



Redulen®: a Mediterranean innovation in nutraceuticals

A new product line to manage cardio-metabolic parameters from Esserre Pharma dedicated to nutrition specialists and pharmacists

Rome, 5 September 2022 – **Redulen®**. The name comes from Latin and is the fusion of the verb "reducere" and the adverb "leniter", which means "with sweetness". In short, the best way to express the action of a food supplement whose main objective is to improve well-being.

Esserre Pharma has just launched its innovative cardio-metabolic line of food supplements made with natural extracts from the Mediterranean region. Redulen® is an umbrella brand that brings together two products, one aimed at maintaining normal blood cholesterol and the other at modulating blood glucose. Redulen® Cholesterol and Redulen® Glycemia confirm the know-how acquired by Esserre Pharma in the cardio-metabolic area starting from 2013, the year of its foundation, to today.

Redulen® Cholesterol contains Brumex® (a unique phytocomplex of Mediterranean bergamot), Nopalis® (an exclusive extract obtained from prickly pear cladodes - *Opuntia Ficus Indica*), vitamin B1, and phytosterols. Redulen® Glycemia contains Lemotrin® (an exclusive synergistic complex of flavonoids) and chromium. An international patent has been filed for both products, which are the result of years of meticulous research.

“The composition of Redulen Cholesterol is based on natural extracts that are typical of the Mediterranean basin, which are produced from a short supply chain, just like every product from Esserre Pharma. Redulen Cholesterol contains bergamot and prickly pear extract with the addition of highly bioavailable vitamin B1 and phytosterols”- explains Costanza Riccioni, R&D Manager of Esserre Pharma. “The innovative aspect of Redulen Cholesterol lies in having combined, for the first time, two natural extracts, that from bergamot and that from Opuntia, and in having confirmed their synergistic action which leads to the reduction of ‘bad’ cholesterol and other cardiovascular risk factors. Our scientific results, conducted in collaboration with university laboratories, will be published soon”.

“We were already familiar with bergamot and have worked on it for over 8 years - continued Dr. Riccioni. “Years of research led us to the development of Brumex, our exclusive extract. We searched for other Mediterranean plants that could give us innovative and effective ingredients. From the prickly pear cactus (and in particular in the cladodes extract) we identified an ingredient that led us to invest in research and development. There was also innovation in the process that led us to Redulen Glycemia: we developed Lemotrin, a complex based on natural lemon and orange extracts that is rich in flavonoids and chromium”.

“Today, the consumer is looking for products that are produced from shorter, more controlled and sustainable supply chains. The new Redulen line embodies these values and is a valid example of a circular economy in which its nutraceutical ingredients are derived from the recovery of citrus by-products. A healthy lifestyle associated with Mediterranean nutraceuticals, with high quality

*standards, can help reduce risk factors for chronic diseases” according to **Amedeo Squillace**, CEO Esserre Pharma. “Redulen Cholesterol and Redulen Glycemia have been specifically designed for nutrition specialists and pharmacists. Redulen Cholesterol and Redulen Glycemia are intended anyone who wants to consciously and proactively adopt a healthy lifestyle, with good habits like physical activity outdoors and maintaining a balanced diet, which together can help reduce risk factors through lowering levels of cholesterol or blood sugar”.*

The Redulen® line, in two formulations, will be distributed in pharmacies starting today and through the Nutra Advisor network - expert consultants in the field of nutrition and nutraceuticals – the products will be brought to the attention of Italian nutritionists and pharmacists. Redulen® Cholesterol is available in packages of 30 tablets and the recommended dose is one tablet per day (after dinner). Redulen® Glycemia is available packages of 60 tablets with a recommended dose of one tablet, twice a day, after main meals.

Esserre Pharma is an Italian research and development company working with Mediterranean nutraceuticals that has received three important awards. From the Financial Times it entered among the ranks of European companies with the highest growth rate. Il Sole 24 Ore declared Esserre Pharma to be a Leader in Growth and a Leader in Export. Esserre Pharma operates in the nutraceutical sector with the aim of improving people’s quality of life, offering innovative solutions to optimize health. To achieve this goal, we constantly carry out scientific research, with an important focus on the potential of our territory, offering products that are useful to improve well-being. We study typical raw materials from the Mediterranean basin that can support nutrition specialists. This is how we create and patent Mediterranean nutraceuticals with an Italian supply chain, enhancing the land we come from and making it known worldwide.