Podcast Introduction and Guest Welcome

And ultimately what this study showed was that there is a direct correlation with the amount of lutein and macular carotenoids in your body, how much protection you get from digital device use.

And it's not just digital devices use, you know, people don't think about blue light, but it is coming from our fluorescence. It's coming even from the sun, we know to protect our eyes.

with sunglasses and we protect our skin with sunscreen. But when we're inside our house, inside of our offices, you know, in our homes, we are getting constantly bombarded by this blue light.

And we need this internal sunglasses to protect ourselves from this. Welcome to the Holistic Truth Podcast. I'm Jamie Dorley, CEO of Nutritional Frontiers.

And I'm Christine Genovese, creator of the Soul Intelligence Method. We're here to help you break through chronic disease and dysfunction physically, mentally, emotionally and energetically.

With real proven strategies, protocols and tools you can use in your practice today. Hi everyone, welcome to another edition of The Holistic Truth, your favorite podcast for everything holistically related to healing, mentally, emotionally, physically, spiritually, energetically, in all ways.

I am Christine Genovese, I'm the Chief Growth Officer for Nutritional Frontiers and the co-host of the Holistik Truth. And today I have a special guest cohost, kind of feel like Kelly and Mark.

on ABC, godfather of nutrition, Joe Messino, who is one of our personal ingredient gurus at Nutritional Frontiers. Joe, I'm so excited you could be here today.

This is fun already. I can't wait to get into it with Dinesh. Thanks for having me. It was great. Well, today I'm super excited that we have one of our premier ingredient providers, OmniActive, with us.

And Dinesh, I will not say your last name because I won't say it properly. I just say Danesh is kind of like Madonna, he only needs his first name. We all know who it is.

He is truly an ingredient guru and I am so excited to have the opportunity to pick his brain and talk about all of the patented research trademark ingredients we already used with OmniACTIV and some exciting ones that are coming down the pipeline.

So Dinesh, welcome. Thank you, Kristin. And thank you Joe for having me. Yeah, really excited to be here. Well, Dineesh, tell us a little bit about you.

First of all, how did you get involved with omni ACTIVE? How long have you been in this crazy nutraceutical industry and what drives you to do it? Yeah, no, it's crazy.

I'm 46, so I am looking back now and I was like, wow, where did the time go? I've been on the active 12 years, and for someone to stay with a company that long, the company must be doing something right.

investing in new science, bringing out new products, allowing me to build a great network of friends and industry folks. So it's been a wonderful journey and I can't wait for another 12 years with OmniActive.

Curcuin and Curcumin Bioavailability

Well, besides my title of ingredient guru, what do you do for Omniactive? So I'm part of the business development team here at OmniActive. And, you know, what we focus on is rolling out some of new products, the new science, opening up new markets, even focusing on new delivery forms, whether it's getting into some these enjoyable deliveries like gummies or chews, ready to mix beverages.

So that's what the Business Development team does at omniactive. We really want to expand the market, grow the pie. Well, we had a great time chatting with you at Supply Side West, and you told us about all kinds of new enhancements that you guys are working on.

But before we jump into what's coming down the pike, I'd love to talk about some of the incredible ingredients that provide to us that we have in a variety of products, at least a dozen products with Nutritional Frontiers.

And that's because we focus on quality. You guys have patented, researched, trademarked ingredients, that are the best forms to be in our products. So which one do you want to start with?

Well, I think, we have to go with a Curcuin. It's in, it's, in I, think six or seven of your products today. We're really, really excited about it because it has been an evolution since when we launched it to how we continuously improved it and just checking off a lot of the white spaces that the market is asking for.

Why don't we start Curcuuin? Awesome. What the heck is it? We know what it is, but why don't you tell everybody else? What is curcumin? So I think at this point, like everyone knows what turmeric is.

Right? Everyone knows that turmeric. It's been the fastest growing botanical year over year, But people are also realized that the bioavailability of turmeric, is very, very poor.

So you need to put some additives or some technologies in it to improve the by availability. And many, many companies, including ours, have addressed this, right?

The challenge has been, though, bioavailability doesn't always translate to efficacy. See those studies where they have bio-available and efficacy at the same low dose.

And that's where OmniActive and Curcumin have address this white space in the market. Awesome. Well, tell me, how is it more bio available? What magic did you put with that to make that happen?

