

Press release: 14 November 2007
For immediate release

Biotivia has dramatically increased the bio availability of oral resveratrol .

In virtually all studies since 1994 on orally administered resveratrol the issue of bio availability of the compound has been highlighted as a major drawback to its effectiveness. The half life of standard resveratrol is less than 20 minutes in a person's blood stream.. Some additional benefit from resveratrol comes from the recirculation of its metabolites by the liver, unless they are blocked by Quercetin which some suppliers include in their products thinking that this ingredient will actually increase bio availability.

This problem has led many scientists to question the efficacy of most of the resveratrol supplements currently on the market. Most of the important studies have pointed out that the effects of resveratrol are highly dose dependent. The human equivalent dose for a 160-pound adult would be about 1575 milligrams of standard resveratrol to produce the health benefits noted in the Harvard mouse study. The study published in the journal Nature late last year used a dose of 364mg when adjusted for human body factors. Poor utilization of resveratrol represents a huge challenge for supplement suppliers, and more importantly, their customers seeking to replicate the dose used in the recent scientific studies on small mammals. Increasing the molecule's bio availability therefore has a huge impact on the efficacy of resveratrol when taken as a supplement.

Biotivia began investigating technologies to improve bio availability of the critical trans-resveratrol isomer one year ago in conjunction with a major university pharmacy school and a large pharmaceutical manufacturer. The breakthrough came about in September of this year.

Today the company announced that it had succeeded in greatly improving absorption and utilization of resveratrol taken orally through application of a combination of proprietary techniques. Although the exact processes are trade secrets it is known that they involve altering the physical characteristics of the raw material prior to processing, use of advanced processing and purification technologies, and the complexing of the finished product with of a small amount of a natural organic adjuvant which improves the bio availability of their Bioforte and Transmax products.

Biotivia's chief research scientist, Saurabh Shah and the company founder, James Betz, have compiled a 167 page paper on current research on resveratrol's effects. The paper is available to qualified physicians and researchers upon request.

Biotivia resveratrol products, Transmax and Bioforte, are available to researchers and the public at their website, biotivia.com.