

Kemin Receives Anvisa Approval for Neumentix™ Ingredient for Cognitive Improvement

Brazil's regulatory agency approves the spearmint extract as a bioactive ingredient for dietary supplements

DES MOINES, Iowa, May 11, 2021 /PRNewswire/ -- Kemin Industries, a global ingredient manufacturer that strives to sustainably transform the quality of life every day for 80 percent of the world with its products and services, announced that its human nutrition and health product for cognitive improvement, Neumentix™, has received approval as a new bioactive ingredient for use in dietary supplements in Brazil.

On April 7, 2021, the Health Regulatory Agency (Anvisa) of the Brazilian Ministry of Health published a resolution authorizing Kemin Human Nutrition and Health's cognitive support product for use in dietary supplements as a source of phenolic compounds.¹ Neumentix also has self-affirmed Generally Recognized as Safe (GRAS) status from the Food and Drug Administration in the United States.



Neumentix is sourced from Kemin's patented spearmint that yields more than 50 antioxidant polyphenols, which may help improve focus and attention. With over 16 peer-reviewed scientific publications and previous clinical research, Neumentix is shown to improve working memory and the ability to sustain attention and focus, as well as physical performance associated with agility and reaction time.

"Kemin is focused on delivering high-quality, plant-based and sustainable ingredients to our customers who provide dietary supplements, foods and beverages that help consumers better their health," said Rosemeire Shiraishi, Sales Manager – Latin America, Kemin Human Nutrition and Health. "We look forward to improving the quality of life with cognitive support for Brazilians across generations."

Research conducted by [FMCG Gurus](#), a global market research firm, shows that Brazilian consumers have become more conscious about their mental health since the beginning of the pandemic, increasing from 39 percent in April 2020 to 56 percent in February 2021.² Many consumers are engaging in different strategies to improve their cognitive health, and Neumentix delivers lasting health benefits without disrupting sleep at night, as stimulants commonly do.

"Brazil is a very promising market for Kemin, particularly within the global nutritional health and wellness products industry," said José Piccolotto, President, Kemin Human Nutrition and Health. "We are very pleased that Anvisa has recognized the safety of Neumentix and the significant amount of research and development that went into its safety and efficacy. Kemin is proud to be bringing a product for brain health to Brazil."

About Kemin Industries

Kemin Industries (www.kemin.com) is a global ingredient manufacturer that strives to sustainably transform the quality of life every day for 80 percent of the world with its products and services. The company supplies over 500 specialty ingredients for human and animal health and nutrition, pet food, aquaculture, nutraceutical, food technologies, crop technologies, textile, biofuels and animal vaccine industries.

For over half a century, Kemin has been dedicated to using applied science to address industry challenges and offer product solutions to customers in more than 120 countries. Kemin provides ingredients to feed a growing population with its commitment to the quality, safety and efficacy of food, feed and health-related products.

Established in 1961, Kemin is a privately held, family-owned-and-operated company with more than 2,800 global employees and operations in 90 countries, including manufacturing facilities in Belgium, Brazil, China, India, Italy, Russia, San Marino, Singapore, South Africa and the United States.

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¹ RESOLUÇÃO RE Nº 1.417, DE 7 DE ABRIL DE 2021

² [FMCG Gurus](#) – COVID-19 – Understanding Consumers One Year On (March 2021) - <https://fmcggurus.com/>

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