



**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

**Douglas Laboratories® Launches Optimized Curcumin With Neurophenol™**

*Nutritional supplement formulated to support cognitive function and healthy aging of the brain*

**PITTSBURGH, Pa., April 22, 2014** – [Douglas Laboratories®](#), the trusted choice of healthcare professionals for superior quality, science-based nutritional supplements for more than 50 years, is proud to announce the addition of Optimized Curcumin With Neurophenol™ to its existing product line. Developed to support cognitive function and healthy aging of the brain in healthy older adults, the formulation utilizes proprietary technology to enhance curcumin absorption.†

“We are pleased to provide healthcare professionals with a clinically supported, bioavailable curcumin that yields detectable and measurable levels of free curcumin in the blood.” said Andrew Halpner Ph.D., Vice President, Product Development and Technical Services at Douglas Laboratories. “We feel the combination of the Longvida® Curcumin together with the flavonoids present in the grape and blueberry extracts of Neurophenol results in quite a unique product.”†

Free curcumin, rather than its conjugated metabolites (such as glucuronide), appears to be required in order for this important compound to gain entry into tissues including the brain. † [Longvida® Optimized Curcumin](#), based on patent pending discoveries from UCLA, uses patented Solid Lipid Curcumin Particle (SLCP) technology to achieve enhanced bioavailability and a longer half-life compared with typical curcuminoid products.†

Longvida® also has an emerging body of data to support its role in cognitive health, including placebo-controlled clinical trials that concluded significant benefits observed within 30 days at a dose of 400 mg daily.

[Neurophenol™](#), a proprietary polyphenol-containing blend of blueberry and grape extracts is standardized to a unique flavonoid profile consisting of monomers, oligomers, flavonols, anthocyanidins and phenolic acids. Preclinical data support a role of Neurophenol in cognitive function and an ongoing placebo-controlled, double blind study is currently investigating its impact in healthy aging adults †

Douglas Laboratories will host an educational webinar for healthcare professionals, on April 23, 2014, titled “Curcumin Advancements: The Aging Brain with Longvida® Curcumin” with Blake Ebersole of Verdure® Sciences. To register for the webinar, or for further information on the Douglas Laboratories® Optimized Curcumin With Neurophenol™ formula, please visit [douglaslabs.com](#).

*Longvida® Curcumin is a registered trademark of Verdure Sciences, Inc.*

*† These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.*

**ABOUT DOUGLAS LABORATORIES®**

A business unit of Atrium Innovations Inc. (TSX: ATB & ATB.DB), [Douglas Laboratories®](#), the trusted choice of thousands of healthcare professionals for over 50 years, is proudly researching, developing and manufacturing superior quality, science-based supplements that help people improve their health. Douglas Laboratories provides added insurance of multiple domestic and international GMP certifications, including ISO-9001 Certification and ISO-17025 accreditation for in-house laboratories, as well as NSF International Registration. With its headquarters located in Pittsburgh, Pennsylvania, USA, Douglas Laboratories currently offers over 600 branded products distributed worldwide. For additional information, please visit [www.douglaslabs.com](http://www.douglaslabs.com).

**ABOUT ATRIUM INNOVATIONS**

[Atrium Innovations Inc.](#) is a globally recognized leader in the development, manufacturing, and commercialization of innovative, science-based natural health products which are distributed in more than 35 countries. The Company owns healthcare practitioner and specialized retail product brands that are at the forefront of science, innovation and education. Atrium has over 1,300 employees and operates seven manufacturing facilities complying with current Good Manufacturing Practices. Additional information is available at [www.atrium-innovations.com](http://www.atrium-innovations.com).

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