



## Cereboost™ receives approval for cognitive function claims

Toronto, 11<sup>th</sup> June 2013 – Cereboost™, the American Ginseng extract from Naturex, has been granted a Natural Health Product Number (NPN) by the Canadian Ministry of Health for its benefits on cognitive function.

The scientific validity of studies on Cereboost™ (American Ginseng root extract) has been recognized by the Canadian Health Authorities. The Natural Health Product Directorate (NHPD) has allowed Naturex to use three health claims for its American ginseng, confirming the high quality level and cutting-edge science of the extract. With a daily dose of 200 mg of Cereboost™, the NHPD has allowed the use of the following approved claims:

- Helps to support cognitive function
- Helps to support cognitive performance
- Helps to support working memory

“Our clients will gain multiple benefits from this recognition” said Maxence Duprez, Sales Director for Canada. “They can register their finished products in a shorter period of time and drastically reduce the time-to-market of their launches. Thanks to the strong and trusted scientific backing, they can stand out from the crowd with the approved claims,” he explained.

Cereboost™ is a clinically proven ingredient from the NAT life™ range at Naturex. The product therefore comes with many other services, such as in depth bibliography, product-specific clinical studies and dedicated marketing tools. An interactive game is even available on the Cereboost™ website ([www.cereboost.com](http://www.cereboost.com)) in order to teach final users about the benefits of taking Cereboost™.

### About Naturex:

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Naturex manufactures natural specialty ingredients for the Food & Beverage, Nutrition & Health and Personal Care industries. Headquartered in France, Naturex employs 1,400 people and has 15 production units located in Europe (France, Italy, Spain, Switzerland, England and Poland), the United States (New Jersey and California), Brazil, Australia, Morocco and India. The group also has several sales offices worldwide.

[www.naturex.com](http://www.naturex.com)

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