

Naturex Enhances Prostate Health Category with Flowens™

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More than 50 percent of men in their fifties and 80 percent of men in their seventies suffer from Benign Prostatic Hyperplasia (BPH) resulting in a potential market of over 26 million men in the U.S. alone. Unfortunately, the effectiveness of leading botanicals in the prostate health category, such as saw palmetto, has recently come into question. According to the U.S. National Center for Complimentary and Alternative Medicine (NCCAM), saw palmetto at double and triple the recommended doses is no more effective than a placebo.

Naturex, the global leader in natural specialty ingredients, realized the need for an improved botanical solution for prostate health and has introduced Flowens™, the first full-spectrum cranberry-based ingredient specifically engineered for men's health using a patent-pending process. This optimized formula is supported by gold standard clinical evidence illustrating its ability to improve Lower Urinary Tract Symptoms (LUTS) typically associated with Benign Prostatic Hyperplasia (BPH).

In a double-blind, randomized, placebo controlled intervention study, researchers gave Flowens™ to men with moderate LUTS typically associated with BPH that weren't using any other therapy to address their symptoms. Overall, consuming Flowens™ once daily showed statistically significant improvements in the key clinical marker for BPH/LUTS by up to 44 %— the International Prostate Symptom Score (IPSS). Both doses also showed statistically significant improvements in uroflowmetry markers such as post-void residual volume (PRV) and bladder volume (VOL).

"Flowens delivers clinical results without the unwanted sexual side effects commonly associated with pharmaceutical drugs and the current phytotherapy," said Dan Souza, Senior Director of Sales and Marketing for Naturex-DBS. "More than 96 percent of the subjects who observed symptom improvements, such as frequency, urge incontinence, weak stream, urinary retention, etc., would recommend Flowens™ to a friend."

About Naturex:



Naturex is the global leader in specialty plant-based natural ingredients.

Through its dedicated business units, the Group addresses the specific needs of 3 strategic markets: Food & Beverage, Nutrition & Health, and Personal Care. The company offers its customers a full array of high quality ingredients, responsibly sourced from nature for food, pharmaceutical, nutraceutical and cosmetic applications.

Naturex's head office is Avignon, France. The company employs more than 1,400 people and benefits from 8 sourcing offices around the world and high-performance manufacturing operations across 15 sites in Europe, Morocco, the United States, Brazil, Australia, and India. It also has a global commercial presence through a dedicated network of sales offices in more than 20 countries.

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