



## NATUREX TO PROMOTE FRAXIPURE™ A PATENT PENDING *FRAXINUS EXCELSIOR* EXTRACT

**Avignon – France – November 27<sup>th</sup>.** Naturex announces FraxiPure™, a patent-pending extract of *Fraxinus Excelsior* seed. FraxiPure™ was introduced earlier this month at the Supply Side West trade show and conference in Las Vegas.

*Fraxinus excelsior* is a tree in the Oleaceae family and is popularly known as “common ash” or “European ash” in the countries of temperate Asia and Europe. This tree is also widely distributed throughout Tafilalet, the south-eastern region of Morocco. As the only significant supplier and processor of Moroccan botanicals, Naturex has a unique position to source large quantities of *Fraxinus excelsior* seeds. Additionally, Naturex’s Moroccan plant is the largest extraction facility in northern Africa, providing Naturex the capacity for the production of large amounts of FraxiPure™.

*Fraxinus excelsior* has been reported to contain primarily coumarins, secoiridoids, and phenylethanoids. The Naturex patent covers the extraction and purification of the novel secoiridoid compounds. The Naturex team of research scientists discovered these new components by using highly sophisticated analytical methods, including nuclear magnetic resonance (NMR) and mass (MS) spectroscopy.

“As a dominant player in the natural ingredient industry, we are always working on novel extracts to bring to the market.” declared Jacques Dikansky, President and CEO of Naturex. He added “this new patent results from our commitment to innovation and the way we manage our R&D investments to boost our product portfolio.”

FraxiPure™ has scientifically-documented properties supporting the ingredient’s potential use in the weight-loss market. Naturex is currently conducting in vitro and in vivo studies on FraxiPure™.

Scientific studies demonstrated that *Fraxinus excelsior* seed extract exhibited potent antihyperglycemic activities in rats without affecting basal plasma insulin concentrations<sup>1</sup>. Also, *Fraxinus excelsior* seed extract has demonstrated significant hypotensive and antihypertensive actions in normotensive and hypertensive rats, along with a significant diuretic effect<sup>2</sup>.

### About Naturex

Naturex manufactures and sells natural ingredients for the food, dietary supplement and nutraceutical, pharmaceutical, and cosmetic industries. Headquartered in Avignon, France, the group has an international reach, with over 90% of its sales generated in 30 different countries outside France, 65% of which are in the North American market. Naturex has facilities in France, Morocco, the United States and Italy, a subsidiary in the United Kingdom, and a representative office in Singapore.

#### Naturex Media contacts

Antoine DAUBY  
Marketing Manager  
NATUREX  
Site d'Agroparc  
BP1218  
84911 AVIGNON Cedex 9  
FRANCE

1. Maghrani M, Zeggwagh NA, Lemhadri A, El Amraoui M, Michel JB, Eddouks M. Study of the hypoglycaemic activity of *Fraxinus excelsior* and *Silybum marianum* in an animal model of type 1 diabetes mellitus. *J. Ethnopharmacol.* 2004 Apr;91(2-3):309-16
2. Eddouks M, Maghrani M, Zeggwagh NA, Haloui M, Michel JB. *Fraxinus excelsior* L. evokes a hypotensive action in normal and spontaneously hypertensive rats. *J Ethnopharmacol.* 2005 May 13;99(1):49-54