

## INDENA TO SHOWCASE BRAIN AND LIVER HEALTH SOLUTIONS @HEALTH FOOD EXPO, INGREDIENTS AND CONTRACT MANUFACTURE 2025

### THE ITALIAN COMPANY LEADER IN THE BOTANICAL MARKET AMONG THE KEY PLAYERS AT THE TOKYO TRADE SHOW

Milan, 22<sup>nd</sup> April 2025 – Indena, the leading company in the field of high-quality botanical extracts, will participate in the Health Food Expo, Ingredients and Contract Manufacture 2025 in Tokyo, further solidifying its commitment to the Japanese nutraceutical market. Building on the success of its established Japanese branch, Indena will present a range of products specifically formulated to support liver and brain health.

At the trade show, Indena will showcase a selection of its botanical extracts which represent the company's unwavering commitment to advancing human health through the power of nature. The focus will be on **liver health**, with its very new PUREBKALE™ and with SILIPHOS®, and on **brain health**, with its golden quartet: VIRTIVA® PLUS, ENOVITA®, MIRTOSELECT® AND RELISSA®.

*"We're proud to present our latest innovations at this year's Health Food Expo. We recognize the growing importance of both liver and brain health to the Japanese public, and we are dedicated to offering solutions that address these specific needs - says Hiroko Kobayashi, General Manager at Indena Japan -. Our team has carefully selected a range of highly innovative products designed to support these crucial aspects of well-being. We are committed to providing the Japanese market with botanical extracts of the highest quality, supported by rigorous scientific evidence. We wait for our valued stakeholders to visit our booth to learn more about our products, the science behind them, and Indena's unique approach to the nutraceutical industry. For over a century, Indena has been driven by a relentless pursuit of quality, and in recent years, we have significantly strengthened our focus on sustainability. We look forward to sharing with all our stakeholders our expertise and commitment to a healthier future at this important event".*

#### LIVER HEALTH, SO RELEVANT FOR OVERALL WELL-BEING

Liver discomfort is a significant global health concern, affecting millions worldwide. Maintaining liver health is crucial for overall well-being, as the liver plays a vital role in detoxification, metabolism, and immunity. Natural products and lifestyle good habits can play a supportive role in promoting liver health and function.

Thanks to its centenary expertise in designing high quality botanical extracts, Indena has recently developed **PUREBKALE™**, an innovative black kale seed extract. Specifically, it's an aqueous dry extract from seeds of *Brassica oleracea* var. *viridis* (L.) - *Brassicaceae* family, standardized to provide ≥17% of glucoraphanin by HPLC. This compound is precursor of sulforaphane (SFN), an active isothiocyanate extensively studied for its properties in supporting human health<sup>1</sup>. As reported by scientific literature, the enzymatic conversion of glucoraphanin into sulforaphane by the human gut microbiota<sup>2</sup> unlocks the bioactive potential of sulforaphane, which has been linked to a variety of benefits like detoxifying and antioxidant capabilities.

Liver discomfort usually presents with inflammation and oxidative damage. SFN inhibits lipogenesis and oxidative stress while enhancing lipid droplet degradation through modulating the expression of genes involved in lipid synthesis, metabolism, and oxidation. Sulforaphane glucosinolate has function to reduce the levels of ALT, an enzyme related to liver function, which are slightly higher than normal in healthy middle-aged and older adults.

Another value of PUREBKALE™ is linked to its transparent and controlled supply chain. The raw material for the extract has been selected after screening more than 20 seed samples of different cultivated *Brassica oleracea* varieties, origins and suppliers. Sourced from a carefully vetted Italian supplier in Cesena, Indena's black kale seed extract benefits from sustainable cultivation practices in Italy's Rimini and Romagna regions, resulting in superior seed quality. The extract is also produced using exclusively water as a solvent, aligning with Indena's sustainability commitment.

At the Tokyo show, Indena highlights also **SILIPHOS®**, a liver health solution featuring Silybin - Indena Phytosome®. Harnessing the power of *Silybum marianum*, a botanical remedy known as milk thistle with centuries of use for liver health, Siliphos® delivers superior absorption of silybin, the main flavanolignan constituent of silymarin, thanks to Indena's Phytosome® formulation. Siliphos® is scientifically proven to support healthy liver function and defend against oxidative damage<sup>3</sup>.

