



# NEWS RELEASE

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## **INO'Réal Granted Patent for Satiereal<sup>®</sup> Saffron Extract as a Satiety Agent in Support of Healthy Weight by Canadian Intellectual Property Office**

### **World's Only Clinically-Supported Saffron Extract Gains Additional Intellectual Property Protection**

**25 September 2012, Morristown, NJ** – INO'Réal<sup>®</sup> SA (Plérin, France) and P.L. Thomas & Co, Inc. (Morristown, NJ) announced today that the Canadian Intellectual Property Office has granted Patent # CA 2648985 to INO'Réal and company founder Cédric Bourges. The patent covers the use of saffron, the saffron extracts crocin and picrocrocin, and derivatives of these as a satiety agent in support of a healthy weight. It supports INO'Réal's Satiereal<sup>®</sup> Saffron Extract in Canada and extends the intellectual property protection of the ingredient into North America for the first time. Similar application patents have been filed in France (FR0651443-granted) and worldwide per the Patent Cooperation Treaty (WO 2007 125243A1-pending). Satiereal is a proprietary extract of saffron stigmas (*Crocus sativus L.*) that enhances the activity of the neurotransmitter serotonin, influencing satiety, appetite, mood and behaviors relating to snacking. A GRAS food ingredient with a long history of safe consumption, it is featured in a range of products designed to support a healthy weight, including supplements, gums, functional foods, snacks, smoothies and more. Satiereal Saffron Extract is the only saffron-based ingredient that has clinical studies supporting its role as a satiety-inducing nutritional ingredient. P.L. Thomas is the exclusive North American distributor of Satiereal Saffron Extract.

According to Seth Flowerman, Business Development, P.L. Thomas, the granting of this patent by the Canadian Intellectual Property Office points to the unique makeup of Satiereal Saffron Extract as an ingredient and positions it for further success in the marketplace. "Satiety and issues related to a feeling of well-being are at the cutting edge in research for helping people maintain a healthy weight – as compared to traditional 'weight loss' approaches that can lead to feelings of deprivation and frustration. INO'Réal's emphasis on the strict quality control and the development of sound clinical data to support Satiereal has resonated with nutritional supplement authorities and with consumers who are in search of support that fits their lifestyle," he said. "The response to Satiereal-based products in the marketplace over the last 18 months has been remarkable. For example, the Fem-Body Appetite Control 100<sup>™</sup> capsules and gums and the Re-Body Hunger Chews<sup>™</sup> and Hunger Caps<sup>™</sup> have, in a very short period of time, become top-sellers and garnered a substantial amount of media attention. To us, this is a strong indicator that consumers embrace satiety based on a sense of well-being as a weight management strategy," he added. Flowerman went on to point out that the success of Satiereal Saffron Extract as a branded ingredient has led to the development of imitation saffron-based products that do not use the same proprietary ingredient selection and extraction processes – but which inappropriately use the Satiereal brand or claim to offer the same benefits. INO'Réal is currently involved in litigation with several of these producers over trademark infringement.

## Two clinical trials support weight loss potential

Satiereal Saffron Extract has been tested in two randomized, double-blind placebo controlled clinical trials – a four-week pilot study featuring eight subjects and an eight-week trial published in Nutrition Research in 2010. (B. Gout, et al, Nutrition Research 30 2010 305-313). In the first study, 100% of women receiving Satiereal Saffron Extract stated they decreased food intake and none of the women receiving placebo described a decreased food intake. On average, participants in the Satiereal group lost 1.65 kg of body weight due mostly to fat loss – with an average of 1.41 kg fat lost by subjects in the Satiereal group. The second trial was conducted with 60 healthy, only slightly overweight women (BMI 25-30) who were between 25-45 years old. Satiereal intake over the 8 weeks resulted in a significantly greater body weight reduction than the placebo group. Satiereal intake decreased snacking by 55% compared to a 27% reduction by the placebo group. The decrease in appetite was 84% in the Satiereal group vs. 52% in the placebo group. Decrease in cravings for sweets was 78% in the Satiereal group. There were no reports of side effects in the study groups, and compliance with the Satiereal regimen was excellent. Typical use levels for Satiereal Saffron Extract are 88.25mg, twice a day, before breakfast and dinner, for a total of 176.5mg.

According to Flowerman, it is these types of results that make the investment in intellectual property protection for Satiereal Saffron Extract necessary and worthwhile. “Many people snack and overeat due to habit, stress, anxiety or frustration – emotional eating. Satiereal is a fundamentally different and healthy approach to weight management – satiety through a sense of well-being. Our partner’s investment in intellectual property protection helps secure the future for this exciting ingredient – such that our product development partners will be comfortable investing in their own products and brands and consumers will know that they are getting the highest quality, clinically-proven products,” he said.

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### About INO’Réal®

Located in northwest France, INO’Réal (Plérin) is a firm started in 2006 to help put nutrition and health products manufacturers at the cutting edge of innovation by providing new ingredients with demonstrated efficacy. Supported by a meticulous sourcing, exclusive extraction process, clinical studies of safety and efficacy, INO’Réal’s products are formulated to allow new product development by having the agreement of international regulatory agencies, for selling all across the world. Key INO’Réal brands include Satiereal® Saffron Extract and ElimRea® – a synergistic combination of seeds, flowers and fruits for slimming applications.

### About P.L. Thomas

P.L. Thomas, Co. Inc., a New Jersey-based ingredient supplier and marketer, offers more than 60 years of innovation in sourcing, developing, and commercializing natural, reliable, value-added raw materials for the food, beverage, dietary supplement and cosmeceuticals markets. PLT specializes in clinically-supported, science based nutraceuticals, fruit and botanical extracts, natural colors, preservatives, and flavors, with ingredients covering a wide range of application and condition-specific areas.

#### Media Contact:

Mark Falconer  
Sciencewerks  
Voice: 407-412-9705  
E-mail: mfalconer@sciencewerks.net

#### Company Contact:

Bob Berman  
P.L. Thomas & Co. Inc.  
Voice: 973-984-0900 x214  
E-mail: bob@plthomas.com