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Triple Action Purslane Extract for Healthy Blood Glucose Levels

Portusana™ proven effective for balancing blood glucose Metabolism

NORTH BERGEN, N.J.— Frutarom, USA, launches Portusana™, a branded purslane herb extract at SupplySide West, Las Vegas, booth # 24060. Portusana is a scientifically supported purslane herb extract, that can support improved sugar metabolism, leading to healthier blood glucose levels.

“Purslane has a long tradition of use as a medicinal plant tracing back to the ancient Egyptians, who used it as a remedy for a variety of ailments such as headaches and stomach problems,” notes Laurent Leduc, VP USA Health Division of Frutarom USA. “Portusana™ is a natural purslane-derived multifunctional ingredient for innovative applications targeting the growing market of blood-glucose and weight management.”

Portusana™ positively affects blood glucose metabolism through a *triple mode of action*: 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.

Maintaining healthy blood sugar balance has significant impact on health, quality of life and life expectancy. Blood-glucose levels can affect how hungry or how energetic a person feels, and determine whether they burn fat or store it. Higher than normal blood glucose levels –also called pre-diabetes – are extremely common. 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.

“Physical activity, weight control and healthy eating are essential and effective means of supporting healthy blood glucose levels,” acknowledges Jocelyn Mathern, M.S., R.D., Technical Health Specialist for Frutarom USA. “But due to its triple mode of action on blood glucose metabolism, Portusana™ supports such healthy lifestyle measures, helping to better regulate blood sugar levels.” By helping to stabilize glucose concentration, Portusana™ could help control appetite and protect the body from the multiple damaging effects of high blood sugar.

The daily recommended intake of Portusana™ is relatively small, which makes it convenient to incorporate into existing formulas or create new ones. It also allows for small tablet size in supplements.

Contact:

Laurent Leduc
VP US Health Division and US Marketing
Frutarom USA Inc
E-mail: lleduc@us.frutarom.com





Tel: (952) 920-7700

About Frutarom

and fine ingredients company. Frutarom rapidly growing global flavor a Established in 1933, Frutarom is natural fine ingredients for and quality flavors extensive variety of high an and markets develops, manufactures customers in the food, beverage, flavor, fragrance, pharmaceutical, nutraceutical and cosmetic industries. Frutarom's 20,000 products are sold to more than 10,000 customers in 120 countries around the world. The Israel, Frutarom Group has 1,500 employees worldwide and manufacturing facilities in Europe, North America Asia. and Frutarom operates through two divisions.

Frutarom provides tasty and healthy solutions to its customers fulfilling our vision: *To be the Preferred Partner for Tasty and Healthy Success.*

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.

