Press release

**Vitafoods Europe 2017: New natural solutions target healthy ageing**

*(Avignon, France) 06/04/2017*

By 2050, 17% of the world’s population will be 65 or older, compared with just 8.5% in 2016[[1]](#footnote-1). This means the potential for nutrition products that support healthy ageing will continue to grow at a rapid rate in the coming years.

In light of this trend, Naturex has strengthened its portfolio of healthy ageing ingredients with the launch of **ThinkBlue™**, a unique wild blueberry extract that delivers documented cognitive health benefits. The new, patented ingredient will take center-stage for Naturex at the forthcoming Vitafoods Europe event in Geneva (9-11 May 2017). Exhibiting on Stand F10, Naturex will also unveil **Turmipure™**, a new organic turmeric extract for joint health.

**Cognitive health goes wild with ThinkBlue™**

ThinkBlue™ is a new enhanced extract of wild blueberry that is associated with episodic memory improvement. Episodic memory is the recollection of personal experiences and specific events – including location, time, and emotions. The association of blueberry with episodic memory is based on a study conducted on healthy people aged 65-80 at a daily dose of 111mg, compared with a placebo.

Not to be confused with conventional highbush or other wild blueberry extracts, ThinkBlue™ has a distinct fingerprint of active phytochemicals, including anthocyanins, chlorogenic acids, flavanols, proanthocyanidins and flavonols. The patented technology behind ThinkBlue™ leverages the intrinsic benefits of wild blueberry by improving the stability and bioavailability of key phytochemicals. Further cognitive research involving ThinkBlue™ is underway via a three-year research collaboration with the University of Reading (UK). This research will build upon these recent findings to further investigate the positive impact ThinkBlue™ may have on age-related cognitive decline.

**Turmipure™ boosts joint health**

Turmeric or *Curcuma Longa* – also known as the Golden Spice of Life – has grown to become a superstar botanical ingredient with a number of benefits thanks to the existence of thousands of studies supporting its efficacy. It is particularly valued for its anti-inflammatory benefits and ability to maintain joint health, making it an ideal ingredient for healthy ageing applications. However, with its popularity rising and demand high (sales are growing at around 20% a year) there is an increased risk of problems in the supply chain. Potential issues include adulteration and a lack of traceability as unscrupulous players seek to make a quick profit.

Naturex’s Turmipure™ organic certified turmeric extract addresses these concerns directly. It is 100% traceable, sustainable and botanically authenticated through the Naturex Pathfinder initiative. Sourced from native Southern India in a carefully nurtured environment, and standardized up to 95% curcuminoids, it is produced in line with global organic standards without the use of pesticides or other chemicals. Turmipure™ is also available in a conventional grade that is 100% traceable.

**Addressing supply chain fears**

Both ThinkBlue™ and Turmipure™ are produced in compliance with the Naturex Pathfinder program, a 360° approach that guarantees traceability, transparency and trust. Naturex has produced ID Packs for both ingredients, which contain full details of the processes in place to ensure only extracts of the highest purity are produced and delivered.

Alexis Manfré, Category Manager for Naturex, said: “We have developed a sustainable and traceable supply chain that is unique to us, in which concerns about quality and the risk of adulteration have been eliminated. Through the Pathfinder program, Naturex is encouraging the market as a whole to raise its standards to those equivalent to certified organic. And just as importantly, we are also committed to investing in research and clinical studies that demonstrate the efficacy of both ThinkBlue™ and Turmipure™.”

**Key words:**

Turmeric | blueberry | organic | healthy ageing | joint health | cognitive health | Vitafoods Europe | Naturex

**About Naturex**

Naturex sources, manufactures and markets natural specialty ingredients for the food, health and cosmetic industries. As the Natural Maker, the company actively supports the global shift to natural by directly addressing key consumer expectations through an offer built on two main focus areas: My Natural Food and My Natural Selfcare. Naturex’s portfolio includes colors, antioxidants, specialty fruits & vegetables, phytoactives, and numerous other plant-based natural ingredients, designed to help its customers create healthy, authentic and effective products.

The Group’s strong commitment to sustainability, continuous innovation process, and the talent of its people are at the heart of its success.

Headquartered in Avignon, France, Naturex has experienced steadily-increasing growth throughout the last 20 years. The group posted €404.4 million in sales in 2016 and employs 1,700 people worldwide. Naturex is listed on Euronext Paris, Compartment B – Index: Euronext Next 150, Enternext CAC PEA-PME 150, CAC Small & Mid, CAC Small, Gaïa - Ticker: NRX - Reuters: NATU.PA - Bloomberg: NRX:FP - DR SYMBOL: NTUXY

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1. *https://www.nia.nih.gov/newsroom/2016/03/worlds-older-population-grows-dramatically* [↑](#footnote-ref-1)