



Swisse Wellness announce first participant in Memory & Focus Clinical Trial

Media Release

22 June 2018

Swisse Wellness has announced the enrolment of the first participant in the “Memory and Attention Supplement Trial” (MAST Trial).

The MAST trial will be conducted as part of a PhD program at the Centre for Human Psychopharmacology, Swinburne University, and will investigate the effects of chronic supplementation with Swisse Ultiboost Memory and Focus on memory and cognition over 12 weeks.

The clinical trial will target individuals with both optimal and sub-optimal nutrient profiles. The study will also evaluate how Swisse Ultiboost Memory and Focus affects mood, general wellbeing and response to stress.

Oliver Horn, Swisse Managing Director, said the MAST Trial is significant: “It represents our commitment to investing in advanced science to continually improve the efficacy of our products. Cognitive performance, in particular, needs to be a future focus as it is currently lacking a satisfactory science base.”

The strategic alliance between Swisse Wellness and Swinburne University will see collaboration on several translational research projects focusing on the cognitive and mood effects of natural products, nutritional supplements and other nutritional interventions.

Swisse’ Strategic Science Program for scientific validation and innovation also includes research projects with national and international organisations, with two other clinical trials currently recruiting:

- A Randomised, Double-blind, Placebo Controlled Study to Investigate the Efficacy and Safety of High Strength Cranberry (Pacran®) in Women with recurrent Urinary Tract Infections (Cystitis)
- A Randomised, Double-blind, Placebo Controlled Study to Investigate the Effect on Knee Pain and Safety of Swisse High Strength Deep Sea Krill Oil (Superba BOOST) in Adults with Mild to Moderate Osteoarthritis of the Knee

NB: Swisse Wellness publishes all research and scientific references on its website www.swisse.com.au

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About Swisse

Swisse Wellness Pty Ltd is part of the Hong Kong listed H&H Group. Swisse's mission is to make people around the world Happier and Healthier, a core philosophy brought to life not only through its products, but also through a focus on advocating Movement, Nutrition and Mindfulness. Swisse invests heavily in enabling these three pillars of health and happiness in its own team members, and also in the wider community through the company's communications, including expert advice and blogs, and through the company's philanthropic arm, which supports a range of organisations that help communities achieve better nutrition, reduce physical inactivity, and build understanding of and promote better mental health.

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