

## UNLOCKING METABOLIC AND BRAIN HEALTH: INDENA SHOWCASES ITS HIGH STANDARD NUTRACEUTICALS AT SUPPLY SIDE WEST 2024

Milan, 30th October 2024 – At Supply Side West 2024, Indena, the leading Italian nutraceutical company, will spotlight its innovative strategies for promoting brain health and metabolic balance. Recognizing the crucial role these factors play in overall well-being, Indena will share valuable insights and present its solutions aimed at addressing these two important health needs.

Indena's waiting for its guests on 30<sup>th</sup> and 31<sup>th</sup> October at Las Vegas, Mandala Bay (Expo Hall) - Booth 4065.

*"We're thrilled to be back at Supply Side West, showcasing some of our most impactful products for brain health and metabolic balance - says **Francesca de Rensis, Marketing Director at Indena** -. Our natural solutions, including **Virtiva® Plus** (ginkgo biloba with Phosphatidylserine), **Enovita®** (grape seed extract), **Mirtoselect®** (bilberry extract), and **Relissa®** (melissa Indena Phytosome®), provide significant support for mental and emotional well-being. For metabolism, we offer **Berberis®** (berberine Indena Phytosome®) and **Vazguard®** (bergamot Indena Phytosome®), both highly effective in promoting metabolic balance. Moreover, **Enovita®** and **Mirtoselect®** exemplify our commitment to sustainability and circular economy principles. Last but not least, we're glad to take to Supply Side West 2024 also one of our best products, **Ubiqsome®**, our CoQ10 formulated with Indena Phytosome® to boost energy when needed, naturally. Indena Phytosome® is a multi-talented technology platform, a stable and solid dispersion of botanicals or natural compounds into a 100% food-grade matrix based on lecithin, leveraging synergy to unlock their full power for health".*

### THE ROLE OF INDENA'S BOTANICALS FOR A BALANCED METABOLISM

Maintaining a balanced metabolism is a critical global health objective, particularly in combating multifactorial conditions like metabolic syndrome. At the forefront of this effort, Indena has developed two innovative botanical extracts, **Berberis®** and **Vazguard®**, to support metabolic health.

**Berberis®**, a berberine extract formulated with Indena Phytosome® optimizes peripheral blood metabolic profiles with a multi-targeted approach. Studies demonstrate **Berberis®**'s efficacy in optimizing insulin levels and significantly modulating blood sugar profiles, improving both blood glycemia and insulin sensitivity. Furthermore, recent clinical evidences confirm **Berberis®**'s positive impact on blood lipid profiles in individuals with borderline hyperlipidemia, effectively modulating total cholesterol, triglycerides, and HDL levels, while supporting healthy body composition.

**Vazguard®**, a standardized bergamot extract, also formulated with Indena Phytosome®, effectively addresses metabolic syndrome challenges. Its enhanced bioavailability supports healthy management of visceral abdominal tissue, blood sugar levels, and cholesterol and triglyceride levels.

Backed by scientific evidence, both **Berberis®** and **Vazguard®** offer comprehensive support for various metabolic health parameters, demonstrating Indena's commitment to developing natural solutions for optimal well-being.

### TACKLING BRAIN & EMOTIONAL HEALTH CHALLENGES: INDENA OFFERS NATURAL SOLUTIONS

Optimal mental acuity and focus are crucial for success in all aspects of life, from athletic endeavors and academic pursuits to overall health and well-being. Recognizing this essential need, Indena has identified a range of high-quality extracts able to enhance cognitive function and support mental clarity.

*"People of all ages are increasingly concerned about maintaining optimal brain health - says **Serena Tongiani, Chief Portfolio Officer at Indena** -. Young people face constant distractions, adults juggle demanding, fast-paced lives, and seniors experience age-related cognitive decline. These challenges can significantly impact emotional well-being and mental balance. However, the botanical kingdom offers a wealth of resources to naturally enhance mental acuity and emotional well-being. By joining the power of science and ensuring the highest quality standards, Indena has developed premium ingredients scientifically proven to improve cognitive function and support emotional health".*

Indena's products designed to support brain health are three powerful extracts: **Virtiva® Plus**, **Enovita®**, and **Mirtoselect®**.