Yeah, so we have a special technology, a proprietary technology called ultrasound. So what ultrasound essentially does is it prevents the curcumin molecules from sticking to each other and clumping up.

That's why if you add turmeric to water, It just stays on the surface. It doesn't disperse in the water. Doesn't go into solution. it just wants to stick together.

Right. So we, our technology essentially makes sure that these curcumin molecules don't stick to each other. You go freely into water, what we also do is, which is so that's part of the absorption story.

But what happens is the curicumin and molecules end up going through the liver, through portal vein and the livers very basic. There's a lot of. oxidation that's happening in it.

So we add antioxidants into cough rolls, and we also add a little bit of citric acid to neutralize the basic pH that is found in the liver. That helps with the degradation and the metabolism.

Ultimately, you're getting a superior bioavailable curcumin because we're addressing absorption, metabolism, degradation, which is unique to the market.

You've been around long enough to help formulate some cool formulas with Nutritional Frontiers, and you geek out on studies a little bit. So what study kind of struck you around Curcuin that you wanted to ask Dinesh about?

Yeah, I knew a lot of the information and the bioviability, but the thing is, one of these studies really focused on cardiovascular health. And I guess in a roundabout way, people know that curcumin is good, turmeric is a good cardiovascular, this study.

This is why we love these things, because you can do your studies, once you publish the results, It's out there. You've got to stand behind it, right?

And that's what I love about these studies. The one they did on cardiovascular health showed how curcumin improved endothelial function. Now, a lot of people might not know why that is important, but the endithelium, the lining of our passageways, nasal passage ways, cardiovascular, health, all varieties, was severely damaged over the last five years.

And it could have been either from, like Dr. Tracy always says, the infection or the injection, but the endothelial suffer, which is why nitric oxide got so popular, because that's where it's produced.

But you can't produce it if the Endothelia is weakened. And this study showed it improved endophelio function. Now the second part of it that I loved, and maybe you could expand on this, was that they tested this and they showed that on young adults, it improves cardiovascular health.

Well, who are the ones getting hurt the most with this endothelial thing going on in cardiomyopathy? Young adults out of nowhere. So this needs to be part of that protocol across the board.

All right. You're making this up. Where'd that come from, Dinesh? Yeah. Yeah, so we, back in 2014, we partnered with Texas Christian University, Dr. Jonathan Oliver, and he, you know, in the public domain, We knew that turmeric and curcumin help with blood flow and endothelial function, as Joe mentioned, right?

So there's a way to measure it. It's called flow-mediated dilation, right? And it's not an invasive way of measuring blood flow and blood circulation.

And so Dr. Oliver, being at TCU, recruited young, healthy population. I believe the mean age was about 21 years old. And so these are super healthy, super fit people that we made even healthier, giving them a curcumin.

And we looked at two low doses, 250 milligrams and a thousand. There was a nice dose response. So the more you take, the better the response was. But both showed that there was significant decrease in this flow media dilation, which translates into a significant increase in cardiovascular risk.

Now that was in 2014? I believe so. I believed so that study was done in 2013. And now we're seeing it become irrelevant for a completely different reason today.

That's fantastic. Now, if I correct me if i'm wrong, but in this study, didn't they use like different types of curcumin to against curcuene? So one of the first studies that we did even before this study was a side-by-side comparative data on bioavailability.

It's a little uncouth to go through the direct competitors. I don't want to call them out directly. Not naming names, however. But if you go to the study, it's there, right?

You guys are hands above the rest. That's what we're saying. If you, if you go in the study, you could see the materials and methods. You can see who, who was chosen to say, needless to, say these were the leading bioavailable curcumens at that time.

And, uh, we were 46 times more bio-available than one of them, 35 times bio available than another, seven times mobile available to another. Yeah. We have since, um, replicated that bio availability study and our 49 by addressing absorption, metabolism, degradation, jump from 49 to 144 times.

So we're now 144x more bioavailable than a standard 95% current. Wow. Is that where your ultra plus is coming

in? Your new enhancement to that ingredient?

That's right. That's why you drop that little nugget. Okay then. Well, we have this ingredient in a number of our products. I want to talk, I have Joe talk about one of them in particular.

Estro Cleanze has been a flat foot product for us in helping manage estrogen amounts in the right estrogen amount in your body. Joe, you want talk a little bit about Estrocleanze and why Curcumin is such a great ingredient?

