

FOR IMMEDIATE RELEASE

Contact:

Beau Bogemans

Trade Marketing Manager

+32 52 319 559

Beau.Bogemans@iff.com



Where science
& creativity meet

NEWS RELEASE

IFF Health

IFF Health Advances in Brain Health Innovation with New Research that Demonstrates Benefits on Cognitive Performance

NEW YORK — Nov. 30, 2021 — As nootropics gain popularity in the supplement space, formulators continue their search for fast-acting ingredients to enhance products and keep consumers focused. Poised to keep brand owners ahead of market demand, IFF released new data on Neuravena® green oat extract, a proprietary and fast-acting nootropic shown to support improved mental processing and resilience to mental fatigue.

In the most recent of seven proprietary clinical studies, Neuravena® [demonstrated improvements in brain activity](#), based on the electroencephalogram (EEG) measurements during task performance. The cognitive benefits were evident after only 60 minutes in a young adult population, with Neuravena® supporting faster and sustained performance.

“Suitable for a wide range of consumers, Neuravena® is highly marketable to those looking to address mental fatigue, reaction times and performance,” said Trevor Wagner, business development manager, IFF Health. “Nootropics are often sought after by e-gamers aiming to naturally boost visual acuity, mental function and energy. With a fast-acting ingredient, such as Neuravena®, e-sport enthusiasts, students and general consumers alike can benefit from an increased speed of sustained performance in cognitive tasks.”

Backed by decades of microbiome expertise and newly expanded capabilities, IFF remains committed to advancing innovation in the cognitive health space, through its broader brain health platform. Brand owners looking to enhance their product offerings can tap into IFF’s robust solutions, including:

- [HOWARU® Calm](#) (*Lactocaseibacillus paracasei* Lpc-37®), a probiotic strain demonstrated to reduce perceived stress and promote mental and physical well-being, with notable benefits for women. In a recent clinical trial, women taking Lpc-37® reported a greater reduction in perceived stress and significantly lower systolic blood pressure, compared to the placebo group¹.
- Cutting-edge ingredients combined with HOWARU® probiotics, including Lpc-37® paired with mood-boosting Sharp-PS® phosphatidylserine. Derived from naturally occurring phospholipids, Sharp-PS® promotes a balanced mood and overall mental well-being. Experts

from IFF have rigorously tested the combination's stability, so brand owners can be confident that their products contain the correct dose until the end of shelf life, with nominal overage.

"Mental well-being has never been more important and will continue to expand the brain health supplements market. This is why we're committed to continuous research and development in this space," said Stephanie Udell, global product launch leader, IFF Health. "With our broad portfolio and ongoing innovation, alongside decades of technical expertise, we're well positioned to propel customers, and the industry forward."



Where science
& creativity meet

To learn more about Neuravena® and IFF Health's innovations in the cognitive health space, visit <https://iff-health.com/portfolio/neuravena/>.

¹ Elaine Patterson, Síle M.Griffin, Alvin Ibarra, Emilia Ellsiepen, Juliane Hellhammer. *Lacticaseibacillus paracasei* Lpc-37® improves psychological and physiological markers of stress and anxiety in healthy adults: a randomized, double-blind, placebo-controlled and parallel clinical trial (the Sisu study). *Neurobiology of Stress*, 2020, Nov 24;13:100277. doi: 10.1016/j.ynstr.2020.100277.

###

Welcome to IFF

At IFF (NYSE: IFF), an industry leader in food, beverage, health, biosciences and sensorial experiences, science and creativity meet to create essential solutions for a better world – from global icons to unexpected innovations and experiences. With the beauty of art and the precision of science, we are an international collective of thinkers who partners with customers to bring scents, tastes, experiences, ingredients and solutions for products the world craves. Together, we will do more good for people and planet. Learn more at iff.com, [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#).

©2021 International Flavors & Fragrances Inc. (IFF). IFF, the IFF Logo, and all trademarks and service marks denoted with ™, SM or ® are owned by IFF or affiliates of IFF unless otherwise noted. All Rights Reserved.

iff.com