<sup>1</sup> Sulforaphane Glucosinolate Monograph. Volume 15, number 4. Alternative Medicine Review. 2010

<sup>2</sup> Cascajosa-Lira et al., Phytomedicine 130 (2024) 155731

<sup>3</sup> Vailati A. et al., Fitoterapia 64, 219 (1993).

## BRAIN AND EMOTIONAL HEALTH: INDENA'S BOTANICAL EXTRACTS FOR MODERN WELLBEING

The quest for optimal mental clarity and emotional stability is a universal pursuit. Whether striving for athletic excellence, academic success, or simply enhanced daily life, brain and emotional health are essential. Indena offers a range of scientifically validated extracts to support these critical aspects of wellbeing.

**VIRTIVA® PLUS** provides comprehensive support for memory, learning, vocabulary acquisition, and concentration, combining the power of standardized *Ginkgo biloba* with phosphatidylserine, a vital component of brain cell membranes. **ENOVITA®**, Indena grape seed extract, delivers a two-fold advantage, promoting both cardiovascular and cognitive health. Its demonstrated positive effects on endothelial function translate to improved mood and reduced stress levels. **MIRTOSELECT®**, a next-generation bilberry extract standardized to contain over 36% anthocyanins, has been extensively studied for its benefits in vascular and eye health. Indena is now investigating its potential to enhance cognitive performance, including memory, focus, and visual processing, based on its established effects on microcirculation. Recognizing the crucial link between brain and emotional health, Indena offers **RELISSA®**, a unique *Melissa officinalis* extract formulated with Indena Phytosome® for enhanced absorption. This melatonin-free ingredient, standardized for hydroxycinnamic and rosmarinic acids, promotes deep, restorative sleep, reduces daytime stress, and supports emotional balance. Clinical evidence confirms its positive impact on sleep, mood, mental health, and overall quality of life.

*"Indena views the Japanese market as incredibly important – comments **Federico Debattista, Regional Manager at Indena** -. The widespread focus on prevention, natural wellness, and a holistic approach to health Japanese people have, makes this country a natural fit for our products. We are thrilled to be at this expo, presenting Indena's premium botanical ingredients, which are designed to address and support these growing demands. We're also proud to share with our guests the approach of Indena to sustainable innovation, one of the cornerstones of our business strategy for many years ".*

To minimize its environmental impact and enhance energy efficiency, Indena has invested heavily in advanced technologies like photovoltaic systems and cogeneration plants. This commitment to reducing energy waste and integrating renewable sources demonstrates Indena's long-term dedication to sustainability. Beyond environmental concerns, Indena also prioritizes business continuity through proactive risk management, comprehensive contingency planning, rapid operational recovery capabilities, and robust protection of its data, personnel, and technological infrastructure. This holistic approach ensures sustainability is woven into every facet of the company.

To go deeper in the Indena ingredients presented at the show, don't miss the presentations by **Yuko Inaba, Technical Sales Specialist at Indena Japan**:

- **High-demand ingredients for liver, Kale extract (with high content of glucorafanin) and Silymarin that has strong sensory effect.**  
22<sup>nd</sup> April, 10:55 – 11:20, Seminar room 5
- **New clinical data for Brain health, and update info about Indena ingredient for FFC**  
23<sup>rd</sup> April, 15:35 – 16:00, Seminar room 5

**Visit Indena at Health Food Expo, Ingredients and Contract Manufacture 2025:** booth A10, 22<sup>th</sup> - 23<sup>th</sup> April - Tokyo International Forum Tokyo, Chiyoda-ku / Tokyo.

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**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.

CDMO activities are the priority in Indena's strategic vision. Today, Indena has a multipurpose GMP plant equipped with reactor ranging from 250 liters to 10,000 liters (Stainless Steel, Hastelloy, Glass-lined); a kilo lab LK2 to offer different capacities for products at the highest containment level (OEL 1ng/m<sup>3</sup> or OEB5); two spray dryers, large and a mid-size, working with organic solvents; a 20-lt hydrogenator and a 250-liter hydrogenator to satisfy a wider demand for this kind of chemistry.

Find more on [indena.com](http://indena.com)

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