

PRESS RELEASE

DIANA FOOD LAUNCHES CEREBELLE™ AT SUPPLYSIDE WEST



Cerebelle™ combines a proprietary blend of extracts made from two potent polyphenol-rich fruit – grape and wild blueberry.

Diana Food, a world leader specializing in nutritional solutions made from natural ingredients, and nutrition division of German-based Symrise, will launch Cerebelle™, a proprietary blend of extracts made from two potent polyphenol-rich fruit, grape and wild blueberry, clinically proven to prevent age-related cognitive decline in healthy older adults at SupplySide West (SSW). The bioavailability of the two components was studied with consistent results showing the combination of the ingredients increased specific flavonoid bioavailability, indicating the unique efficacy of Cerebelle™.

ABOUT DIANA FOOD

Diana Food provides natural health solutions that are supported by robust science as it envisions a growing need for innovative solutions combining actives for a synergistic action for human health, such as combining probiotics with botanical extracts.

Diana Food offers well-being solutions for the food and consumer health industry and is committed to empowering health-conscious people to be active participants of their own wellness by delivering innovative, natural ingredient solutions that provide health, pleasure and trust. By utilizing these principles for the past 25 years, Diana Food has become the natural provider of high value, clean label ingredients and standardized nutritional actives.

With its advanced team of agronomists, Diana Food can select the best sources of fruit and vegetables, harvested at the perfect time when their nutritional composition is optimal. This unique sourcing combined with its know-how in extraction processes and ability to work with leading scientists, enable the company to develop ground-breaking ingredient products.



Grape and wild blueberry extracts contains specific polyphenols with neuroprotective properties. Cerebelle™ compliments a broad variety of consumer products ranging from traditional dietary supplements to functional foods and beverages.

A clinical study recently published in the Journals of Gerontology by researchers from Canadian-based Institute of Nutrition and Functional Foods (INAF) and the University of Bordeaux in France, showed that a six-month supplementation with Cerebelle™ improved memory in healthy older adults. In a bicentric, double-blind, randomized, placebo-controlled study, 215 healthy subjects from 60 to 70 years of age received for 24 weeks either a placebo or 600mg/d of Cerebelle™. Subjects in both groups performed a series of cognitive tests, designed by CANTAB to assess visiospatial learning, and episodic memory (Paired Associate Learning, PAL), verbal episodic and recognition memory (VRM) and working memory (SSP). Supplementation with Cerebelle™ improved VRM free recall across the whole cohort.

According to Joyce Cascella, Diana Food, consumer health category manager, it was further noted that within the subgroup with advanced cognitive decline at baseline, six-month supplementation with Cerebelle™

showed improvement of both PAL and VRM. These results infer that Cerebelle™ improves verbal memory in healthy elderly people. The study also demonstrated that Cerebelle™ improves visiospatial memory, or the ability to recall previous events, emotions, and places, in healthy senior people with a lower level of memory performance.

“Preclinical data have shown that polyphenols from Cerebelle™ can decrease the production of pro-inflammatory compounds in the brain,” says Cascella. “The published preclinical study demonstrated that these polyphenols stimulate the production of nerve growth factor in the brain with an increase in synaptic plasticity, leading to an improvement of memory. These three different pathways strengthen our understanding of the capability of Cerebelle™ to protect against the memory decline associated with aging.”

FOR MORE INFORMATION ABOUT CEREBELLE™ AND SSW PROMOTION,
including iPad giveaways at booth 5081,
contact Joyce Cascella at 551-795-4770 or jcascella@diana-food.com

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