Yeah, you know, and this is one of these things about this formula that we probably don't talk about enough. Now we did this to help balance the ratio between free testosterone and estrogen, right?

DIM is in there, indultery carbonyl, calcium deglucrate. But we put in three other ingredients, one being curcumin, because studies, other studies show it actually activates telomerase.

Now, that's the enzyme that is needed to protect your telomeres, which protect you DNA and prevent premature cellular death, or prevent aging. Thanks to the telomeres, yes, lengthen our life.

I love it. Yeah, and so curcumin, I mean, it's in there for that very reason.

Curcumin Research for Heart and Hormonal Health

Now if you're trying to address hormonal health, you better address cellular health too, right, if your looking at age management. So that, I love the fact that it does that too.

Now, have you guys looked at that at all in any depth? You know, there's amazing science on tumeric, right? Yeah. Whether it's, you know helping with cancer, a recovery, it all comes down to inflammation, Right?

We're in the business of… The anti-Appleseed conference, which focuses on, cancer prevention, Cancer treatment, remission, complimentary therapies to traditional cancer treatments.

And that's one of the things that people we're really looking for is our estro cleanse in particular to help with the inflammation and to use that product in particularly.

I mean, yeah, there's a lot of knowledge. We focus on healthy populations. That's ultimately where the regulations to sell dietary supplements falls into.

So all the studies that you're going to see from us are going be randomized, double-blind, placebo controlled, and healthy populations. You know, we may do, you know a big part of turmeric and curcumin is for joint health and inflammation there.

So, the standard model is to use mild osteoarthritic populations because you need to show some sort of indication to the benefit. But that's the experience of it.

qualify as a mild osteoarthritic aging athlete. Because I do use some of our products that have that. I use our Inflamin X-Flamin that has curcumin in it.

So totally on board with that, being an avid tennis player in her 50s. Now, just to finish on that aspect. If it's 49% more bioavailable and absorbed, you're getting that much more polymer protection.

than regular curcumin. Joe, are you looking for the Fountain of Youth? Is that what you're telling me? You're trying to tell… I've been looking forward for 25 years, Christine.

Well, listen, I can tell you, Dr. Joe Dispenza, one of my gurus and mentors, right? Yeah. Talks about how meditation can also lengthen your telomeres.

So I'm telling you. Curcumin and meditation together, that's a winning combo, baby. There you go. We're going to roll the clock back for sure. Well my favorite product that we've come out with lately that is flying off the shelves, we can barely keep it in stock, is NAD Plus.

Um, and so NAD, there's a lot of studies around N. A. D. since you're talking about anti-aging Joe and folks, right? Brain focus, brain health. We added a plus and the plus for us is curcumin.

Now Dinesh, why in the world would we have done that? You have any idea? You know, you mentioned, I mean, maybe it's a sign to come with the ultra plus, but I also think healthy aging, You can't get another ingredient better than tumeric with healthy ageing.

Healthy aging is all about managing inflammation, reducing inflammation. And that's exactly what curcumin does. It reduces inflammation And Dr. Len said many times that the addition of the curcuin is helping the NAD cross the blood brain barrier.

Okay, so that's one big plus. The second big Plus is what we just talked about. NAD extends telomers too. So everybody else is just using an N. A. D. We got a big PLUS on ours.

It's also because of the bioavailability, right? It allows the body to actually absorb the N A D. Because N D as a standalone, my understanding is, is difficult for the And so the curcumin with the NAD together is actually making it more bioavailable.

Yeah. Right. Awesome. All right. So that's just one incredible ingredient we have. Anything else you want to say on curcuumin before we move on? No, no.

You know, it's amazing to me how the turmeric market continues to grow. It just continues grow bigger and bigger. More and more people are on it, but I came across a stat that in terms of joint health, only 6% of join health users are using turmeric, right?

And so there's a huge opportunity out there. And, uh, and, so I, I think, us evangelizing turmeric and its benefits, you know we can get it to even more I have one little clinical pearl for Dinesh, and then we can move on.

Now, you know the little story about the birth of Jesus and the three wise men? Oh, good God, here we go. What were the 3 things they brought? Frankincense, myrrh and gold.

You know, there's a big school of thought out there that thinks that gold was turmeric. It is called Gold with Gold. Yes. You never know what you're going to learn on this podcast, people.

