

## INDENA'S NEWS @IN-VITALITY 2024: HIGH-QUALITY NATURAL SOLUTIONS TO MAINTAIN METABOLIC BALANCE AND A NEW APPROACH TO BRAIN HEALTH

Milan, 20th November 2024 – A balanced metabolism and a good brain health are two of today's most important health needs. Nature can offer effective support through high-quality botanical ingredients, like those Indena is showcasing at in-Vitality 2024.

To share insights and updates on such important topics, the leading Italian nutraceutical company waits for its guests on **20<sup>th</sup> and 21<sup>st</sup> November, at Milano MiCo, booth 239.**

*"We are delighted to participate this year too in In-Vitality. Indena wouldn't miss one of Italy's most important events for staying up-to-date in the health and wellbeing sector - says **Francesca de Rensis, Marketing Director at Indena** -. Researching, scientifically validating, and producing the highest quality botanical ingredients has been our commitment for over a century and it continues to be our mission, dedicated to people's most important health needs, such as metabolic balance and mental and emotional wellbeing, the themes we are focusing on for In-Vitality 2024".*

### INDENA'S BOTANICALS FOR METABOLIC BALANCE

A balanced metabolism is essential for global health, especially in fighting complex conditions like metabolic syndrome. Indena's botanical extracts play a key role in addressing this need: among the company's main products for metabolic balance are its artichoke derivatives, specifically **Bilear®**, and its standardized bergamot extract, **Vazguard®**.

Main components of **artichoke leaves** have reported biological activities like cholesterol lowering and modulating inflammatory parameters and biomarkers. Genus *Cynara* has different species with different geographical distribution, and Indena can successfully support the supply chain of both the most important cultivars: *Cynara scolymus* and *Cynara cardunculus*. One of the most important products Indena developed from artichoke is **Bilear®**, a standardized aqueous phenolic extract from the leaves of globe artichoke with minimal content of cynaropycrin. Scientific evidences show that Bilear® significantly ameliorates dyspepsia symptoms, reduces symptoms of irritable bowel syndrome and really improves plasma lipid profile, therefore improving the quality of life overall.

Indena's **Vazguard®**, a standardized bergamot extract formulated with Indena Phytosome™ for enhanced bioabsorption, also provides significant support for metabolic balance, maintaining the same phytochemical profile as natural bergamot juice. It effectively addresses metabolic syndrome challenges by promoting healthy management of visceral abdominal tissue, blood sugar, cholesterol, and triglyceride levels. Scientifically validated, Vazguard® is a natural solution for optimal well-being by comprehensively supporting various metabolic health parameters. Last but not least, it has a unique and controlled supply chain from Calabria (Italy).

*"Our portfolio offers many different solutions to help keeping metabolism balanced, starting from Vazguard®, our bergamot formulated with Indena Phytosome™, and our artichoke derivatives such as Bilear® - says **Martino Meneghin, Area Manager Italy&Greece at Indena** -. For brain health Indena has the "golden four" ingredients, scientifically proven to ameliorate cognitive function and support emotional health: **Virtiva® Plus** (ginkgo biloba with Phosphatidylserine), **Enovita®** (grape seed extract), **Mirtoselect®** (bilberry extract), and **Relissa®** (melissa Indena Phytosome™). Many of these extracts are formulated with Indena Phytosome™, our 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 NEED OF BRAIN & EMOTIONAL WELL-BEING AND INDENA'S NATURAL SOLUTIONS

Maintaining optimal brain health is a growing concern across all ages. Young people struggle with constant distractions, adults manage demanding lives, and seniors face age-related cognitive decline. These factors can significantly affect emotional well-being and mental balance. However, nature provides a rich source of botanicals to enhance mental acuity and emotional well-being naturally. By combining scientific rigor with the

highest quality standards, Indena has developed premium, scientifically-proven ingredients to improve cognitive function and support emotional health.

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

**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 offers better biological performances through Indena Phytosome™ technology platform, while still fully respecting its natural profile. **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.

#### ATTEND INDENA'S PRESENTATIONS

**Dr. Renato Iguera – Corporate Botanical Consultant for Indena and President of Assoerbe –**

*The quality of botanicals in dietary supplements.*

The presentation will be focused on the key challenges related to the quality of botanicals in dietary supplements, emphasizing the importance of traceability and continuous monitoring throughout the entire supply chain, from the raw plant materials and the concentration to the final product.

NOVEMBER 20<sup>TH</sup>, 11:15 AM, ARENA

**Dr. Elisabetta Frattini, Head of Scientific Communication & LCM at Indena - Boost your brain and mental health with the help of nature.**

NOVEMBER 21<sup>ST</sup>, 12:10 AM, TEATRO 2

#### VISIT INDENA AT IN-VITALITY 2024: BOOTH 239

20-21 November 2024 – MiCo, Milan

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