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Die folgenden Angaben sind den vom Anmelder eingereichten Unterlagen entnommen.

(54) Bezeichnung: **Polykräuterformulierung für Diabetes**

(57) Hauptanspruch: Polykräuterformulierung zur Behandlung von Diabetes, dadurch gekennzeichnet, dass die Zusammensetzung ethanolische Extrakte einer Vielzahl von Pflanzen, umfassend *Trigonella foenum-graecum*, *Cinnamomum zeylanicum*, *Punica granatum* und *Azadirachta Indica*, umfasst.

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(57) Abstract :

A nostalgia marketing system model comprising ad-evoked nostalgia (NOST) (2), nostalgia intensity towards ads (NIAD) (3), spiritual well being (SWB) (4), purchase intention (PI) (5). A significant positive impact of consumers' spiritual well-being on purchase intention of the product advertised in nostalgic ads. Since consumers with spiritual well-being have a positive inclination toward products that they have experienced before to avoid the uncertainty associated with trying new products. A positive influence of ad-evoked nostalgia and nostalgia intensity on the purchase intentions of advertised products.

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