

PHARMANUTRA:

SUCROSOMIAL® IRON CHOSEN AS PRODUCT OF THE YEAR BY ISRAELI CONSUMERS

Pisa, March 26th 2018 - Sucrosomial® technology, the PharmaNutra Group patent on which the products in the SiderAL® range are based, continues to be very well received on international markets.

“Comfort Iron (Sideral folic)”, launched at the beginning of 2017 exclusively for the Israeli market with a formula made up of Sucrosomial® Iron and Vitamin C, has indeed been chosen by Israeli consumers as “Product of the Year 2018”.

This coveted, prestigious award is organised by Forum Publishing, present in over 40 countries worldwide, which each year helps innovative companies to make their mark, by allowing the products chosen to acquire renown and consumers to make the best possible choice.

Following an initial selection phase, the products and services compliant with the requisites to take part in the competition are divided into goods categories. Consumers are then brought in to choose the best product for each category, starting out from two essential criteria: product innovation and customer satisfaction. The winning products and services can use the logo “Chosen Product of the Year” for a year, allowing consumers to quickly recognise their value and helping them to choose the best from the huge selection offered on the market.

Andrea Lacorte, Chairman of PharmaNutra, said: “This award is an important confirmation for PharmaNutra S.p.A., not only as regards the advantages and benefits offered by Sucrosomial® Iron supplements, already widely demonstrated by numerous scientific research efforts and by the success of all the products in the SiderAL® line, but also for the excellent results obtained by the Group and its partners abroad”.

PharmaNutra S.p.A.

Founded in Pisa in 2003 and headed by the Chairman Andrea Lacorte and the Vice Chairman Roberto Lacorte, the aim of PharmaNutra is to develop innovative nutraceutical products and medical devices. An outstanding name in the Italian pharmaceutical sector, the company is present in 38 countries worldwide, and directly employs some 50 people (nine of them researchers). The company has its own network of around 150 pharmaceutical representatives, and collaborates, amongst others, with the Universities of Pisa, Milan, Brescia, Modena, Verona, Barcelona and Brisbane. PharmaNutra is currently European market leader in iron-based dietary supplements, with the patented product SiderAL, which in Italy holds a value market share of 50% of the OTC oral iron market. 2017 saw the market debut of Cetilar, a formulation fully patented and produced by PharmaNutra, which confirms the excellent quality of the scientific research carried out by the Tuscan company. <http://www.PharmaNutra.it>

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