

Abstract for conference by Eli Faraggi Overview

INNOBEV LTD. is an award-winning American-Israeli FoodTech company specializing since 202 in functional food and dietary supplements formulas that enhance human performance through innovative, natural formulations targeting chronobiology and biological rhythms.

Nutritional Collaboration:

InnoBev has entered a licensing agreement with Archer-Daniels-Midland under which ADM manufacturers and markets WakeUp! worldwide.

Scientific Cooperation:

InnoBev is engaged in scientific cooperation with world-renowned scientific and medical institutions as Rambam Medical Center, the Technion- Israel Institute of Technology and the Carmel Medical Center, all located in Haifa

Core innovation

The WakeUp!®, is a proprietary blend of botanicals including Guarana, Ginkgo Biloba, Elderberry, and Carob. Its unique mechanism enhances insulin sensitivity and supports neurotransmitter activity, leading to improved cognitive function and energy regulation. Key bioactives such as Pinitol and D-Chiro-Inositol promote glucose uptake and reduce insulin levels, helping users feel alert without overstimulation.

Clinical

Proof

4 full scale clinical trials approved by Helsinki committee conducted by: Giora Pillar, MD, PhD, a senior professor at the Faculty of Medicine at the Technion and certified by the American Board of Sleep Medicine.

- 1st study of subjects during the afternoon energy slump found that when tested against caffeine, WakeUp!® demonstrated a sustained performance effect two hours after caffeine faded without increasing heart rate or blood pressure, or causing the jittery feelings associated with caffeine.
- 2nd study showed improved daily performance when people drank the formula consistently without building tolerance over time.
- 3rd study tested use in the morning and evening, revealing significant improvements in vigilance, focus, work performance and cognitive function.
- 4th study tested the effects of WakeUp!® on attention and function in children with ADHD .15% of the children went from outside the norm to the norm after a single dose

