

FUNCTIONAL INGREDIENTS

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APRIL 2013

Zembrin featured in **SCIENCE NOW** Section



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WHAT WE LIKE NOW: THE "CHEERER OF THE SOUL"

Here at *Functional Ingredients*, we've been extolling the virtues of scelletium since January 2011. (You can look it up: Go to newhope360.com, search "scelletium" and click on the story, "The new bible for the next year." You'll be glad you did.)

The South African pharma company HG&H Pharmaceuticals has partnered with P.L. Thomas, out of New Jersey, to launch the Zembrin brand of *Scelletium tortuosum*.

We like the published safety study, which noted "unsolicited positive effects on well being."

We like the follow-up published double-blind, placebo-controlled, crossover trial on healthy Canadians. The study was for three active weeks with a two-week washout, finding brain-health benefits on executive function and cognitive flexibility; an enhanced ability to intelligently use information; strategy formulation; impulse control; and proper judgment. All these noted items are negatively impacted by stress. "Take Zembrin to focus on the task ahead," counseled Nigel Gericke, founding director of HG&H.

We like the third trial, currently underway, which aims to scan the brain under the influence of scelletium and stress to further validate scelletium's cognitive effects.

We like the successful New Dietary Ingredient filing.

We like the listing in the African Herbal Pharmacopoeia as an anti-anxiety agent.

We like how HG&H was granted Export No. 001 under the new South African Bioprospecting Act – the moral equivalent of a Fair Trade imprimatur – thus vouchsafing its sustainability and authenticity (remember hoodia?).

We like how the Dutch, in 1685, noted it as a "cheerer of the soul."

Mostly, though, we like those alkaloids. Zembrin is experiential. It seems to help you become focused and calm. Normal, healthy people seem to just get better (not that there was anything wrong with them to begin with.)

With scelletium, we hope this mild SSRI catches on with a public leery of pharma side effects.

– Todd Runestad

