RADICLE® SCIENCE | BIG BOLD HEALTH®

Big Bold Health® HTB Activ™: A Historic Clinical Trial of One Real Food

The brain-health market is full of claims. Big Bold Health created evidence.

In a rigorous human trial, HTB Activ, a unique sprouted form of Himalayan Tartary Buckwheat, delivered notable benefits: people taking it were significantly* more likely to experience a meaningful improvement in cognitive abilities. Additionally, participants who stayed consistent with the protocol also experienced significantly*† more improvements in:

- Cognitive Abilities
- Sleep
- Energy



Rigorous Study Design

Gold Standard

Decentralized, randomized, double-blind, placebo-controlled — neither participants nor researchers knew which treatment they received.

848

Real-world participants

662 in the intent-to-treat cohort, avg. age 49 (range 21–75), 63% female; of those, 125 also in the per-protocol, avg. age 52 (range 25–74), 56% female

12 Weeks

Intervention duration

HTB Activ — 18g sprout powder, daily. Matched placebo, daily

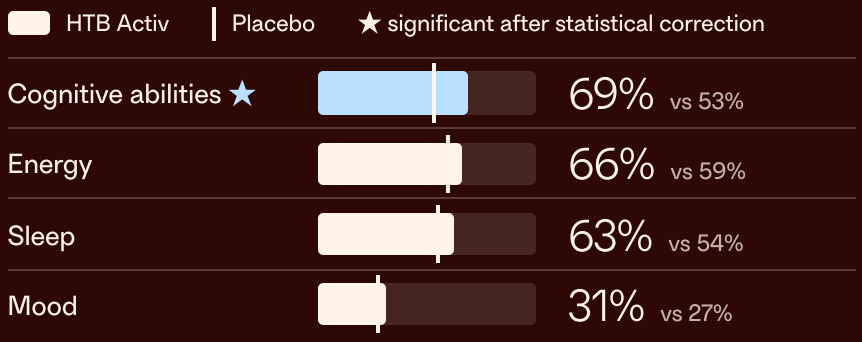
Subjective & Objective

The trial used self-report and objective measures, including computer-based cognitive tasks and biomarkers, with epigenetic results pending.

Rigorous Evidence

69%

of HTB Activ participants reached a meaningful improvement in cognitive abilities by the final week of study, outperforming placebo even after strict statistical correction.



N=296, the number of participants in the final week. Percent reaching an MCID at final week of study.
MCID = Minimum Clinically Important Difference, the smallest change that is considered meaningful.

Data Beyond the Headline

Consistent participants saw benefits

Among the 125 participants who stayed consistent with the protocol, HTB Activ significantly outperformed placebo on cognitive abilities, energy, and sleep.†

Gentle on the body

On average, taking HTB Activ came with no more side effects than taking placebo.

Analysis inclusion criteria: completed all weekly health surveys and reported taking the product ≥ 80%

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*compared to placebo † exploratory analysis

A Closer Look at Cognition

Objective Performance†

Participants responded faster

Participants completed sets of computer-based attention and cognitive control tasks. These tasks timed how quickly someone responded and recorded whether the response was correct.

Across two of these tasks HTB Activ™ participants completed responses more quickly than placebo without a corresponding decrease to accuracy.

Task	Length	What it measures
Flanker Squared	~3 min	Focusing on a target while ignoring distractions
Stroop Squared	~3 min	Inhibitory control, selective attention, and working memory

HTB Activ participants had greater speed improvements across the trial in Flanker Squared, with an early improvement burst.

7% vs 0.5%†
Gain in processing speed after 1 week
HTB Activ vs placebo, Flanker Squared task

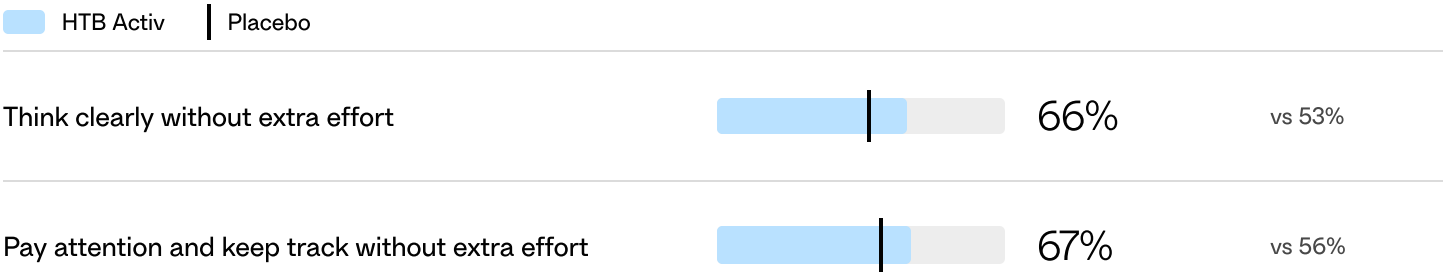
14%
Faster than placebo
Flanker Squared task, full trial duration, on average

17%
Faster than placebo
Stroop Squared task, full trial duration, on average

† exploratory analysis

Subjective Performance†

Cognitive abilities were measured with PROMIS Cognitive Function Abilities, an eight-question validated instrument. Looking at the eight questions separately, statistically significant improvement showed up most on those about mental effort.



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Participants said thinking took less effort. Objective tasks showed them responding faster, without an accuracy tradeoff.

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Meaningful Business Outcomes

Five ways the evidence works for Big Bold Health®

One independent trial in 848 real-world participants turns a 50-year conviction about food into the kind of clinical evidence that moves a category forward.

01 Grows the body of evidence behind a real food

Big Bold Health started with independent lab analysis defining what's in HTB Activ™, 15x the phytonutrients of common buckwheat, with polyphenols up to 313x reference levels. Composition and clinical outcome now sit side by side, each adding to the case for HTB Activ as a beneficial food.

02 Evidence that holds up to scrutiny

Big Bold Health invested in a large-scale, rigorously designed human clinical trial that included subjective and objective measures, including epigenetic tests, and generated the kind of evidence that meets FTC and FDA standards for substantiation of health-related claims.

03 Builds partner credibility

Independent research partner. Pre-registered protocol. Validated instruments. Rigor and evidence that wins with healthcare practitioners, retailers, investors, media and AI models.

04 A reason to buy, not just believe

A placebo-controlled human trial gives HTB Activ customers something to trust: real evidence, not just a story. That makes HTB Activ a product to choose over the competition.

05 Turns first purchase into repurchase

Participants who stayed consistent with the protocol saw significant gains in cognitive abilities, energy, and sleep†, a data-backed result that could influence repeat purchase.

"Radicle Science® exists to prove that wellness works — generating gold-standard clinical evidence on the non-pharmaceutical products people put in their bodies. Big Bold Health exists to prove that real food, studied at its root, can meaningfully improve wellbeing. Different companies, same conviction: wellness shouldn't be taken on faith and the right nutrition products are key pillars of health. This partnership advances the case for food as medicine, and is a shining example of the power of proven, precision wellness."

Jeff Chen, MD, MBA
Co-Founder and CEO, Radicle Science

"I've spent over 50 years studying how food functions as information for the body — what I call the orchestration effect. This trial is the validation I've been working toward: real, human evidence that a single food, studied at its root, can meaningfully change how people think, feel, and function. Big Bold Health was built on the belief that real food is root-cause medicine. This partnership proves it."

Jeff Bland, PhD
President, Big Bold Health

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† exploratory analysis

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