



## Naturalpha analyzes the future of Cognitive Health claims

Using [NutrialphaEurope.com](http://NutrialphaEurope.com) and the web portal's unique Health Claim Database, our company's experts have performed an interesting study on cognitive health and related claims, one of the growing areas of Nutrition and Health.

Lille (France), Cambridge (Massachusetts - USA), June 1, 2010, Naturalpha, international consulting, scientific and clinical research company in Nutrition and Health, partner of the Food and Pharmaceutical Industries, presents its analysis of the evolution of cognitive health claims, based on validated information from [NutrialphaEurope's](http://NutrialphaEurope.com) unique [Health Claim Database](#) created for professionals that develop ingredients, functional foods, and dietary supplements.

[NutrialphaEurope.com](http://NutrialphaEurope.com), the key web-based tool for innovation in Nutrition and Health created by Naturalpha, comprises the largest existing information database centralizing validated scientific and regulatory news in Nutrition and Health. The portal also contains a powerful tool, the [Health Claim Database](#), permanently updated with European Food Safety Authority (EFSA) opinions, feedbacks and evaluations of health claims. Through a quick search by keywords, this database allows R&D, regulatory affairs, and marketing professionals in Nutrition and Health to build successful health claims strategies.

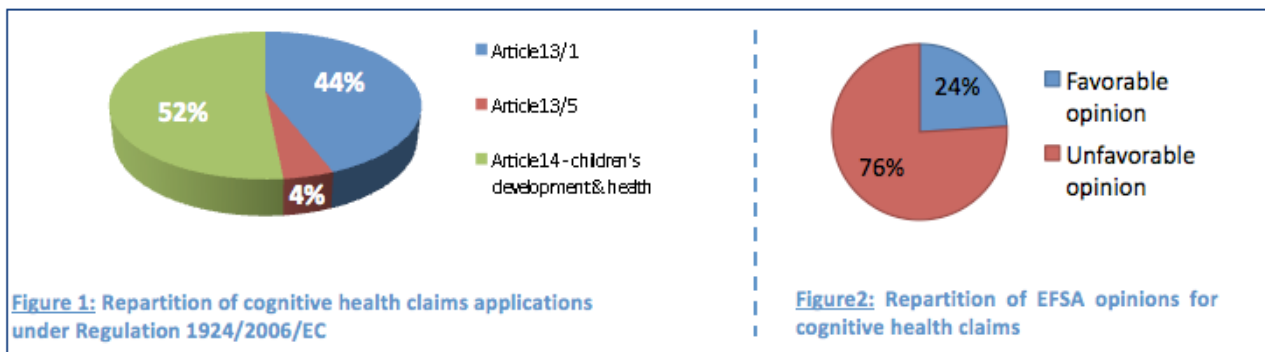
### Cognitive Health and related claims

With neurodegenerative disease rates expected to explode in the decades to come, many food companies are focusing on cognitive health, and searching for communication opportunities for cognitive health claims. Naturalpha's editorial team has thus analyzed health claim opinions released to date by the European Food Safety Authority (EFSA). This analysis provides food industrials with insight as to the feasibility of future cognitive health claims opportunities.

Since August 2008, 45 opinions have been released by the EFSA concerning claims for cognitive function, making this the 6<sup>th</sup> most common health topic in terms of health claims applications (Figure 1). However, 76 % of the claims received an unfavorable opinion from the EFSA (Figure 2).

Naturalpha analyzed the repartition of functional ingredients, observing for example that essential fatty acids are the major ingredient class for this topic, probably due to the growing amount of data linking Omega-3 fatty acids and cognition. Naturalpha also detailed the main reasons for EFSA criticism: study design (89%), product characterization (4%), claim characterization and wording (15%), and lack of studies in the appropriate target population (13%). This type of analysis and insights made by Naturalpha's experts aims to help food professionals to build relevant R&D and claims strategies, and illustrates the strong performance of the [NutrialphaEurope](http://NutrialphaEurope.com) tool.

The entire study on Cognitive Health Claims may be found by visiting: <http://www.nutrialphaeurope.com/-Expert-s-Opinion>



**Christophe Ripoll, Executive Vice-President and R&D Director of Naturalpha** commented « *NutrialphaEurope's Health Claim Database is an interesting tool to help agro-food actors to build innovative projects and strong R&D strategies. This database allows users to perform a simple and rapid search of health claims by claim type, health topic, or product category. NutrialphaEurope's users thus have access to relevant data to help them to identify the best claim wording, to target the most relevant therapeutic area, to choose the most appropriate R&D plan, or to design optimized clinical trials.* »

## Press Release – June 1, 2010 - Press Release

### About [www.NutrialphaEurope.com](http://www.NutrialphaEurope.com)

NutrialphaEurope.com is a unique international web portal organized into 4 corners and designed:

- To find validated information in a quick, efficient, and independent manner
- To provide updates on regulatory outcomes
- To help users save time in finding Nutrition and Health information

Personalized navigation through our nutrition search engine and customized e-mail alerts are available.

With the Health Claim Database users have access to all health claims evaluated by the EFSA since June 2008, in one click.

### About Naturalpha

Naturalpha, specialized in consulting, scientific and clinical research in Nutrition and Health, provides functional food and ingredients manufacturers with solutions to build a relevant research strategy. Naturalpha supports its industrial partners in building the proof of a "health effect" of their innovative products at every stage of their development, by proposing scientific and regulatory consulting, health claim dossier audit, preclinical and clinical studies.

A spin-off of the biotechnology company Genfit, Naturalpha is located in Lille. Naturalpha employs 25 specialists (physicians, engineers, research scientists and dieticians), and is a member of the Nutrition Health Longevity Cluster.

Naturalpha has received French research tax credit ("Crédit Impôt Recherche", CIR) approval for 2010 and 2011. This initiative allows eligible French companies subject to tax in France to claim significant tax relief on costs generated in R&D outsourced to Naturalpha. [www.naturalpha.com](http://www.naturalpha.com)

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