

PRESS RELEASE

Memophenol™: clinical study in acute dosage

Boost student's cognitive performance in 90 minutes only

Beychac & Caillau (France), August 28, 2019 – Memophenol™, the clinically-proven innovative patented solution to prevent the age-related cognitive decline on seniors, is confirmed to act as a booster of cognitive performance. Its effectiveness in acute dosage has been evaluated on students by Activ'Inside in a new clinical study.



Nowadays, 20% of students use "smart nootropic drugs" as cognitive boosters to stay competitive and focused. These nootropics, mainly Modafinil or Methylphenidate used in pharmaceutical drugs, have potential long-term side effects [Nature journal, 2008]. To offer quick benefits comparable to those of nootropic drugs without their side effects, Activ'Inside proposes its 100% natural & patented formula Memophenol™ to boost students' cognitive performance in acute dosage.

Activ'Inside conducted a randomized, double-blind placebo-controlled crossover clinical study including 30 French graduated students, from 18 to 25 years old. The crossover approach makes the comparison more powerful as students are their own control. Each student took both placebo & 600mg of Memophenol™ in acute dosage, 90 minutes before a one-hour intense mental effort. Cognitive performance, including working memory, attention & alertness, was assessed by both objective and self-assessment validated tests in exam conditions.

In 90 minutes only, Memophenol™ acute supplementation induces booster effects. Objective results show that Memophenol™ significantly maintains higher cognitive performance by 36% when students were supplemented with Memophenol™ compared to the placebo. This gold-standard clinical study not only proved Memophenol™ effectiveness, it also convinced students by its benefits on cognitive performance: students under Memophenol™ supplementation felt significantly more performant by 39%, according to self-assessment results. These clinical results are subject to a new proprietary patent highlighting Memophenol™ quick effectiveness in acute dosage.

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For more on Memophenol™: www.memophenol.com

More on ACTIV'INSIDE

Activ'Inside, a French company specialized in saffron (*Crocus sativus L.*) and grapes (*Vitis vinifera L.*), aims to develop innovative natural products with high added value. *"We use science, analysis, claims, intellectual property and marketing to create unique products reflecting customers' need for a fast and safe access to market"* says Benoit LEMAIRE, CEO of ACTIV'INSIDE.

At Activ'Inside, innovation and science are at the core of our activity, as demonstrated by our 3 patented active solutions based on sound scientific knowledge, proprietary published studies and related claims: Memophenol™, for cognitive health, SkinAx™, for the skin beauty, Safrinside™, for mood / quality of sleep / premenstrual comfort.

Active solutions's website : <http://skinax.com> | <http://memophenol.com> | <http://safrinside.com>