



**For immediate release**

Seinäjäki, Finland 9.11.2022

## **Eevia Health Plc received its first sales order for its new cognitive health ingredient product, Feno-Cerasus™, made from tart cherry of SEK 223k**

**Following a successful exhibition at the Supply Side West trade show in Las Vegas, US last week, Eevia Health received a start order for its new cognitive health product, the Feno-Cerasus™ for SEK 223k. The new product was launched last week and is a standardized anthocyanin extract from tart cherry (Prunus Cerasus). Eevia Health focuses on the cognitive effects of the new products, including sleep quality and quantity, memory, as well as stress, and cortisol levels.**

The sales order came from Select Ingredients, one of Eevia Health's US distributors. Select Ingredients is a specialist within organic ingredients. It is headquartered in San Diego, California and is serving branded customers across the North American continent.

Feno-Cerasus™ is promoting for improved cognitive function. The Tart cherry has one clinical study with 37 subjects showing a positive effect on cognitive performance. Another four clinical studies with 63 subjects documented positive outcomes in sleep quality parameters. Eevia Health's recent strategic focus on cellular recycling also is supported as the tart cherry has preclinical evidence of autophagy induction via AMPK signal pathway and anti-inflammatory properties via Sirtuin6 activation of cyanidin, which has been confirmed in in-vitro studies

The product is standardized to 10% Anthocyanins including anthocyanins with cyanidin-3-glucoside and cyanidin-3-rutinoside. Eevia Health's superior extraction and purification technology provide for a superior bioactive and nutritional profile. Feno-Cerasus™ is high on other polyphenols with a natural spectrum of polyphenolic compounds. It is a non-GMO, gluten-free, vegan ingredient. Available in both organic and non-organic versions.

*"Select Ingredients is extremely excited to start working with this new product. We will be marketing the tart cherry extract from Eevia Health with cobranding it as CherryMax. We see a significant potential in this product within cognitive health and performance"* says Bruce Howe, CEO, and owner of Select Ingredients

For further information, please contact:

Stein Ulve, CEO, Eevia Health Plc

Email: [stein.ulve@eeviahealth.com](mailto:stein.ulve@eeviahealth.com)

Telephone: +358 400 22 5967

**This information is such that Eevia Health Plc is required to make it public in accordance with the EU's Market Abuse Regulation (MAR). The information was made public by the Company's contact person above on November 9<sup>th</sup>, 2022, at 7:00 CEST.**



## INFORMATION ABOUT EEVIA HEALTH PLC

Eevia Health Plc, founded in March 2017, addresses significant health problems with bioactive compounds extracted from plant materials. The materials are primarily wild harvested from the pristine Finnish and Swedish forests near or above the Arctic Circle. The extracts are sold B2B as ingredients to dietary supplements and food brands globally. These global brands utilize the ingredients in their consumer product formulas.

Eevia Health is a manufacturer of 100% organically certified plant extracts. Although a significant product, Elderberry extract, is made from cultivated berries, most of Eevia's other raw materials, such as bilberry, lingonberry, chaga-mushroom, and pine bark, are wild-harvested in a sustainable fashion.

Eevia Health operates a modern green-chemistry production facility in Finland. Manufacturing natural ingredients near the raw material harvest areas, Eevia offers a short value chain with an environmentally friendly carbon footprint, competitive pricing, and extreme transparency. Eevia listed its shares at Spotlight Stock Market in Sweden in June 2021, with the short name (ticker) [EEVIA](#).

To learn more, please visit [www.eeviahealth.com](http://www.eeviahealth.com) or follow Eevia Health on LinkedIn@EeviaHealth.