



# Cerise, CMU Announce Life Science Research Project Targeting Parkinson's, Alzheimer's and Huntington's

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*Cerise Nutraceuticals has commissioned research at Central Michigan University to determine potential uses in treating three major diseases and reducing side effects of some current medications.*

PR9.NET November 13, 2006 - Traverse City, MI - Powerful antioxidants from tart cherries, Omega 3, 6 & 9 essential fatty acids from emu (kalaya) oil and Omega 3 fish oil in products manufactured by Cerise Nutraceuticals will be tested for their ability to deliver compounds used to treat Parkinson's, Alzheimer's and Huntington's diseases by scientists at Central Michigan University (CMU). Cerise Nutraceuticals President Ray Pleva and CMU researchers announced the planned research today.

"After 19 years of pre-clinical research we are ready to take the next step," said Pleva. "There is a large enough body of compelling testimonials from consumers who find relief after using our products that life science researchers who are familiar with antioxidants are interested in documenting the effects to see if they can be directed towards therapies for specific diseases."

Instrumental in sparking research that identified the first antioxidant in cherries, Pleva has inspired scientific interest that has since found a total of 17 antioxidant compounds in cherries. Expanded research has linked the antioxidants to anti-inflammatory effects against joint and muscle pain, cardiovascular disease and cancer.

Pleva and CMU began talks early in 2006. One part of the project combines novel proprietary controlled delivery of cherry-based compound developed by Cerise with an alternative treatment modality for Parkinson's disease developed by Justin D. Oh-Lee, an associate professor of psychology and director of the Applied Experimental Psychology Program at CMU.

Oh-Lee and colleagues seek ways to deliver natural biological compounds, such as those found in Cerise products, to reduce side effects of Parkinson's disease, such as dyskinesia, a frequent complication that can cause a severe loss of muscle control affecting a person's ability to perform even simple tasks of daily living. Spasms can cause uncontrollable muscle contractions that are extremely painful and may lead to serious injury.

"If the therapeutic benefits of Cerise compound are demonstrated, the results of the study will form the basis of additional clinical development and enable licensing of the technology by Cerise for further human trials," said Oh-Lee. "This study is thus highly significant, as it will have immediate implication to improving the quality of life for Parkinson's patients."

In addition to assessing the effects of the Cerise product for treating dyskinesia, another group of CMU researchers will be testing the efficacy of this product in reducing memory deficits associated with Huntington's disease and Alzheimer's disease.

"CMU has been involved in testing several compounds for different companies, and we are pleased to be able to provide our services to Cerise to help them evaluate whether their product protects against memory deficits in controlled, preclinical experimental trials," said Gary Dunbar, professor of psychology and director of the Neuroscience Program and the Brain Research and Integrative Neuroscience Center at CMU. "Our arrangement with Cerise will not only provide an avenue for students and colleagues in my lab to engage in important applied research, but it will also further our understanding of these devastating, mind-robbing diseases, which in turn can give us new insights into finding effective treatments."

In addition to antioxidants from cherries, Omega 3, 6 and 9 essential fatty acids contained in emu (kalaya) oil and cold-water fish oil used in Cerise products provide protective properties that are vital to human health. These mechanisms are well researched and documented. Research also suggests that the levels of essential fatty acids and the balance between them may play a critical role in the prevention and treatment of chronic diseases.

Cerise is the first manufacturer to combine the healthful properties of cherries with the Omega 3, 6, and 9 compounds in emu oil and fish oil. Currently Cerise makes and sells six products: Cerise Therapeutic Joint and Muscle Comfort Lotion, Cerise Head & Body Comfort Roll-on, Cerise Facial Skin Solution, Cerise Facial Skin Cream moisturizer, Cerise Hand and Body Lotion and Cerise Total Body Rhythm Capsules. Cerise products are available on the Web at [www.cherrylotion.com](http://www.cherrylotion.com) and through northern Michigan retail outlets.

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## **About Cerise Nutraceuticals LC**

Cerise is the first nutraceutical manufacturer to combine the antioxidants of red tart cherries with Omega 3 from emu oil and fish oil, forming unique compounds that researchers are examining for use in treatment of disease and reduction of side effects caused by some current medications.

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