**Virtiva® Plus** combines standardized *ginkgo biloba* extract with phosphatidylserine, a key brain phospholipid, to synergistically enhance memory, learning, vocabulary, and concentration. **Enovita®**, an innovative grape seed extract, offers dual benefits for cardiovascular and mental health. It has been shown to improve both endothelial

function and mood regulation, effectively combating stress. **Mirtoselect®**, a unique bilberry extract standardized to contain over 36% anthocyanins, boasts extensive scientific validation in human studies for its positive impact on vascular and eye health.

Building on the proven benefits of these extracts for microcirculation, vascular health, and eye health, Indena is currently conducting new research to explore their potential cognitive benefits, particularly in areas like memory, concentration, and visual acuity.

Brain health and emotional well-being are intrinsically linked, and Indena recognizes this connection with its innovative product, **Relissa®**. This health food ingredient maximizes the power of *Melissa officinalis*, commonly known as lemon balm, and enhances its bioavailability through Indena Phytosome® technology platform. This unique formulation optimizes the absorption of lemon balm's active compounds, hydroxycinnamic and rosmarinic acids, in gastrointestinal fluids.

Relissa® stands out as a standardized, reliable, and melatonin-free solution for promoting restful sleep and combating daily stress. Unlike traditional lemon balm supplements, Relissa® provides precise quantification and formulation of its key active compounds, ensuring consistent efficacy. Recent clinical studies demonstrate Relissa®'s ability to significantly improve sleep quality, mood, emotional balance, mental health, and overall quality of life.

#### **MORE ENERGY WITH INDENA'S UBIQSOME®**

Among the products Indena'll show at Supply Side West 2024 is Ubiqsome®, its CoQ10 formulation enhanced by Indena Phytosome®, which significantly improves the bioabsorption of this vital cofactor, overcoming the limitations of traditional CoQ10 supplements.

One of the key challenges with CoQ10 is its poor oral bioavailability and limited uptake by muscle cells due to its high molecular weight and low water solubility. Indena Phytosome® technology addresses this issue by optimizing absorption and delivery to even the most challenging cells and tissues.

That's why Ubiqsome® is the first CoQ10 formulation to be successfully tracked to its target destination – the interior of cells where it plays a crucial role in energy production. This targeted delivery ensures maximum efficacy and optimal utilization by the body.

Moreover a recent independent study demonstrates that Ubiqsome® effectively improves physical performance in older adults with statin-associated asthenia.

Indena is deeply committed to **sustainability**, aligning its operations with the UN's Sustainable Development Goals. From the sourcing of raw materials to production and marketing, Indena prioritizes environmentally responsible practices. This includes minimizing environmental impact, utilizing renewable energy sources, and actively contributing to a more circular economy.

#### **DON'T MISS INDENA'S PRESENTATION ON OCTOBER 31<sup>TH</sup>, 12:30 AM, STAGE 3683**

**Dr. Serena Tongiani, Chief Portfolio Officer at Indena** - *Boost your brain and mental health with the help of nature.*

#### **VISIT INDENA AT SUPPLY SIDE WEST 2024: BOOTH 4065**

30-31 October 2024 – Mandala Bay – Expo Hall, Las Vegas

Indena is the leading company dedicated to the identification, development and production of high quality active principles derived from plants, for use in the pharmaceutical and health food industries. Backed up by a century of botanical experience, the company owns 100 patent families, has published more than 1000 scientific studies and co-operates with the world's most prestigious universities and private research institutions. Indena employs over 900 staff, investing a significant amount of its annual turnover in research, making this activity the key to its success. Headquartered in Milan, Indena has 4 production sites and 5 international branches throughout the world and manages sales in more than 80 countries. The company's experts communicate and interact constantly with the major international regulatory authorities and cooperate on the update of all the main pharmacopoeias. [indena.com](http://indena.com). [www.indena.com](http://www.indena.com)

**Indena press contacts** - Burson, Luisa Cavagnera: [luisa.cavagnera@bcw-global.com](mailto:luisa.cavagnera@bcw-global.com) Tel: +39.349.7665890