All right. Let's see. I want to talk about Ludamax. Ludamax is an incredible ingredient that we have in two of our multis, the Frontier Multi, The Men's Complete, our Pro Reds, and our 2020 to help with vision.

And Ludmax is I think at one ingredient of the year, one year. Did it not? Absolutely. All right, well, tell us a little bit about this powerful ingredient and why we have it in so many formulas.

No, no, this is the reason I came to OmniActive because Lutamax 2020 has been in the market for about 15 years. And since 2016, which is when our science really started getting published and getting out there, we've really revolutionized these nutrients.

So LutaMax 2020 is a combination of the macular carotenoids. There's three macula carotenides. In nature, there's probably 600 to 700 carotenoids in nature.

But only three are found in your eye. And those are called the macular carotenoids. So that's lutein, mesozeaxanthin and rrzeazanthan. It's elegantly deposited in the bacula, which is that heavy concentration of rods and cones in back of your eyes.

When the eye doctor looks at your eye and he's looking at the macular health, he'll basically see a yellow-orange spot in the back of your eyes. That's where all the vision is being funneled into and that's when the most oxidative stress is happening.

It's very exciting how it's elegantly deposited in your back eye. Uh, you have meso, which has the highest antioxidant potential right in the center of that macula.

It's surrounded by RRZ as anthin, and then that's surrounding by, by lutein. So you need all three to give you the broadest protection. And Ludamax 2020 provides all 3 macular carotenoids in one product.

That's amazing. Yeah, I like it. I know we have a pretty comprehensive formula with our actual 2020 formula.

Lutamax 2020 for Eye, Brain, and Stress Support

So in addition to Ludamax, that incredible ingredient, Joe, you want to talk about some of the other good things that are in that one? Yeah, the 2020 is really, it's our I-formula.

I call it our baseline antioxidant because it has got just about every antioxidate you could think of. There's a term called ACEs, ACE and selenium, and that's in there.

We've got quercetin in there. We got NAC in, there we've, got of course, Ludamax in. There we got a grape seed extract active in patented form of grape, seed, extract in their.

So this is by far the most complete antioxidant pill form that we have. Now we had the Ludomax in our pro reds too, which is started out as an eye formula as well.

And so that is just, to me, There isn't anybody that shouldn't be taking our 2020 because of that antioxidate protection. But what I, the other, I just want to, you know, such this studies again, The Blue Light Study by itself.

Who else has done a Blue light study? You know? And we're all affected by it. We're looking at blue light right now. That's why I'm wearing these. Yeah.

So I got these on. All right. Tell me about the blue. Yeah, the blue light study, blue stands for blue-light user exposure, right? So it fits the acronym fits perfectly for what the studies and it's a groundbreaking study.

So, it was done again in young healthy populations because ultimately if we can make a young, healthy population healthier, It's going to impact everyone.

And they're exposed to blue light more than anybody else. And ultimately what this study showed was that there is a direct correlation with the amount of lutein and macular carotenoids in your body, how much protection you get from digital device use.

It's not just digital devices use, you know, people don't think about blue-light, but it's coming from our fluorescence, it even comes from the sun, we know to protect our eyes with sunglasses and we protect our skin with sunscreen.

But when we're inside our house, inside her offices, you know, in our homes, we are getting constantly bombarded by this blue light. And we need this internal sunglasses to protect ourselves from this.

Internal sunglasses. I like that. All right. Well, one of the things that I love about Nutritional Frontiers is we create these unique formulations. So you just heard Joe talk about how we have this incredible ingredient in addition to other things.

And we do that so that people heal quicker, right? There's more value in what they're taking. And I love the way we pull all these things together. And, I'm very grateful actually to the Lutamax ingredient because I went through a glycomic cyclic crisis a number of years ago, which is basically What happens is it simulates glaucoma and it's

caused by extreme stress.

So the eye pressure in one of my eyes was 39, normal is about 16 for me. And so the, the eyedroctor was flipping out, got me, you know, certainly eye drops to try and take the pressure down and I got on 20-20 immediately.

Um, and it was kind of like looking through a dirty shower door. That's the best way I could describe, like what it seemed like through the lens. And then there were a lot of floaters, people experienced floators.

So from that event, I now have one little pesky floater, but that's it. so that was a big improvement. Eyes are healthy, But I swear by our, our 2020 formula and very grateful to OmniActive for helping me through that.

