NEWS RELEASE

For Immediate Release:
April 1, 2011

Contact: Chase Hagerman
866.907.0400 or 651.407.0400
Chase@cheminutra.com

Chemi Nutra’s AlphaSize® A-GPC Ingredient Receives GRAS Status

White Bear Lake, MN – Chemi Nutra is a recognized global leader in the manufacture and outcome based research of Alpha-Glyceryl Phosphoryl Choline (A-GPC). Their branded ingredient, AlphaSize® A-GPC, is widely used in dietary supplements, beverages, and shots, targeted to mental and exercise performance, mental energy, sports nutrition, and anti-aging end users. This Generally Recognized as Safe (GRAS) status now affirms safety for the use of A-GPC in a wide range of conventional foods and beverages.

A-GPC is a safe, natural, and rapidly absorbed form of choline, that has been shown to raise free plasma choline levels faster than other choline precursors. A-GPC is a proven, powerful precursor of acetylcholine, the body’s primary neurotransmitter, which is involved in all brain functions and muscular contraction functions.

Research has shown that AlphaSize® A-GPC can improve mental clarity and combat dementias, and can also improve muscular strength, power, and reaction. It is tasteless, soluble, and stable, and is often found as a keynote ingredient in leading-edge dietary supplements and beverages.

“We are very pleased that under the outstanding leadership of Michael Falk, PhD, at Life Sciences Research Organization (LSRO), we have achieved self affirmed GRAS with our branded A-GPC ingredient - AlphaSize® A-GPC. The intensive regulatory review conducted by LSRO’s independent qualified experts, demonstrates Chemi Nutra’s leadership and commitment to the food, beverage, and dietary supplement arenas. GRAS status will greatly expand the use of this novel, health beneficial ingredient in conventional foods and beverages” said Scott Hagerman, President, Chemi Nutra.

Chemi Nutra is the US business unit of parent company Chemi S.p.A., a privately held pharmaceutical and nutraceutical company based in Milan, Italy. Chemi, with cGMP certified manufacturing facilities in Italy and Brazil, is best known in the US nutritional arena for its introduction of phosphatidylserine (PS), the popular dietary supplement which has been granted two qualified health claims by the FDA, and is used to enhance learning, memory, and concentration, exercise performance, and youthful wellbeing, and to reduce stress.

-- End --