

## New clinically proven Flowens™ opens the door to fresh men's health opportunities

Avignon, 24th April 2014 - Naturex has launched a natural, clinically proven botanical ingredient that addresses an uncomfortable prostate condition common among men – without causing any side effects.

Flowens™ is a full spectrum cranberry powder engineered to relieve the lower urinary tract symptoms typically associated with benign prostatic hyperplasia (BPH). It offers an effective and safe alternative to existing pharmaceutical remedies and other, less effective botanical options. BPH can cause an overactive bladder, leading to increased frequency of urination, or an underactive bladder, resulting in hesitancy, intermittency, weak stream and an inability to empty the bladder fully. The symptoms can impair quality of life.

Research suggests 26% of men in their 40s display lower urinary tract symptoms that are moderate to severe, with this figure rising to 33% for men in their 60s, 41% for men in their 70s, and 50% for men in their 80s. The numbers of men affected illustrates the significant market potential for an effective ingredient that helps alleviate BPH without any side effects – such as Flowens™.

Flowens™, which has been developed by Naturex for use in nutritional supplements and functional foods, is proven to ease the lower urinary tract symptoms typically associated with BPH. In a recent gold-standard clinical trial, patients with lower urinary tract symptoms who took Flowens™ experienced strong improvements in the key prostate health marker – the International Prostate Symptom Score (IPSS) – compared with a placebo. Improvements in the IPSS were more marked as the intake was increased, with a 250mg daily dose of Flowens™ providing a 25% improvement and a 500mg daily dose offering a 44% improvement.

Dan Souza, Senior Director of Sales & Marketing at Naturex, said: "This trial demonstrates that Flowens™ is highly effective in alleviating the lower urinary tract symptoms typically associated with BPH, a condition that troubles millions of men across Europe. With so many sufferers, the market potential is enormous. Flowens™ is not only effective, but it is also free of the side effects associated with most pharmaceuticals in this space."

Flowens™ will make its European debut at Vitafoods Europe, which takes place in Geneva from 6 to 8 May 2014. Naturex will exhibit on Stand 18033. Dan Souza is also scheduled to speak about the new ingredient at a seminar in the exhibition's presentation theatre on 6 May 2014, from 3.10pm-3.40pm.

### 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 1,500 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. [www.naturex.com](http://www.naturex.com)*

### Your contacts at Naturex:

**Antoine Dauby**  
Group Marketing Director  
Tel: +334 90 23 96 89  
[a.dauby@naturex.com](mailto:a.dauby@naturex.com)

**Karine Morel**  
Communication Manager  
Tel: +334 90 23 96 89  
[k.morel@naturex.com](mailto:k.morel@naturex.com)