

INDENA UNVEILS ADVANCED BOTANICAL SOLUTIONS FOR ENHANCED HEALTHY AGING AND TIMELESS BEAUTY AT VITAFOODS 2026

Milan, 5th May 2026 – Indena, the Italian global leader in the identification, development, and production of plant-derived active ingredients, today announced its participation in Vitafoods Europe 2026. The company will showcase its innovative portfolio designed to support healthy aging, with a special focus on its newest offerings, Centextra® and Purebkale®, alongside its well-established ingredients Quercefit® and Ubiqsome®.

*“As stated by the WHO¹, the global demographic transition underlines a fundamental focus on 'healthspan', life lived in good health, over mere lifespan extension – explained **Daniele Giavini, Managing Director at Indena** -. Consumers increasingly recognize that a healthy appearance enhances the quality of life; this 'age-better' trend drives them to proactively seek innovative solutions for vitality, cognitive sharpness, and a vibrant appearance, by counteracting the underlying biological mechanisms of aging. This growing awareness contributes to enrich the botanical extracts market, rich in bioactive compounds. Indena brings scientifically validated solutions generated from extensive research into cellular aging, body function optimization, and healthy appearance enhancement. We are glad to leverage our deep competence to serve this relevant trend and to showcase, at Vitafoods 2026, our latest advancements and innovative products, directly responding to these consumer needs for a healthier future”.*

At Vitafoods 2026, Indena will spotlight **Centextra®**, its **innovative Centella Indena Phytosome®** specifically engineered to redefine skin health by promoting firmness, elasticity, and restoration. The dermis, constantly signaling internal health, requires robust support against external stressors and internal factors like aging. Centextra® leverages the renowned benefits of *Centella asiatica* L., known for its triterpenoid acids that promote collagen synthesis, support wound healing, and offer antioxidant protection. Recognizing the challenge of low bioabsorption in many natural ingredients, Indena applied its proprietary Indena Phytosome® multitiered technology to create Centextra®, ensuring its beneficial triterpenes remain intact and highly absorbable.

*“Our commitment to scientific rigor underpins every ingredient we develop - stated **Serena Tongiani, Chief Portfolio Officer at Indena** -. For Centextra®, we have conducted rigorous scientific studies and preclinical evaluations that demonstrate its superior effectiveness. These studies highlight its enhanced antioxidant action, thanks to a greater protection against reactive oxygen species (ROS), mitigating oxidative stress risk; its support for a healthy inflammatory response, by significantly reducing intracellular IL-6 release in response to inflammatory stimuli, promoting balanced inflammation. Centextra® also allows a superior cell migration enhancing wound healing and faster skin repair - adds Tongiani - and a significant collagen level restoration, as it helps restore collagen levels after oxidative stress and inhibits collagenase (MMP-1), crucial for maintaining skin integrity. We'll share with our guests at Vitafoods 2026 all the compelling evidence of the benefits Centextra® has for skin health and overall healthy aging”.*

Further contributing to the healthy appearance segment, Indena will feature **Purebkale®**, an innovative food-grade extract designed to support the body's detoxification processes and foster healthy-looking skin. Derived from *Brassica oleracea* seed samples with a uniquely high glucoraphanin concentration, Purebkale® is produced exclusively with water as a solvent and boasts a trusted Italian supply chain. Clinical evidence has shown Purebkale® to protect the skin against oxidative stress in favour of a smoother and more radiant appearance.

Visitors to Indena's booth will also have the opportunity to explore Quercefit® and Ubiqsome®, two of Indena's established ingredients that play a crucial role in maintaining health across various life stages. Quercefit®, a highly bioavailable quercetin formulation, contributes to slow down cellular aging and protect innermost health and functionality, while Ubiqsome®, CoQ10 formulated with Indena Phytosome® delivery system, is essential for cellular energy production and antioxidant protection, both vital for long-term vitality.

¹ World Health Organization. Ageing and health. <https://www.who.int/news-room/fact-sheets/detail/ageing-and-health>

Indena has long operated in accordance with sustainability principles, a commitment clearly demonstrated by Centextra®s which is responsibly sourced from Madagascar and Sardinia via sustainable supply chains, with careful attention to minimizing impact on local communities.

A responsible sourcing system is therefore one of the pillars of Indena's commitment on sustainability: it is based on full traceability, supplier qualification, good agricultural practices, quality of cultivation practices, environmental risk management. Technology, as well, supports Indena's commitment to sustainability and energy efficiency via state-of-the-art equipment, smart buildings and photovoltaic plants producing +3M kWh renewable solar energy per year. Moreover, Indena prioritizes employees as key to success, fostering a safe and supportive workplace, resulting in a growing workforce and low turnover: 7% average rate and 93% permanent contracts. Indena's European plants are certified ISO 14001 and ISO 45001.

INDENA'S PRESENTATION AT VITAFOODS 2026

How nature nourishes your inner health, and makes it glow: Centextra® and Purebkale® new allies to preserve your healthy appearance, by **Serena Tongiani, Chief Portfolio Officer at Indena**. May 6th, 12:30-12:55 pm, New Ingredients Theatre.

VISIT INDENA AT VITAFOODS 2026: BOOTH 3B104

May 5th to 7th, Fira Barcelona, Barcelona

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.

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