

## Press Release

# Portusana™ – for naturally healthy blood glucose levels

Frutarom launches new purslane herbal extract at Vitafoods, 5. - 7. May 2009, Geneva, booth 125

*Switzerland, March 2009 – At this year's Vitafoods, Frutarom will introduce Portusana™ (EFLA®308), a branded purslane herb extract. As confirmed in clinical trials, Portusana™ supports improved sugar metabolism, leading to healthy blood glucose levels.*

Anecdotal hints about the beneficial effects of the herb purslane on blood glucose metabolism have triggered intensive investigations, culminating in the lab-scale development of a clinically supported purslane herb extract. Frutarom Switzerland Ltd. has taken this ingredient through process optimization, industrial scale-up and further scientific testing, making it commercially available under the brand name Portusana™. The extract aids in optimizing sugar metabolism, which leads to a normalization of blood glucose levels. Maintaining healthy blood glucose levels has a significant impact on an individual's health, quality of life and life expectancy.

### Triple mode of action

As confirmed by proprietary studies, Portusana™ positively affects blood glucose metabolism by acting on three different mechanisms: It reduces the transport of glucose from the intestine into the bloodstream; it increases the uptake of glucose from the blood into cells, and it modulates the sensitivity of cells to insulin, a hormone that controls blood glucose levels. The overall effect is confirmed by the results of a placebo-controlled, 12-week double blind clinical trial in type 2 diabetic patients with concomitant oral blood glucose lowering medication. In this trial, purslane herb

extract significantly reduced the concentration of glycosylated hemoglobin (HbA1c), a long term marker for blood glucose control.

Physical activity, weight control and healthy eating are essential and effective means of supporting healthy blood glucose levels and preventing or delaying the development of type 2 diabetes. Due to its triple mode of action on blood glucose metabolism, Portusana™ – in a food supplement or in a phytopharmaceutical application – supports dietary measures, helping to stabilize blood glucose levels and, as a result of this, potentially affecting blood glucose-related appetite. An international patent application for the use of purslane herb extract with an indication for blood glucose modulation is currently pending.

### **Middle Eastern medical treasures rediscovered**

The fleshy leaves of *Portulaca oleracea L* with their slightly peppery taste are appreciated as a culinary ingredient worldwide, and are consumed as vegetable, salad or soup. Purslane has a long tradition of use as a medicinal plant. It can be traced back to the ancient Egyptians, who used it as a remedy for a variety of ailments such as head and stomach aches, as well as painful urination.

For more information on Portusana™ or any other of Frutarom's wide range of health ingredients, please visit us at the Frutarom booth 125 at Vitafoods from May 5.-7. in Geneva. Or join us on May 6 from 12.50 to 13.20 at the Vitafoods Supplier Seminar Theatre for an oral presentation that will provide more insights into Portusana™.

### **The importance of healthy blood glucose levels**

Our blood glucose level can affect how hungry and how energetic we feel and determine whether we burn fat or store it. Higher than normal blood glucose levels – a state also called pre-diabetes – are extremely common, with as many as 40 per cent of 40-74 year olds estimated to have the condition in the US and over 60 million in Europe. More than 30 per cent of people with pre-diabetes will go on to develop type 2 diabetes. According to the International Diabetes Federation, the number of people with diabetes is expected to increase alarmingly in the coming decades from an estimated 30 million people worldwide in 1985 to 380 million in 2025.

## About Frutarom

Established in 1933, the Frutarom Group is a rapidly growing global flavor and fine ingredients company. Frutarom develops, manufactures and markets an extensive variety of high quality flavors and natural fine ingredients for customers in the food, beverage, flavor, fragrance, pharmaceutical, nutraceutical, food additive, and cosmetic industries. Frutarom's 15,000 products are sold to more than 5,000 customers in 120 countries around the world. The Frutarom Group has 1,200 employees worldwide and manufacturing facilities in Europe, North America, Israel and Asia. Frutarom operates through two divisions:

Flavors Division, which develops, produces and markets flavor compounds and food systems.

Fine Ingredients Division, which develops, produces and markets natural flavor extracts, functional food ingredients, natural pharmaceutical/nutraceutical extracts, specialty essential oils, citrus products and aroma chemicals.

Frutarom provides tasty and healthy solutions to its customers fulfilling our vision: **To be the Preferred Partner for Tasty and Healthy Success.** Since 1993, Frutarom has successfully implemented a rapid growth strategy that combines organic growth at above-industry levels with strategic acquisitions of synergistic companies. Frutarom Industries Ltd. is a public company whose stock is listed on the Tel Aviv and London Stock Exchanges. As of January 1, 2003, Frutarom has been included in the Tel Aviv 100 Index.

For further information, visit our website: [www.frutarom.com](http://www.frutarom.com)

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