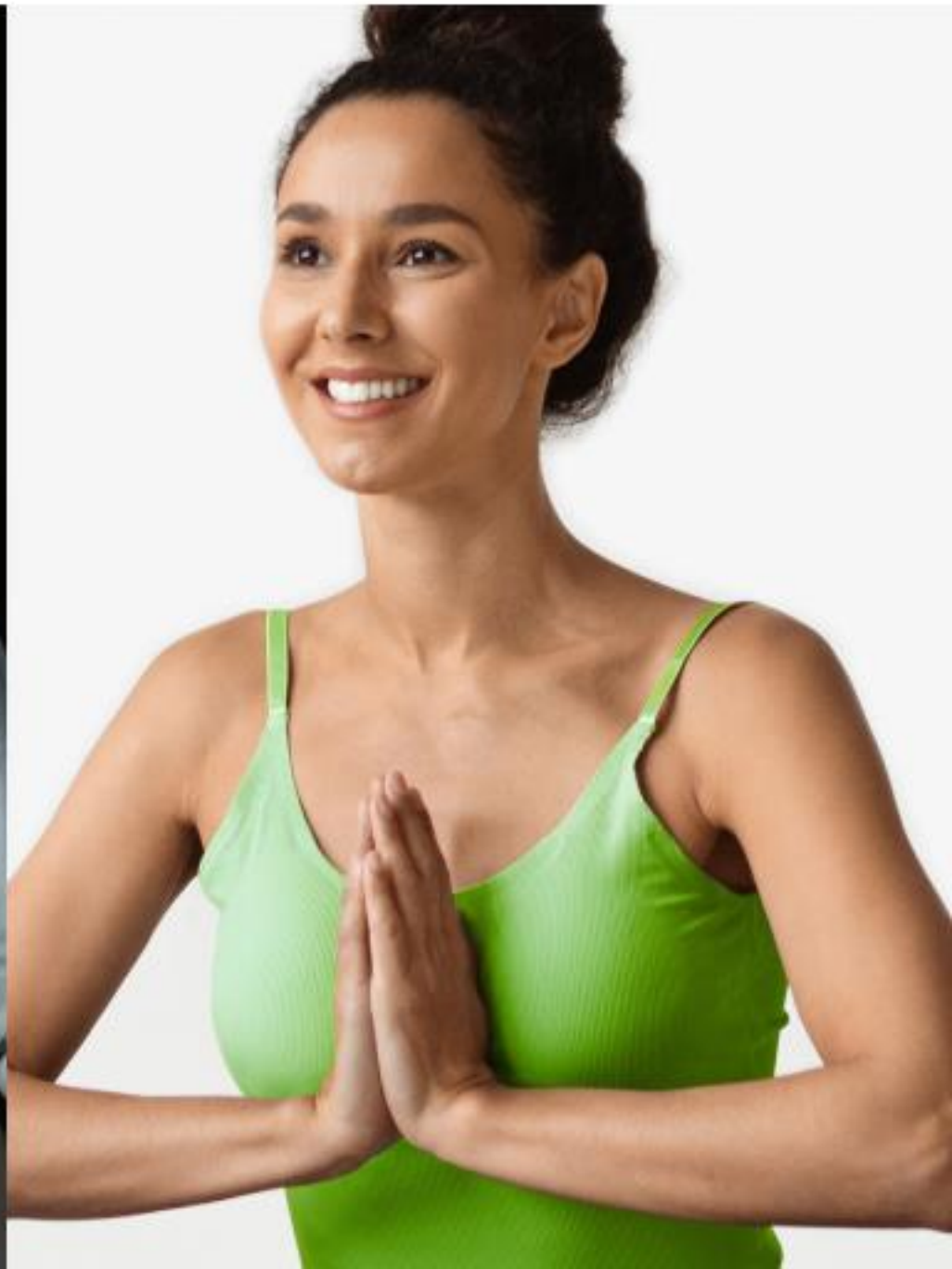
Heading to a
party



Traveling



Dealing with
stress



Pair It Up for Maximum Benefits



Metastick

Pair B vitamins with gut-friendly probiotics for added support to metabolism and immune function. Together, they help strengthen your gut's natural defences.*



Coral Lecithin

Combine B vitamins with lecithin to enhance brain function and support stress resilience.*

