



## PRESS RELEASE

### Memophenol™ finalist at NutraIngredients Awards Asia 2019

**ACTIV'INSIDE, Beychac-et-Caillau, 2019/07/23. Activ'Inside announces Memophenol™ selection as ingredient of the year for Healthy aging category at the NutraIngredients Awards Asia 2019.**

Memophenol™ did it again! Over the past 4 years, this is the 3<sup>rd</sup> selection at a prestigious award for the Activ'Inside star ingredient. Launched in 2016, Memophenol™ has already been awarded twice in Europe. First named as the laureate for “pharmaceutical product” category at Vitafoods 2016, Geneva, Memophenol™ won its second European award at Vitafoods 2017, Geneva, as the ingredient of the year in “Healthy Aging” category.



The second step was to be recognized around the world in the name of all the scientists involved in this long-lasting international consortium led by Activ'Inside. The company took up this challenge successfully in Asia this year. Selected in the same category “Healthy aging”, Memophenol™ is the fruit of 4 years of research, 7 proprietary publications, 2 clinical studies, and 2 international patents. This 100% natural ingredient is a promising way to improve memory and cognitive performance, on young actives and old people.

Bordering on faultless, Memophenol™ is competing as finalist for the Ingredient of the year – Healthy Aging, to be bestowed in Asia on September, 24<sup>th</sup> 2019. Activ'Inside will be present at Vitafoods Asia in Singapore, 25-26 September on booth E2.