

5th International Conference and Exhibition onPHARMACOGNOSY, PHYTOCHEMISTRY
& NATURAL PRODUCTS

July 24-25, 2017 Melbourne, Australia

**Dilip Ghosh***Soho Flordis International, Australia***KeenMind®: Clinically proven natural medicine for cognitive health**

The brain is a complex organ that neuroscientists are still attempting to understand. As people live longer, dysfunction of the brain is becoming a predominant issue for the healthcare system. Cognitive decline, particularly in elderly people, often derives from the interaction between age-related changes and age-related diseases and covers a wide spectrum of clinical manifestations. Epidemiological evidence supports the hypothesis that modifiable lifestyle-related factors are associated with cognitive decline, opening new avenues. Due to the multifactorial nature, the role of nutrition in cognitive neuroscience is complex. The concern is not simply with the impact of a single chemical on the brain but with multiple nutrients, metabolites and interacting factors. Numerous nutraceutical combinations have entered the international market through exploration of ethno-pharmacological claims made by different traditional practices without robust quality, safety and efficacy proof. The role of clinically proven natural products in brain health is urgently needed and few products have addressed this need. KeenMind[®], a standardized extract (CDRI08) made from an Indian Ayurvedic herb, *Bacopa monnieri*, with numerous randomized, double-blind, placebo-controlled studies demonstrates benefits for enhancing memory retention and recall, improving mental clarity and focus, as well as assisting learning, concentration and attention. KeenMind is very useful to facilitate learning and concentration, particularly in children and students. Two ongoing RCT studies in Australia explore the effect of KeenMind in modulating brain ageing, cardiovascular system, improving cognition in the elderly and ameliorating the symptoms of inattention and hyperactivity in children. This can be used for mature and elderly individuals to aid memory and reduce decline in mental performance. KeenMind supplementation can be an ideal choice for those with intellectually demanding jobs or those who are under pressure. KeenMind is a clinically proven natural medicines supported by 6 RCTs, complete seed to patient journey is standardized, KeenMind is the result of over 40 years of research and is well tolerated and have no effect on stomach and present globally.

Biography

Dilip Ghosh has received his PhD in Biomedical Science from University of Calcutta, India. Previously, he has held positions in Organon, Ltd., in India; HortResearch, New Zealand; USDA-ARS, HNRCA at Tufts University, USA; The Smart Foods Centre and Neptune Bio-Innovation Pty. Ltd., Australia. He is a Fellow of American College of Nutrition, Professional Member of AIFST and also Editorial Board Member of several journals. He has published more than 70 papers in peer reviewed journals, numerous articles in food and nutrition magazines and 4 books under CRC Press, USA.

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