

Natural solution for cognitive performance

cereboost™ 
Sharpen your mind



NATlife™ 

Natural solution for cognitive performance

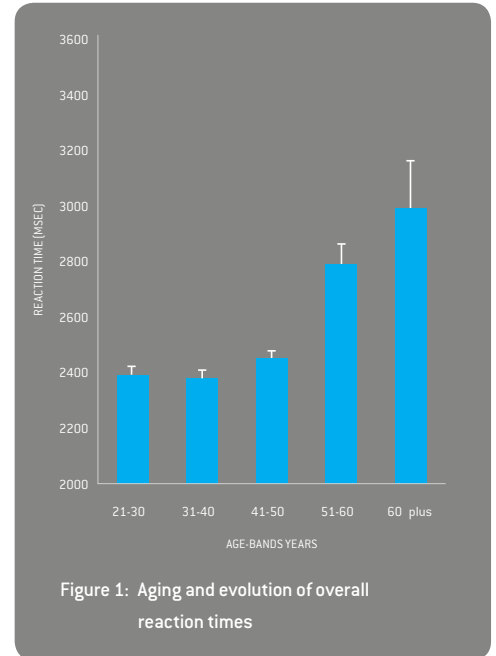
Market opportunities



Maintaining cognitive performance has become an increasingly vital requirement of our active way of life. Our society, based on performance, is demanding and strives to stay in shape physically and intellectually. Superior cognitive function is therefore greatly desired. As a consequence, increasingly more people are searching for natural solutions to experience the cerebral boost that is required by their everyday lives. Moreover, the world's population is aging. The senior population is growing, undergoing significant changes over the last decade. They are extremely active and devote their lives to activities for which they did not have sufficient time when they were younger. As a result, they seek to delay cognitive decline.

Cereboost™ as a natural solution

American ginseng has been traditionally used to improve cognitive function by Traditional Chinese Medicine. Naturex investigated to clinically confirm this traditional use and developed Cereboost™. Cereboost™ is recognized for its potency to immediately enhance working memory and attention.



Premium characteristics



- ✓ North American origin
- ✓ Standardized profile in ginsenosides
- ✓ Patent pending

Cereboost™ is obtained from high quality American ginseng carefully selected by Naturex. Cereboost™ has a specific and unique profile in ginsenosides which guarantees its high activity.

Cereboost™'s composition

Total ginsenosides	10.0 – 12.0%
Rg1	0.1 – 0.4%
Rb1	4.0 – 7.0%
Rf	Non detected
Rb1/Total	0.3 – 0.6

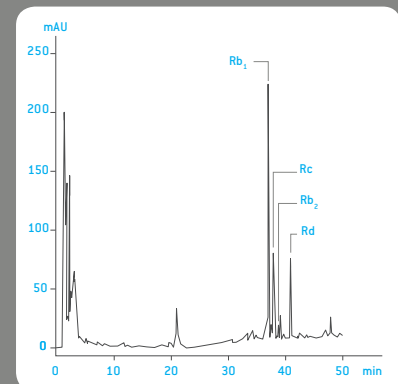


Figure 2 : Example of Cereboost™'s HPLC profile

Scientific evidence

Randomized, double-blind, placebo-controlled, crossover clinical study

A 200 mg supplementation with Cereboost™ has been clinically proven to:

- Improve working memory
- Support attention

These results contribute to:

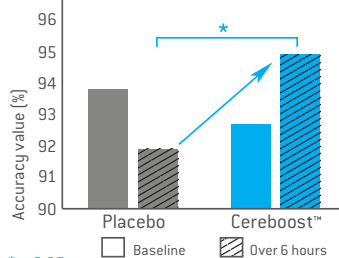
- Increase cognitive performance
- Healthy cognitive function

Cereboost™ cognitive assessment

200 mg of cereboost™ 
Sharpen your mind

INCREASE OF ATTENTION ACCURACY

CHOICE REACTION TIME ACCURACY

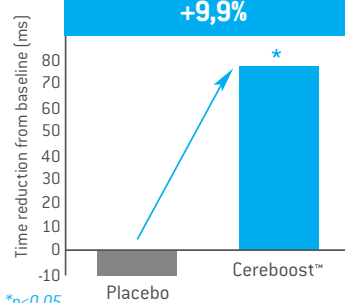


By increasing the accuracy during a choice reaction task, Cereboost™ enhances the ability to sustain focus over time.

ENHANCEMENT OF WORKING MEMORY SPEED

IMPROVEMENT OF WORKING MEMORY REACTION TIME (over 6 hours of cognitive testing)

+9,9%

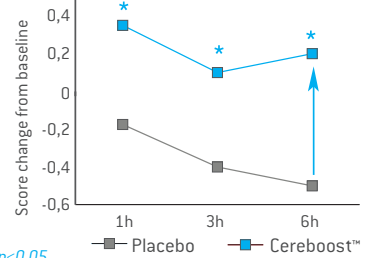


By speeding the reaction time, Cereboost™ reduces the time it takes to retrieve an item from working memory.

IMPROVEMENT OF WORKING MEMORY CAPACITY

CORSI BLOCK SCORE

+15,6%



By ameliorating the working memory capacity, Cereboost™ helps to extend the memory span.

Instantly Increased Cognitive Performance

Bibliographical references:

- Scholey et al., 2010
- Chen et al., 2008
- Wesnes, K (unpublished data)



cereboost™

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In response to the challenge of cognitive performance, Cereboost™ naturally supports your consumers in every stage of their life requiring high cognitive abilities. Cereboost™ benefits from the first clinical study confirming the traditional use of American Ginseng for cognitive health.

The extraction process and the high quality of American ginseng roots selected have been combined to obtain Cereboost™. Moreover, Cereboost™ owns a specific and standardized profile in ginsenosides guaranteeing its activity.

Commercial name	Cereboost™	www.cereboost.com
Complete name	American ginseng root extract > <i>Panax quinquefolius</i> L.	
Appearance	Beige to brown powder	
Active compounds	Total ginsenosides	10.0 – 12.0%
	Rg1	0.1 – 0.4%
	Rb1	4.0 – 7.0%
	Rb1/Total	0.3 – 0.6
Adulteration marker	Rf	Non detected
Scientific results	<p>A 200 mg supplementation with Cereboost™ has been clinically proven to:</p> <ul style="list-style-type: none"> • Improve working memory • Support attention <p>These results contribute to:</p> <ul style="list-style-type: none"> • Increase cognitive performance • Healthy cognitive function 	
Bioavailability	Ginsenosides are bioavailable compounds	
Lifestyle	<ul style="list-style-type: none"> > Students > Active lifestyle > Lively seniors 	
Claims	Enhances cognitive performance by improving working memory and supporting attention.	
Application	Cereboost™ can be used in any food preparation and food supplements	
Recommended dosage	200 mg/intake	
Safety & quality	No side effects have been reported in the clinical studies. No risks have been identified in the usual toxicological tests. Cereboost™ is a 100% guaranteed plant extract which conforms to current European standards regarding the absence of GMO, allergens, heavy metals, aflatoxins and ochratoxin A. The microbiologic and pesticides tests comply with current Eur. Pharmacopoeia. Before sale of the products it must be ensured that the product meets all local legal requirements.	



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