



NEWS RELEASE

For Immediate Release:

September 25, 2009

Contacts:

Julie Montzka; Chemi Nutra

Ph: 866.907.0400

jmontzka@cheminutra.com

Martin Purpura; Increnovo

Ph: 414.434.9324

martin.purpura@increnovo.com

Chemi Nutra & Increnovo File Patent For Phosphatidylserine's (PS) Ability To Maintain Healthy Testosterone Levels & Benefit Healthy Aging In Men

White Bear Lake, MN – In 2007, Chemi Nutra and Increnovo began a collaboration involving discovery and investigation into PS's ability to influence cortisol and testosterone levels in exercising and non-exercising men. As a result of these discoveries, the two companies proudly announce the filing of a novel patent (US Patent Application 20090143339) that will have major implications in men's healthy aging. Specifically, the patent describes the oral use of PS to maintain healthy testosterone levels, targeted to men experiencing age related declines in testosterone, exercise induced declines in testosterone, and / or hypogonadism.

Scott Hagerman, president of Chemi Nutra said, "There has been a lot of research in recent years involving PS in the sports performance realm - looking at cortisol, stress and immune health, muscle soreness reduction and recovery, and improvements in weightlifting, running, and golf. This exciting new discovery will open additional doors for the use of PS in healthy aging, strength training, and body composition management in men. I am confident that PS will move beyond its well known cognitive enhancing health benefits and into this new area of use, as people become aware of these newest hormone related attributes."

"For the first time, it is now proven that short-term supplementation with a moderate dose of PS not only prevents a stress induced increase in cortisol concentrations, PS additionally can naturally benefit impaired testosterone levels", said Dr. Martin Purpura, Managing Member of Increnovo. "These new findings, protected by this recently published pending patent, will open new markets for PS-based sports nutrition and anti-aging nutritional supplements, and we intend to immediately pursue several very promising applications with selected customers".

Chemi Nutra

4463 White Bear Parkway • Suite 105 • White Bear Lake, MN 55110

Phone: 651.407.0400 • Fax: 651.407.0509

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.

Increnovo, based in Milwaukee, Wisconsin, was founded in 2007, and is an independent consulting company focused on the dietary supplement, food, beverage, and cosmetic industries. Increnovo is dedicated to scientifically proven, patent protected, premium ingredients and finished functional products.

-- End --