And when you talk about eye health, most people just think macular degeneration, but there's so much more. There's this blue light, there are AREDs, just age-related eye disease.

So there is nobody that this can't help. No, we call these conditionally essential nutrients, right? Because it's not vitamin D, you can't synthesize this in your body.

You can only get this from your diet. And unfortunately, our diets are woefully deficient in these green, leafy vegetables. The spinach, the kales, or the squashes.

So we're not getting enough of these nutrients in our diet and It's not just eye health, you know, on the active, You talked about stress, did a stress study on, with the Lutamax 2020 and it showed, it was called Llama and, and showed a 50% reduction in cortisol levels.

You know? Whoa. Yeah. Whoa! It, It it's unbelievable. We need that study. Send that over, would ya? We will, we will. And, uh, And then since, now that we're establishing this eye brain connection, We've actually done studies on The brain because lutein is also, is the predominant carotenoid.

Of those 600 carotenoids in nature, it's lutein that's found predominantly in the brain. Why is that? It's, found in areas of higher learning, processing, memory.

And so we have studies that showed increases in BDNF, which is a brain-derived neurotrophic factor. This is protein that supercharges learning and processing.

We have studied on this nutrient for this. So anything above the neck, lutene is playing a role. That's awesome. Awesome. I think we're going to have to revisit 2020 and maybe add that to one of our stress protocols.

That I'm liking that, but it's also why we have that ingredient, the Lutamax ingredient in the Frontier Multi and in Frontiers Men's Complete, right? Because it is such a strong foundational ingredient to your point, Joe.

Yeah, foundational. Let's go to a couple of our two new formulas that we've come out with within the last year or so. Formogenesis Complete and NutriGlutide are two flagship formulas, that are helping with metabolic syndrome.

And I know this is near and dear to Joe's heart. He helped throw in on both of these formulas that have been incredible for us. And there's a killer ingredient in it called capsamax that you helped bring into these formula.

So I'll have Joe talk a little bit about those formulas and what they do. Then Dinesh, you can tell us why capsamax is such a powerful ingredient and part of both Well, the two formulas are thermogenesis complete, which is basically, you know, one aspect of metabolic syndrome.

We want to work as far on fat metabolism and hormonal balance. The hormones being those that control hunger and fullness. And so we were, that formula basically was an evolution of another formula that we had for years, but we made it even better.

and the, uh, capsule max in there is part of the fat, metabolism component. along with that cert max as well, but

that you mentioned earlier, Christine.

So that is the first part. The second part is neutral glutide. And then this completes the whole metabolic syndrome component. Metabolic syndrome is insulin resistance, it's hypertension, its fats, and its obesity.

Those are the four points of the metabolic syndrom. We cover that with the remaining ingredients in neutral gluten. But we put capsimax in both. Okay, so it's that effective.

So why don't you maybe tell us why we did that? Yeah, I mean, the science, Capsamax is capsaicinoids, right? These are red hot chili peppers, and the signs on capsicinos is through the roof.

In fact, in 2021, The Nobel prize for medicine was given to Dr. Julian, who found the Capsicum receptor, right? And what this ingredient does is, like you said, Joe, helps with metabolism, it helps fat burning, help with appetite control.

There's just so much science. behind these capsaicinoids. The problem has always been, how do you get an efficacious level of capsicinos without the gastric irritation, right?

Without it burning your mouth, without it your stomach. I'm Indian, I like spicy food, but we're talking about, this is equivalent to eating like 32 jalapeno peppers, get out.

It's a lot. You mean the dose? The dose. You teach this dose to see the efficacy. It's like, it's equivalent to eating. I'm stealing that. Yeah, I'll tell our sales team about that, 32 jalapenos.

Wait till Mikey gets hold of that one. So we, just like I mentioned before, we have these technologies, proprietary technologies with Curcuin, it was Ultrasol, with Capsamax it's called Omnibed.

And what OmniBed does is it basically envelops the capsaicinoids. in this enteric coding, this protective coding that doesn't release in the mouth, it doesn t release it in stomach.

Capsamax and Metabolic Support

It releases in lower intestines where the pH increases, but there's no nerves and no sensitivities. That's why it's unfortunate, say someone has pancreatic cancer or has an intestinal issue, And they don't feel the pain, right?

