

## THE CETILAR® BRAND OBTAINS PLAY SURE DOPING FREE CERTIFICATIONS AND APPEARS ON TV IN A NEW ADVERTISING CAMPAIGN

**The No Doping Life association assigns the Play Sure Doping Free stamp to Cetilar® and ApportAL® products, and the company is ready to invest in the brand with a new advertising campaign.**

*Pisa, 7<sup>th</sup> May 2020 - [PharmaNutra S.p.A.](#) (Aim Italia-Ticker PHN), pharmaceutical company leader in the iron-based nutritional supplement sector, obtains important acknowledgement for three of its products currently on the market: the **Play Sure Doping Free certification** granted by the no profit association *No Doping Life* in technical collaboration with *Bureau Veritas Italia*.*

The **Play Sure Doping Free stamp**, based on a regulation by which companies adhering and complying with requirements are issued the certification, **has been assigned to two Cetilar® brand products** (Cetilar® Crema and Cetilar® Patch) **and the food supplement ApportAL®**.

With this certification, the *No Doping Life* association adds value to companies undertaking to promote clean sport, through a group of actions guaranteeing products with no substance considered potentially "doping". The purpose is to certify, through official acknowledgement and correct information, the quality of products that are not just for athletes, but also for all consumers wanting to make conscious health choices and avoid forbidden substances.

The acknowledgement comes at a special time when sport is at the centre of attention with physical open-air activity starting up again after a long lockdown period caused by the COVID-19 emergency. In this situation, the products of the Cetilar® line, studied to reduce painful joint and muscle symptoms, are a valid ally for all sport lovers wanting to avoid the risk of accidents and injuries. Furthermore, the company has just launched a **new advertising campaign dedicated to Cetilar® Crema**, currently broadcast on the Mediaset channels, with a media mix complete with ads appearing on the Wellness Mediamond circuit and on the main Italian publisher websites, digital Google Adwords, Display and YouTube campaigns.

*"The Play Sure Doping Free certification is an important, new acknowledgement of our products' effectiveness and quality. We have always worked closely with the sports world. We ourselves are enthusiastic sportsmen and partners of several important structures for different sports, from football to motor sport, from sailing to basket and volleyball. We have always been in the forefront in the battle against doping. It is just cheating, so something*

*that goes completely against our company and personal values”,* comments Roberto Lacorte, Vice President of the PharmaNutra S.p.A. Group.

### PharmaNutra S.p.A.

Founded and led by the President Andrea Lacorte and Vice President Roberto Lacorte, PharmaNutra was established in 2003. It develops unique nutritional supplements and innovative nutritional devices, handling the entire production process, from proprietary raw materials to finished product. The efficacy of the products has been demonstrated with a wealth of scientific evidence, with 112 studies published involving more than 7000 subjects. The Group distributes and sells its products in Italy and abroad. In Italy, products are sold through a network of 140 Pharmaceutical Representatives serving doctors and also exclusively selling PharmaNutra products to pharmacies throughout Italy. Products are sold in over 50 countries abroad, through 34 partners selected from among the finest pharmaceutical companies. PharmaNutra leads the market in the production of iron-based nutritional supplements under the SiderAL® brand, where it boasts a number of important patents on Sucrosomial® technology. Over the years, the Group has developed a precise strategy for the management and production of intellectual property, founded on the integrated management of all the various elements: proprietary raw materials, patents, brands and clinical evidence.

[PharmaNutra.it](http://PharmaNutra.it)

For information:

#### PharmaNutra S.p.A.

Via Delle Lenze, 216/b  
56122 Pisa  
Tel. +39 050 7846500  
[investorrelation@pharmanutra.it](mailto:investorrelation@pharmanutra.it)  
Internal Press Office  
[press@calabughi.com](mailto:press@calabughi.com)

#### Nomad CFO SIM S.p.A.

Via dell'Annunciata, 23/4  
20121 Milan  
Tel. +39 02 303431  
[ecm@cfosim.com](mailto:ecm@cfosim.com)

#### Press Office Spriano Communication & Partners

Via Santa Radegonda, 16  
20121 Milan  
Tel. +39 02 83635708  
  
Matteo Russo  
[mrusso@sprianocommunication.com](mailto:mrusso@sprianocommunication.com)  
Cristina Tronconi  
[ctronconi@sprianocommunication.com](mailto:ctronconi@sprianocommunication.com)