

NEWS RELEASE



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Green Tea Extract May Delay or Prevent Alzheimer's *Teawell 50 Extract Shown to Protect Brain Cells*

TORONTO – Long known to be beneficial in heart disease, diabetes and some cancers, now a new study finds that a specific green tea extract may delay or prevent Alzheimer's disease and dementia. A. Holliday & Company's "Teawell 50," is a 50 percent pure extraction of EGCG (epigallocatechin gallate) – a flavonoid which is the most potent of four major catechins found in green tea.

Sponsored by A. Holliday & Company of Toronto, the study was performed by Dr. Stephane Bastianetto, a researcher at the Douglas Mental Health University Institute, Department of Psychiatry, McGill University in Montreal.

In the study, one group of rats were fed with food that contained Teawell 50 extract, compared to a control group whose food did not contain the extract. The results showed that rats who ate the Teawell 50 had an 18 percent reduction of free radicals which are highly reactive molecules that damage cells and accelerate the loss of neurons in a key region of the brain that is involved with learning and memory. Typically, this region is severely damaged where Alzheimer's disease is present.

"This suggests that regular consumption of green tea, specifically the extract Teawell 50, may protect brain cells against the deleterious effects of oxidative stress, delaying or even preventing age-related memory deficits," said Dr. Bastianetto.

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According to Dr. Bastianetto, previously it was uncertain whether flavonoids were able to cross the blood-brain barrier in sufficient concentrations to exert beneficial effects. He added that discovering Teawell 50's ability to cross the blood and brain barrier and actually reach the brain is a significant breakthrough.

“Green tea is subject to minimal processing which results in higher concentrations of its unique, beneficial catechins – especially EGCG, the powerhouse of tea,” said Christine Renken of A. Holliday & Company, sponsor of the study. “Our ability to extract this substance, which we call Teawell 50, allows it to be used in a variety of functions including foods such as yogurt and beverages as well as supplements, pet foods and even beauty products.”

Teawell 50 is an extract of EGCG (epigallocatechin gallate) – one of the four major catechins found in green tea. The other catechins are: epigallocatechin (EGC), epicatechin-3-gallate (ECG) and epicatechin (EC). A. Holliday & Company is a major supplier of EGCG extracts with purities as high as 99 percent.

EGCG's benefits have been associated with decreasing conditions such as cardiovascular disease, diabetes, Parkinson Disease and some forms of cancer. Various studies have shown that EGCG may inhibit the production of inflammatory molecules associated with the joint damage of rheumatoid arthritis; reduce blood clotting and cholesterol; enhance the immune system, boost metabolism and help burn fat as well as protecting against gum disease and reducing cavities.

About A. Holliday & Company



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A. Holliday & Company Inc.

Based in Toronto, Canada, since 1975 A. Holliday & Company Inc. has been a major distributor of bulk coffee and tea products. The company has a

wide range of EGCG extracts available with purities as high as 99 percent.

With worldwide reach and capabilities, A. Holliday & Company products are used as building blocks for many well-known international brand names and private label products in a variety of industries from food and beverage, to baking and dairy, to flavour and ingredient manufacturers, to pharmaceuticals and cosmetics. Additional information on the company and its products can be found at: www.teacoff.com