Because there's no sensitivity, there are no nerves there. And then it's too late. Well, we're using this to our benefit because now we can generally release these capsaicinoids.

So you get all the benefit without the BERT. That's essentially what Capsamax does. We have multiple studies now that shows that. And these are independent studies.

One was done at the University of Arizona. Another one was in India using two different validated equipment, but both showing that 100 milligrams of Capsamax basically burns or is equivalent to burning 100 calories.

You know, at rest. So if you, if your burning a hundred calories per day, you know over a course of a month, that's about 3,100 calories. That's, a pound.

Now you're approaching a pounds. Just by just taking this one ingredient, your increasing your resting energy expenditure is what they call. And 60% of your calories burned is at-rest.

You can only imagine how important this is for your daily, just to maintain daily metabolism, daily thermogenesis. Wow, that is so cool. Well, the fact that you just shared that, you know, one of the things that we talk about with Thermogenesis Complete is that it is a fat burner without the stimulant.

Because back in the day, if you may not know this, there were things, ephedra and other things Yes. And like, it

would really make your heart race. Yeah.

People wanted to use something like that and they felt like they needed that, that effect was burning the calories. So the fact that this ingredient does it at rest, That's incredible.

Yeah. I think that's a very important point, Kristen. This is non-STIM. So we have the studies, we had the data, no increase in blood pressure, and no increases in heart rate.

It doesn't impact sleep. How it works is it's basically increasing. in your body and that cascade creates, you know, the breakdown of the fat, making it available for energy.

And then it's there when you need it, and now we have a new exciting study that's coming out very shortly on performance, exercise performance. All right, I need to hear this because we also use our neutral glutide as a natural semi-glutide.

It produces a similar effect in the body. So when people are trying to lose weight, this is a great formula. Or if they're coming off of a semi glutid protocol, it's just a good way to naturally maintain that.

Now you've got this pre-workout study coming out. Why don't you tell us about that one? Yeah. We're really pumped about, no pun intended, but we're pumped All right, I'm going to have you flex now.

You're going have to pump. This study is so easy to understand. A lot of times people use these fancy devices, this fancy equipment to kind of show benefits and then they see some significance and they publish their results and people are expected to believe those results.

And that's great. But if you could do a study that shows that, hey, This is going increase how many pushups you can do. this is going to increase how many squats you can do.

This is gonna increase kind of a deadlift, how much you could do there as well. You know, it makes it so easier to understand, so relatable, and that's exactly what this study showed.

And within seven days, we saw significance that the subjects who took 100 milligrams of capsimax were able to increased their exercise performance in these very basic exercises that they were to do, you know.

All right, this going be the new secret weapon on my tennis team, Dinesh. Absolutely. This is so good. Interesting. Now, capsaicin, all hot peppers have it, right?

Whether it's chili, jalapeno, cayenne, and we've known for a long time now, this might go right into the sports aspect, that a half a teaspoon of cayenn pepper in warm water can actually stop a heart attack.

Okay. So yes, this is one of those soul-wide sales, but it works. Now, it might be- You better call 911 if that happens to me, okay? I'm not taking a chance.

Just drink this. This could be why. Yeah, This Could Be Why. Is it having a vasodilation effect? I have seen some studies that yes, Capsaicinoids do help with blood flow and blood circulation.

In fact, it's found in several hair growth formulas, right? Because it is helping get the blood to the hair follicle to promote hair grow. So yeah, that's one of the mechanisms that they proposed.

You might have to add it to 2020, Christine. To beauty complete. We've done 10 plus studies on Capsamax, but we, full disclosure, we have not done a study on capsama in blood flow.

We'll need that to perk you in. All right. Well, we'll take all the studies you want to throw our way. That's one of the things that our healthcare providers love.

You know, our sales team loves being able to stand on the research and our doctors love to be able stand the on research to share with their patients why it's so effective.

So thank you for all of work that you do in the world. Now, I promised a little nugget at the beginning that if people stayed with us that, you'd share maybe one or two things coming down the pipeline that Nutritional Frontiers might take advantage of.

Absolutely. So I think let's start with sleeper and sleep. Everyone's looking to get better quality sleep, they want to go to sleep faster, stay asleep longer, wake up feeling refreshed.