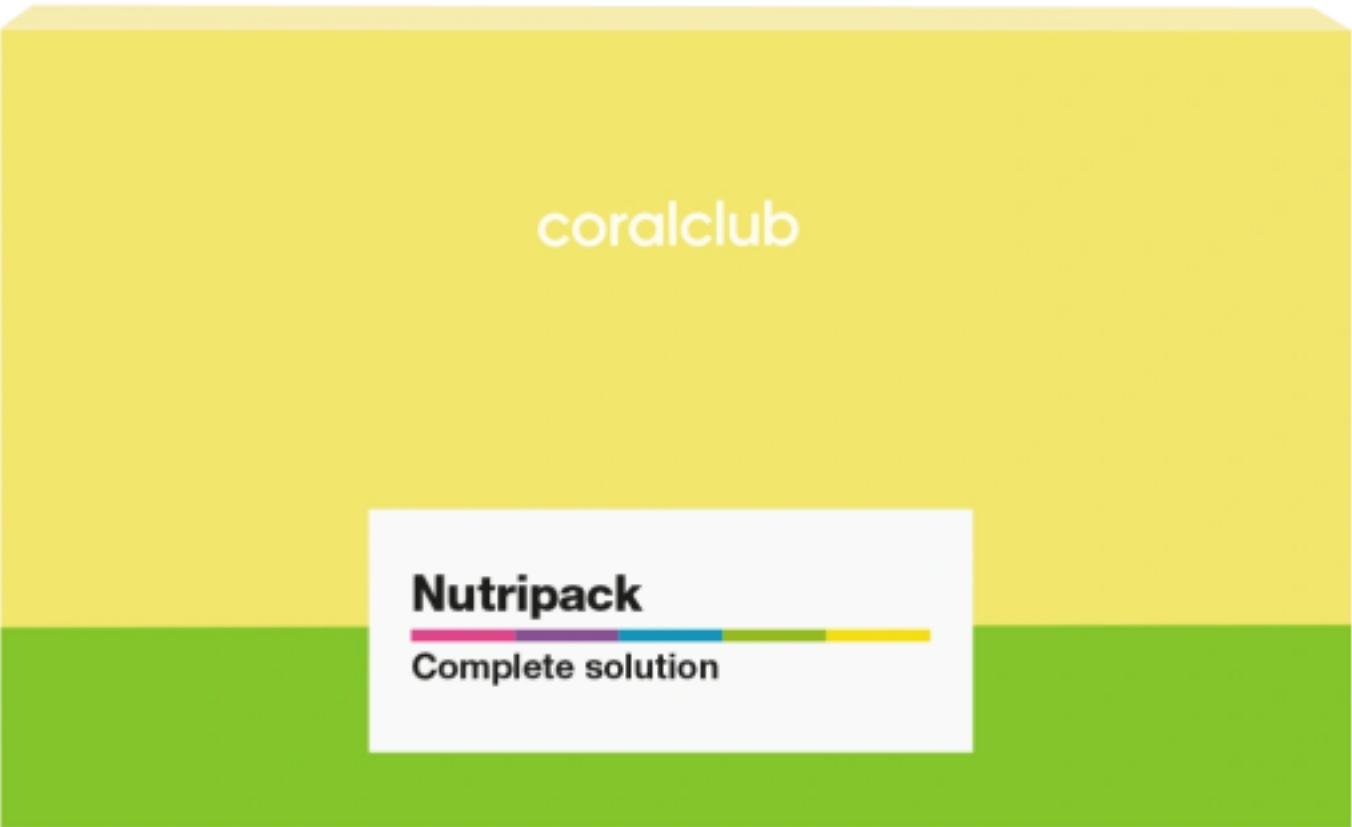
Finish the 4th Step of the Health Concept with B-Prime Direct



Concept of Health Steps.
B Vitamins enhance the benefits of Nutripack

Improve carbohydrate
and fat metabolism*

Help recover faster
after physical exertion*



Support high energy levels*

Help recover faster
after mental exertion*

Designed for your
on-the-go lifestyle.



B-Prime Direct

B is for Brilliant



coralclub

Balanced dosages
to replenish deficiencies*

10 B vitamins in the most
modern form available



Bright citrus flavour without sugar



References & Sources

1. Bender D. A., Cunningham S. M. C. Introduction to nutrition and metabolism. – CRC Press, 2021.
2. Peterson C. T. et al. B vitamins and their role in immune regulation and cancer //Nutrients. – 2020. – T. 12. – №. 11. – C. 3380.
3. Calvaresi E., Bryan J. B vitamins, cognition, and aging: a review //The Journals of Gerontology Series B: Psychological Sciences and Social Sciences. – 2001. – T. 56. – №. 6. – C. P327-P339.
4. Wibowo S., Pramadhani A. Vitamin B, Role of Gut Microbiota and Gut Health //Vitamin B and Vitamin E-Pleiotropic and Nutritional Benefits. – 2024.
5. Dai Z., Koh W. P. B-vitamins and bone health—a review of the current evidence //Nutrients. – 2015. – T. 7. – №. 5. – C. 3322-3346.
6. Olfat N., Ashoori M., Saedisomeolia A. Riboflavin is an antioxidant: A review update //British Journal of Nutrition. – 2022. – T. 128. – №. 10. – C. 1887-1895.
7. Lotto V., Choi S. W., Friso S. Vitamin B6: a challenging link between nutrition and inflammation in CVD //British Journal of Nutrition. – 2011. – T. 106. – №. 2. – C. 183-195.

8. Kennedy D. O. B vitamins and the brain: mechanisms, dose and efficacy—a review //Nutrients. – 2016. – T. 8. – №. 2. – C. 68.
9. Tamanna T. et al. Role of Vitamins in Health and Disease: A Vitamin B Perspective //Hydrophilic Vitamins in Health and Disease. – Cham : Springer International Publishing, 2024. – C. 67-86.