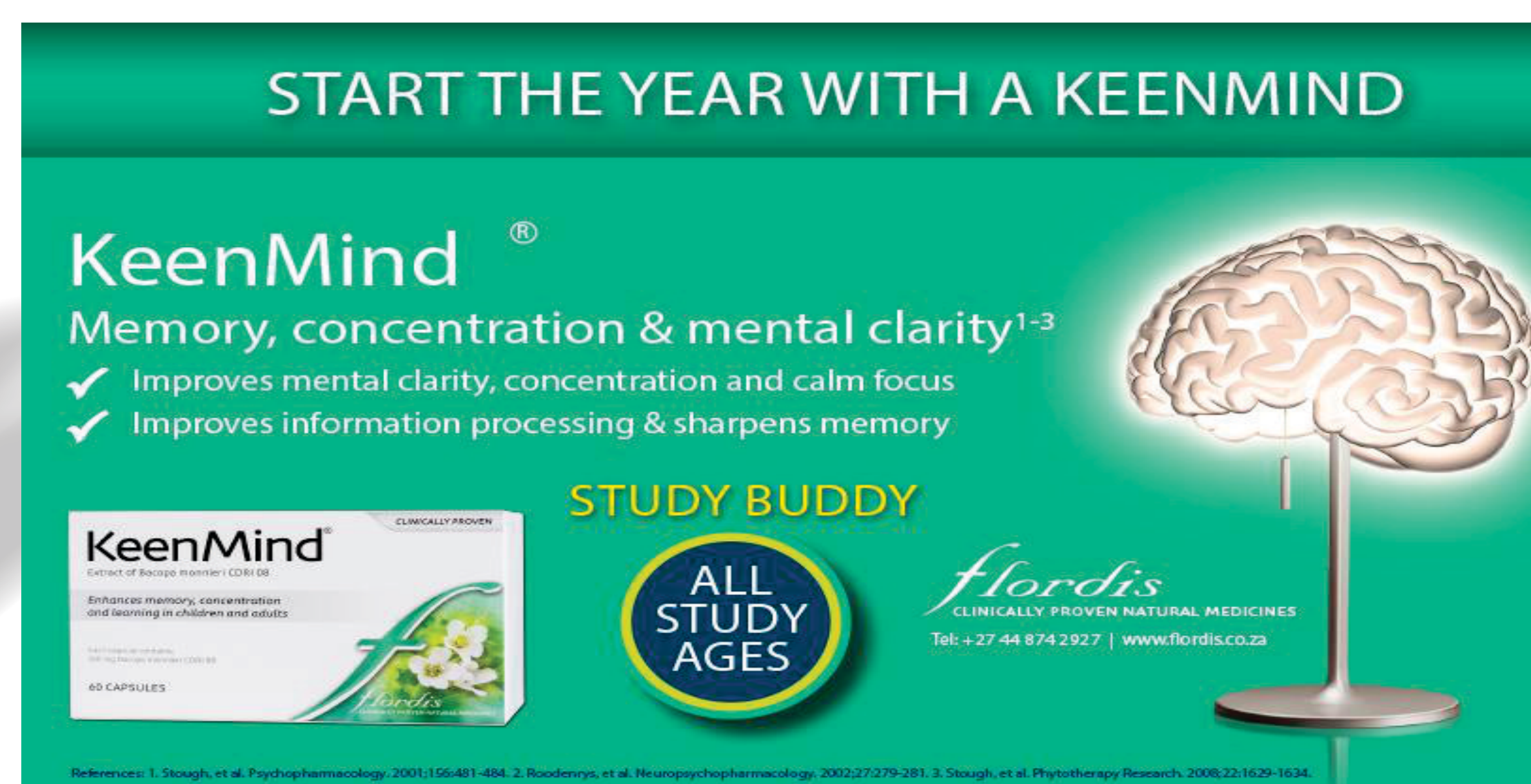


KeenMind

Bacosides Enriched Standardized Extract of Bacopa (BESEB) for Memory Improvement



CSIR-Central Drug Research Institute (CDRI), Lucknow, has developed a unique single plant based natural memory improvement formulation - BESEB (“Bacosides Enriched Standardized Extract of Bacopa”) from the herb Bacopa monniera.

This drug is also named as CDRI 08. The process for making enrichment of the active constituents (Bacosides A & B) in BESEB has been patented by CDRI (CSIR). The plant is commonly known as Brahmi which has been used in the Indian System of Ayurvedic Medicine as a traditional herb for over 3000 years to enhance memory and learning.

BESEB has been successfully commercialized and its efficacy has been established by CDRI (CSIR), Lucknow. It has been licensed to M/s Lumen Marketing Co., Chennai for manufacturing and marketing. Lumen is selling the product under different brand names with its business associates mainly as Memo Plus Gold in Malaysia, Philippines & Singapore, Keenmind & Membac in Australia & New Zealand and Memory Perfect in France & Germany.

Societal Benefits

- A large number of children suffer from Attention Hyperactivity syndrome and the standard herbal extract has proved to be very effective
- Loss of Memory in elderly patients is a common disease among elderly. This drug had been able to improve memory of such elder people, thus improving their normal activities.
- Since BESEB is derived from an age old system of Medicine, Ayurveda, its efficacy is time tested
- CDRI has extracted the most active ingredient of the plant and standardized it. This has resulted into avoidance of taking nonuseful part of the plant and the bio-availability of the drug is ensured.