

Naturex's Cereboost™ has been granted the NutraAward 2010, for best new ingredient.

Anaheim, California 13th March – Naturex is pleased to announce that its ultimate ingredient for brain support, Cereboost™, has been granted the NutrAward 2010 for the Best New Ingredient of the year.

Taking place during the Nutracon conference and co-located with Natural Products Expo West, NutraAward celebrates innovation and supports companies that are investing in evidence-based ingredients. Finalists are selected by a panel of industry experts and final award is decided by both the committee and the attendees of SupplyExpo, Natural Products Expo West and Nutracon.

Jacques Dikansky, President and C.E.O. of Naturex declared: "We are delighted to receive the NutrAward prize for new, innovative, evidence-based health and nutrition ingredient. This award underlines the remarkable potential of Cereboost™."

Naturex developed Cereboost™ for its activity on cognitive performance. It benefits from the first clinical study confirming the traditional use of American Ginseng for Brain Health. The subjects supplemented with Cereboost™ experienced significant improvement in the cognitive areas of working memory and alertness. This ingredient perfectly fits the desire of consumers to naturally maintain high cognitive performance at any age.

About Naturex:



Naturex manufactures natural speciality ingredients for the Food & Beverage, Nutrition & Health and Personal Care industries. Headquartered in France, Naturex employs 900 staff and has 11 production units located in Europe (France, Italy, Spain, Switzerland and England), the United States (New Jersey and California), Brazil, Australia and Morocco. In addition, the group has several sales offices worldwide.

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