

# PNT 200 ingredient wins bronze at Health Ingredients Europe

*Unique peptide is recognized for its calming properties*



Those who have discovered PNT 200 know that it is a great way to help relieve the symptoms of stress.

And the Health Ingredients (Hi) Europe committee is equally impressed, having recently recognized the effectiveness of its active ingredient with a bronze medal at the 2004 Hi Europe Innovation Awards!

How was this unique peptide discovered? After 12 years of research, in partnership with Université Henri Poincaré-Nancy in France, a peptide was found with relaxing properties within a milk protein hydrolysate. The research stemmed from the observation of the calm state of a baby after drinking milk, prompting researchers to investigate the relationship between milk consumption and any calming effect resulting from it. This led to the use of a well-known digestive enzyme to develop the patented milk casein hydrolysate found in PNT 200.

This discovery was significant, given the amount of stress that people face each and every day. According to the World Health Organization (WHO), nearly 450 million people worldwide are affected by stress-related disorders. Although high, this number is not surprising when we consider that life is filled with noise, social pressures, pollution and a myriad of other stressors



that infiltrate our minds and bodies.

Despite its negative connotation, stress is a perfectly natural and healthy physiological

reaction that is necessary to prepare us to act quickly and efficiently in certain situations; it also allows us to adapt to changing needs and situations. It becomes a negative force when we experience too much stress or are unable to get relieve from tension - this is when management techniques and products to help lessen the effects of stress come into play.

PNT 200 is perfectly positioned for today's fast-paced life and the recognition of its active ingredient is an important milestone for the product. The Health Ingredients award further substantiates its value and the science that it is based on. PNT 200 is the natural alternative for those who are looking to better manage the stresses of everyday life.



## HEALTH INGREDIENTS (HI) EUROPE 2004

The Hi Europe committee understands that innovations are essential to the growth and success of the health ingredients industry. The Hi Europe 2004 Awards provide an international platform on which exciting product innovations, ground-breaking research and promising new technologies are judged by industry experts. During this year's event (November 16-18, 2004), only six applicants were given the opportunity to present their years of research and development to the committee. Following the review, three prizes were awarded to those that displayed outstanding innovation and quality within the health ingredients industry.

Hi Europe 2004 is organized by CMP Information, a division of United Business Media, whose headquarters is in London, UK. The Netherlands office is the organizer of the world-leading Hi, Fi, CPhI and ICSE series of food and pharmaceutical ingredients trade shows.