



Macador™ helps to reawaken self-confidence and enhance libido naturally

Las Vegas, October 6th, 2014 - During the Supply Side West show, Naturex will unveil a new maca product in its portfolio of natural sexual performance solutions. With a human study, this new product answers the need for natural, sustainably sourced and cost-effective ingredient for the sexual health category.

Sexual health is a niche market, but it has seen significant development in previous years with a reported growth rate of 14%¹ worldwide, making it one of the most dynamic categories in the US food supplement market.

To accompany this growth, Naturex is launching Macador™, a new product derived from genuine maca. Gently extracted with water, the ingredient is the first maca extract to be standardized to amino acids. "Amino acids are markers that help us to guarantee we provide constant quality from one batch to another. They are also part of the full spectrum of actives that play a role in the overall efficacy of Macador™ for libido," explains Antoine Bily, R&D Director at Naturex. In a pilot human study, the subjects showed a significant improvement in libido and sexual desire compared to placebo with the consumption of Macador™ after only 2 weeks of supplementation. "This is a rather short response time when compared to other ingredients backed by science available on the market," confirms Dr. Bily.

Macador™ is natural and benefits from Naturex's strong expertise in maca. The company has been producing maca extract for decades and has established long-term relationships with local growers from the Peruvian highlands. Sustainably sourced, the material is processed by Naturex, the world leader in maca extraction.

This new product will reinforce Naturex's portfolio of ingredients for sexual health and libido, which includes various extracts of maca and tongkat ali.

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 1,600 people and benefits from 8 sourcing offices around the world and high-performance manufacturing operations across 16 sites in Europe, Morocco, the United States, Brazil, Australia, and India. It also has a global commercial presence through a dedicated network of 25 sales offices.

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¹ Euromonitor, 2013