



NEWS RELEASE

For Immediate Release:

November 14, 2011

Contacts:

Chase Hagerman; Chemi Nutra

Ph: 866.907.0400

chase@cheminutra.com

Martin Purpura; Increnovo

Ph: 414.434.9324

martin.purpura@increnovo.com

Study Proves: Consumption Of Phosphatidylserine (PS) Improves Cognitive Function Prior To Exercise

A study just published in the prestigious *Journal of the International Society of Sports Nutrition (JISSN)* proves that the consumption of a PS can significantly benefit cognitive function prior to exercise.

Making quick decisions and reducing the amount of errors at the beginning of a competition are crucial to the success in team sports and individual events. Improved cognitive function could benefit athletes and non-athletes in situations of mental and physical stress alike. PS has previously been shown to reduce stress and increase performance in runners, cyclists and golfers.

A randomized, placebo-controlled, double-blind, study led by Adam Parker, PhD, Angelo State University, San Angelo, TX, along with co-workers from three other universities, involved 18 males aged 18-30, who were engaged in an acute resistance exercise bout. The goal of the study was to determine whether 14-day supplementation of 400 mg PS (IQ Plus Focus™) would improve cognitive function prior to and after a stress inducing resistance exercise bout. Cognitive performance was measured by the serial subtraction test (SST), a validated method in which subjects repeatedly subtracted the number 7 from a random 4 digit number.

"IQPLUS Focus™, a PS based supplement, is a wonderful product that has been scientifically proven to significantly increase cognitive function in healthy college students. Our study has shown that by consuming IQPLUS Focus™, containing 400 mg PS per day for 14 days, college students improved their speed of performing math problems by 20%, reduced the number of errors made during those calculations by 39%, and increased the amount of correct calculations by 13%, compared to a placebo", said Adam Parker, PhD, the lead scientist and author of the paper.

Martin Purpura, PhD, Managing Member of Increnovo, added, "Having your cognitive functions game time ready at the beginning of a competition or exam is crucial for both individual and team success". Additionally, Scott Hagerman, CSCS, president of Chemi Nutra, sponsor of the study and global leader in production, research, and intellectual property surrounding PS said, "It is well known that PS benefits mental capabilities as well as improves exercise performance, and this study adds to this convincing body of science".

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 retain and enhance mental performance, benefit exercise performance, support youthful wellbeing, and 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 --