


Bluenesse® - The innovation for cognitive performance


- ✿ Bluenesse® is an exclusive *Melissa officinalis* extract developed to support cognitive performance
- ✿ *In vitro* and human studies as well as phytochemical investigation confirmed that Bluenesse® supports:
 - ✓ **Alertness / concentration / mental focus**
 - ✓ **Working memory**
 - ✓ **A calm, positive mood**
 - ✓ **Ability to cope with occasional stress**
 - ✓ **Improvement of age-related cognitive impairment**
- ✿ 300mg daily dosage can be incorporated into food supplements, foods and beverages
- ✿ Bluenesse® can be taken on demand - effects are created within one hour of intake and are still measurable after three hours
- ✿ Vital Solutions research and extensive know-how in natural products enabled them to identify a special lemon balm breeding line supporting cognitive effects, particularly alertness and memory
- ✿ Each batch of Bluenesse® undergoes bioassay-guided efficacy testing to confirm cognitive effects – this is a new dimension of quality control
- ✿ Bluenesse® - Bridging the gap between a traditional European herb and an innovative technologies



Can you imagine you've gone into the kitchen and Can't remember why?



Can you imagine a 50 years school anniversary and you know all names?



Can you imagine an exam, where you stay cool and have a brilliant mind?



Memory changes can be frustrating, but thanks to research, there are strategies to protect & sharpen our minds.

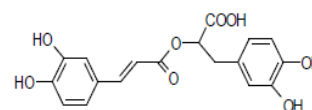
Bluenesse® - Product information

✿ Bluenesse® is obtained by water extraction out of a special breeding lines of *Melissa officinalis* (L.) leaves an annual edible herb native to Europe

✿ *Melissa officinalis* is a member of the family *Lamiaceae*

✿ Its common names are: Lemon balm (EU, USA); Melisse (Germany)

✿ Bluenesse® is a proprietary *Melissa officinalis* leaf extract, standardized on **muscarinic M1 receptor affinity** and on **rosmarinic acid**, determined by HPLC



✿ Bluenesse® modern, state of the art production facilities and GMP compliant production conditions ensure reproducible quality of the products

✿ Bluenesse® has a pleasant taste and is a water soluble fine beige powder.

✿ Bluenesse® complies with highest quality and traceability standards, completed by phytochemical characterization

Bluenesse® - supports concepts for:

✿ Cognitive performance

✿ Well-aging - Stress relief

✿ Weight management

✿ Health claim supporting blends are available on request



Specifications:

Appearance:	Fine beige powder with a characteristic odor
Solubility:	Freely soluble in 100 g/L in water
Loss on drying:	< 5.0 %
Particle size:	100% < 500µm 95% < 300µm
Foreign matter:	not detected
Rosmarinic acid:	> 6 %
Muscarinic M1 receptor affinity	yes
Microbiology: Ph. Eur. 7ed Cat. 5.1.4	complies
Pesticides (EC) NO396/2005:	< 0.01 mg/kg (ppm)
Heavy metals (EC) NO1881/2006:	complies