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New Press Release

Frutarom develops a new ingredient to support mental health: EFLA[®]955 Wild Green Oat Neuravena Special Extract

Frutarom, manufacturer of first-rate herbal extracts, will launch its latest herbal extract at this year's Vitafoods International in Geneva: EFLA[®]955 Wild Green Oat Neuravena Special Extract



Targeting Mental Health

At Vitafoods International in Geneva, which will take place from May 9-11, 2006, Frutarom will launch EFLA[®]955 Wild Green Oat Neuravena Special Extract. Prepared from a scientifically selected wild accession of *Avena sativa* and manufactured from the plant's aerial parts, the extract targets mental health, a health sector that has been declared as an emerging market in a recently published report from Frost and Sullivan. EFLA[®]955 Wild Green Oat Neuravena Special Extract offers highly attractive positioning possibilities in the indications of:

- cognitive function
- stress/burnout syndrome
- chronic fatigue
- nervine tonic

This enables manufacturers of food supplements, phytopharmaceuticals, nutraceuticals and functional food to offer unique and innovative solutions to support mental health.

Bioassay Guided Development

EFLA[®]955 Wild Green Oat Neuravena Special extract has been developed using a bioassay guided development approach. Screening the biological activity and safety profile of dozens of old and wild type like green oat accessions in CNS test systems for mental health, Frutarom scientifically selected the best performing green oat accession – Neuravena – as raw material for its new extract.

Green Oat preparations have been known and used to support mental health since medieval times. Using rational extract development, Frutarom has substantiated and confined this effect to a selected wild green oat accession, which is cultivated using contract growing.

HyperPure Technology

Frutarom's validated and GMP compliant manufacturing process, as well as its Swiss quality and reputation, add up to first-rate manufacturing based on state-of-the-art technology. EFLA®HyperPure, a highly selective, proprietary process technology, ensures the elimination of undesirable lipophilic residues and contaminants. The EFLA®955 Wild Green Oat Special Extract therefore provides a high degree of purity, good solubility and improved stability.

We are looking forward to welcoming you at **Stand 652** in Hall 1!

If you should have any further queries, please contact:

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Background information on the company

Frutarom is a global company active in global flavor and fine ingredients markets. Frutarom has significant production and development centers on three continents and markets its products on five continents to over 3,500 customers in more than 100 countries. Frutarom's products are intended for the food and beverage, flavor and fragrance, pharmaceutical, nutraceutical, functional food, food additive and cosmetic industries.

Frutarom operates through two Divisions:

- The Flavors Division, which develops, produces and markets flavor compounds and food systems.
- The Fine Ingredients Division, which develops, produces, markets and sells natural flavor extracts, natural functional food ingredients, natural pharma/nutraceutical extracts, specialty essential oils and citrus products and aroma chemicals.

Frutarom's products are produced at its plants in the United States, England, Switzerland, Germany, Israel, Denmark, China, and Turkey. The Company's global marketing organization includes branches in Israel, the United States, England, Switzerland, Germany, Denmark, France, Hungary, Romania, Russia, Ukraine, Kazakhstan, Belarus, Turkey, Brazil, Mexico, China, Japan, Hong Kong, India and Indonesia. The Company also works through local agents and distributors worldwide. Frutarom employs about 1,100 people worldwide.

Frutarom's Vision is ***To Be the Preferred Partner for Tasty and Healthy Success!***

For further information, visit our website: www.frutarom.com