And they don't always want melatonin or the usual treatments. You know, the Institute of Medicine doesn't recommend melatonin for long-term use, recommends it for four weeks, and now you're seeing higher and higher doses of melotonin, five, 10 milliliters, you see it given to our children.

And while it's safe, I think the public is not always aware of what meletonin is, whether that it is a hormone, that is synthetic, so they're just looking for alternatives.

And the problem is, you know, having something that works fast and works day one. And that's where sleep root comes in. So it's a valerian extract. We've done, again, we applied our technologies.

In this case, it was Ultrasol that we apply to a Valerians. so we were able to get a very low dose, 200 milligrams is the efficacious dose. and we have day-one benefits that it helps you stay asleep longer.

By day three, your falling asleep faster too. I really love this study that we did because I don't think there's anyone that's done a study like this.

Valerian, doesn't it have some sort of odor to it? Yeah, it does. What did you guys do to make sure that it doesn' smell funky? So what Ultrasol does is not only improves bioavailability, but it can also help with your organoleptics.

So in this case, we were able to maximize the good compounds that help would sleep, also, the minimize the odorous compounds, that cause the odor. You get all the efficacy without the order and then the low dose certainly helps too.

Typically, you need a thousand plus milligrams of Valerian root powder to see some sort of benefits. Here you only need 200 milligrams. So, that's the reason why it's low smell.

All right. A little odorless. I don't want to promise that it is odor less, but it low smells.

Upcoming Sleep and Brain Health Ingredients

Okay. Low smell, all right, we'll give it the sniff test. You can send some our way and we will test it out. The last little nugget. We're very interested in brain health, right?

It's becoming something that when you combine all of the different brain diseases that are out there today. Alzheimer's dementia, loss of focus. It's one of the reasons why I think NAD Plus has been such a big seller for us.

People are focused on brain health and the effects of Focus. You've got a little nugget that might help with enhancing some of brain formulas. So what is that?

So it's branded in extra. It's a Thai ginger extract. So as the name implies, it is coming from the ginger curcumin family, grown in the ground. it has been historically used in coffees and teas and Ayurvedic treatments to accentuate the nootropic benefits.

So what's wonderful about this ingredient is it works within an hour. And it basically works by increasing dopamine and acetylcholine. So similar to Capsamax, which is non-STIM, this is also non STIM.

It doesn't impact sleep. Doesn't give you the jitters. But we came across some, some consumer insights that said 60% of cognitive users stop taking a cognitive supplement because they're not feeling it.

They want to feel it and so that's where, that is where an extra is so beautiful because you put it into your formula, you're going to fill it within an hour.

And how it comes across this feeling is you are going feel more alert, more focused, You're gonna feel motivated. Without a stimulant? without a stimulant, non-stim.

Okay. This is going to, we need enough for our entire sales team to try it. Absolutely. I think you said you- You want these guys motivated, focused, alert, ready to rock and roll.

You mentioned you have a sales meeting coming up, so I'll make sure to send you a case of them. We will totally take that. Well, I just want to say I can't believe that our time is drawing to a close.

This has been an incredible, informative session. We are so delighted to have the partnership we have with you and with OmniActive and looking forward to continuing to grow that partnership.

If people wanted to learn about some of these studies, Dinesh, where should they go? Absolutely. So we have a wonderful website omniactives.com, you know, to see the broad portfolio.

We also have some consumer facing websites, just to give you some more information, whether it's with our lutein, where you can get lutene in your diet, or you could maybe create some great tasting recipes with some green leafy vegetables.

That's called loutineforeveryage. com. Yeah, we're just truly Thankful for this partnership and opportunity to showcase some of our ingredients. And Joe, where can Nutritional Frontiers clients and customers find some this information?

Yeah, we're all about information and education, Joe. Right to our website, nutritionalfrontiers.com and look under the quality tab at the very top and you just scroll, hit the button, it'll go down to patented research.

Every one of these ingredients is right there along with the studies. That's fantastic. And one of the things that we do on our website, Dinesh, is that, we sort ingredients and list the products that you can find the ingredients on it.

So, that has been wonderful. We are so happy that had this time with you. Thank you so much for making time for us today. If you found something valuable today, please comment, like, and share this episode with someone who needs to hear it, because that's how we continue to make the world healthy together.

All right. Until next time, everybody, take care. Thanks, everyone. Thank you, Christine. Dinesh, nice to see you buddy.