

## HISTORY

It was 1921 when Carlo Boccaccio Inverni embarked on his pioneering journey into the field of botanical extracts. His intuition was to offer the nascent Italian pharmaceutical industry, hitherto dependent on foreign supplies, quality extracts derived from medicinal plants.

Attention to quality and the quest for excellence have been company hallmarks since the establishment of *Inverni Della Beffa SpA*: this was to be the official designation of the firm when Biagio Alberto Della Beffa became a partner and managing director. Della Beffa consolidated the innovative approach to business that would characterize the company throughout its history.

The founding fathers indeed opened the way to a totally new approach in dealing with the business of medicinal plants, applying a modern industrial vision. Their aim was to make available to users, at that time mainly pharmacies, not just medicinal plants themselves, which offered insufficient guarantees of efficacy and stability, but instead extracts from these plants titrated in their active ingredients; dosage was therefore easier and chemical identification safer. It is no coincidence that it was Indena, in the 1970s, that introduced the concept of a standardized botanical extract to the American market, where they were still talking about "powdered herbs".

Production began in Milan but was transferred to Alzano Lombardo in 1943 to continue during wartime. In 1945, at the end of the World War II, production returned to Milan where a new modern plant was built to meet the needs of a business that not only had never stopped, but had continued to grow.

With its scientific approach, the company has always focused on quality and excellence. Laboratory research and development was stepped up and top sector specialists brought in. Manufacturing output would combine botanical extracts with fine chemicals such as alkaloids, glycosides and amino acids.

Luigi Della Beffa, son of the founder, joined the company in the 1950s and a decade later the new production site was opened just outside Milan, in Settala. The factory was a model of innovation right from the outset, utilizing the latest machinery and laboratory equipment. Regular refurbishment and further modernisation have taken place since then and today the facility is one of the most innovative in the sector for the extraction and processing of botanical extracts, employing the most sophisticated technologies able to process both botanically derived ingredients and synthetic molecules.

In 1977, the company the company Indena SpA (*INdustria DERivati NATurali*) was created and quickly became a leader on international markets which today account for some 90% of the turnover.

Since the 1980s Indena has further consolidated its investments in Research & Development and in the most advanced technologies. Indena has made choices which position the company at international level with a scientific approach, the rigor of its processes, and capacity for innovation being the reasons for its excellence.

The parent company IdB Holding SpA was created in the 1990s and Indena opened international branches in Europe, the USA, Asia and South America, and production sites abroad, particularly in France and India. There was also the acquisition of the company Bernett srl based in the small Lombard town of Palestro.

The last twenty years have consolidated the position of Indena as a world leader in the sector of botanical extracts. This Italian company continues to draw inspiration from the spirit of its founders a century on: their vision, forward-thinking, scientific rigor and stability remain the ingredients of quality for a major player in a global market.