

FOR IMMEDIATE RELEASE

CONTACT: Jennifer Atkinson, mktg@vs-corp.com
+1.317.776-3600

LONGVIDA® WINS UNIVERSITY RESEARCH OF THE YEAR

May 8, 2015, NOBLESVILLE, Ind. – Verdure Sciences' Longvida® Optimized Curcumin was awarded the "University Research of the Year" by Nutraingredients for the study "Effect of curcumin on cognitive function and mood in healthy older humans", performed at the Centre for Human Psychopharmacology at Swinburne University in Melbourne, Australia.

The award was imparted by a prestigious panel of judges selected by Nutraingredients from over 120 applicants. The basis for the award was university research that takes the nutrition sector to a new level of understanding – with clear potential for the development of market-changing new products.

The study was selected because the research was one of the first to show Longvida curcumin can improve brain function in healthy older adults, with some improvement seen as soon as 1 hour of taking Longvida. The data was published in the prestigious Journal of Psychopharmacology from a randomized, double-blind, placebo-controlled clinical trial shows that Longvida® Optimized Curcumin improves cognitive function and mood (1).

"To have this validation is tremendous, and truly a testament to the caliber of this Longvida study" explained Ajay Patel, president and CEO of Verdure Sciences. "Verdure Sciences is selective with whom we partner with for research so that we can have quality clinical trials. We are thrilled by the recognition and honored to work with Dr. Schloey and his team at Swinburne University."

The Swinburne study indicated that one hour after treatment with a single 400mg capsule of Longvida®, participants in the Longvida® group showed superior performance over the placebo group on validated tasks relating to attention and working memory ($p < 0.05$). In addition, 30-day supplementation improved measures of calmness, contentedness and fatigue versus placebo ($p < 0.05$ and $p < 0.01$). The study included 60 participants, and no dropouts or side effects were reported.

The authors suggested a possible mechanism by which the effects of Longvida® to support energy were observed in less than one hour: "Curcumin may help to combat fatigue by improving the maintenance of energy levels and ability to meet energy demands through its effects on mitochondrial function, AMP-activated protein kinase and glucose uptake and regulation," comment from investigator, Dr. Andrew Schloey.

The study was presented at the British Psychological Society's Psychobiology Annual Scientific Meeting in September 2013, and published in 2014 the Journal of Psychopharmacology.

About Longvida®:

Patented Longvida® Optimized Curcumin was developed by Verdure Sciences™ in collaboration with UCLA neuroscientists with over ten years of bioavailability, efficacy, and safety testing. Longvida® has blazed new paths in brain research, supported by preclinical and clinical trials. Longvida®'s SLCP™ technology is able to reach its target tissues to offer therapeutic levels of free curcumin at a low daily dose. Visit longvida.com for more information.

About Verdure Sciences™:

Verdure Sciences manages ingredient innovation throughout the integration of supply network, production and research platforms. With an expanding pipeline of proprietary, standardized botanical ingredients supported by pharmacokinetic, pharmacodynamic, and clinical research profiles, we work toward our unified vision to offer access to safe, effective ingredient solutions to populations worldwide. Visit vs-corp.com for more information.

References:

1. Investigation of the effects of solid lipid curcumin on cognition and mood in a healthy older population. Cox et al 2014, Journal of Psychopharmacology, in publication.

###

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Longvida is a registered trademark of Verdure Sciences Inc. covered under Patent EP 1993365, additional patents pending. SLCP, SLP and Verdure Sciences are trademarks of Verdure Sciences Inc. All Rights Reserved.

©2015 Verdure Sciences.

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Longvida is a registered trademark of Verdure Sciences Inc. covered under Patent EP 1993365, additional patents pending. SLCP, SLP and Verdure Sciences are trademarks of Verdure Sciences Inc. All Rights Reserved. ©2015 Verdure Sciences.