

www.devartlab.com



**DEVARTLab**  
TOGETHER FOR WORTHY LIFE



**Nutraceuticals Pioneers In Middle East**  
رواد الغذاء الدوائي بالشرق الأوسط



📍 Head Office: New Cairo, Egypt, Villa 178, 1<sup>st</sup> District, 5<sup>th</sup> Settlement.

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# President's Speech

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Dr. Hussien Farag  
DevartLab President



# President's Speech



Brothers and colleagues,

The beginning of the road ... Most of the time it is the most important period, as determined by a lot of meanings, goals and aspirations, and it always fraught with many difficulties.

This step follows objective determining, and when determining our goals it must take a lot of time and effort with the presence of the ideals.

After passing from the beginning of the road we must adhere to the work and facing concerns and challenges, in some times overcome negatives empowered by the principles and values and adults experiences, all of this is nothing compared to reaching the objective, then all the world turns to benefit you, where the enemy becomes a friend, the envious becomes encouraging and the people who kept frustrating you will become partners and supporters, and help you to ease your effort and faced difficulties so you can reach your wants and goals.

To all those who want to achieve their dreams and wants, I would like to dedicate these words perhaps it helps him on the road.

*Hussein Farag*



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## STAR SCENE STAR SCENE STAR



Jack Chalhoub, Dr Hussein Farag and Johnny Chalhoub

# Fresh hope for fertility is born

ings, Dr Hussein Farag, area manager for

bmd

evive

2

## President's Resume

Dr. Hussien Farag  
DevartLab President



the fastest  
in Europe  
registrations  
The number  
The number  
of registrations  
in Europe  
is the fastest

Lina Demian

# President's Resume

## Professional Profile

Results-driven executive with over 30 years of solid experience in pharmaceutical business, covering MENA region and all business functions, with a very impactful growth record and success stories.

Covering all therapeutic fields and physician's specialties, with massive knowledge in hormone industry in multinational entities, being an Egyptian entrepreneur while establishing nutraceutical and health care trends as newly rising investments:

- Construct vision, mission & strategic goals for nutraceutical & cosmeceutical trends.
- Innovate superior formulas & unique dosage forms to Middle East markets.
- Sales lines diversification into sport nutrition, trade, OTC, derma, nutraceutical and cardiovascular lines.
- Build strategic business partnerships with international suppliers seeking for the latest technologies & premises; active & inactive constituents, & with the major distributors in the region.
- Build one of the strongest promotion sales teams in the local markets.
- Develop a corporate culture & orientation for a healthy dynamic business atmosphere.
- Add value in-terms of public awareness & health care system support through a series of health awareness & scientific campaigns against Iron Deficiency Anaemia.
- Launch of "Better Quality of Life", which considered as a trade mark for DevartLab; to minimize everyday suffering of maternal health.
- Define corporate social responsibility (CSR) in-terms of schools & NGOs' visits for anaemia screening, treatment of school children & education sessions for students, parents & teachers.
- National support activities & presence on-behalf of the Egyptian Ministry of Health in african countries & international exhibitions.



HUSSEIN ALY FARAG, ESSA  
has satisfactorily completed a thorough programme of training including:  
*Principles of salesmanship — internal selling, commercial travelling.*  
*Principles of management: recruiting, training, remunerating, controlling sales personnel.*  
*Market research, sales forecasting, planning and budgeting.*  
*Channels of distribution, credit terms and discounts, export selling.*  
*Advertising, publicity and sales promotion, sales letters.*  
*Sales records, graphs and statistics, computers in sales recording.*

In testimony whereof the College has awarded this

# Diploma

on SALESMANSHIP, SALES MANAGEMENT & MARKETING

Grade of CREDIT (83%)



## President's Resume

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Dr. Hussien Farag  
DevartLab President



CUBEISY MANAGEMENT CONSULTANCY & SERVICES LTD.

# CERTIFICATE OF PARTICIPATION

This is to certify that DR. HUSSEIN FARAG  
Has satisfactorily completed ADVANCED SELLING SKILLS SEMINAR  
Held on MAY 9-11, 1990 at CHICAGO BEACH HOTEL - DUBAI  
Date MAY 11, 1990

NAJIB CUBEISY

Managing Director

# Certificate of Accomplishment

This certifies that  
HUSSAIN ALY FARAG, ESSA  
has participated in and successfully completed  
the Professional Selling Skills III program.  
Date JANUARY 21, 1987

  
John J. Jones  
President  
Kerix Learning



# President's Resume

## Professional Profile

- Construct vision, mission & strategic goals for nutraceutical & cosmeceutical trends.
- Launch Devart Academy for continuous learning & development serving internal employees & intern students.
- Acquisition of "MEDLIFE"; an Omani agent & establishment of DevartLab in Oman & UAE.
- Crisis management during the period of currency devaluation in Egypt 2017 & during the period of newly formulating regulations in the Egyptian market.
- Reach the 68<sup>th</sup> rank in the top 100 pharmaceutical companies in Egypt 2017 - out of more than 1200 companies.

## Work Experience

Devartlab (4/2012 – Up till now) President, Egypt and Middle East.

With a slogan of "Together for Worthy Life", 350 employees, 14 launched products, 90 products in pipeline & 150 million EGP annual turnover (2017); Devartlab is an Egyptian pharmaceutical company, since 2011, Devartlab is dedicated to be pioneer in MENA region regarding Nutraceutical and Health Care industry. The company has set the standards for discovery, development, manufacturing and commercialization of such products' trends for over 7 years.

Nerhadou International Pharmaceuticals Co. (1/2009–4/2012) Senior Vice President, Egypt.

Nerhadou International Pharmaceuticals Co. (11/2007–12/2008) Vice President, Egypt.

Nerhadou International Pharmaceuticals Co. (03/2006 –10/2007) General Manager, Egypt.

A National Pharmaceuticals Co. (03/2004 – 11/2005) General Manager, Egypt.

Organon Middle East (09/1995 – 01/1999) General Manager Levant (Lebanon, Syria, Jordan, Iraq).

## Educational Qualifications

B.Sc. regional & pharmaceutical science, Cairo University, May 1985.



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Our Vision

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# Our Vision



- We are a leading nutraceutical and health care company, aiming to provide unique health products and services for better future for our clients with flexible marketing policies, aiming to a respectable partnership with them through continuously educated & trained team with high ethical standards among suitable environment, permitting a welfare life for all employees, reflecting a great profitable impact on both shareholders and global society.



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TOGETHER FOR WORTHY LIFE

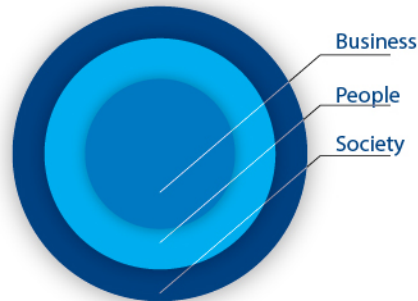
Nutraceutical & Health Care Pioneers In Middle East  
رواد الغذاء الدوائي و منتجات العناية الشخصية بالشرق الأوسط



# Our Mission



- Devartlab pharmaceutical company's mission is to manufacture, promote, distribute and sell the finest quality of nutraceuticals, health care and related products - which are naturally inspired- in a promising markets via innovative, effective and safe formulas and to operate the company on a sound of profitable financial basis of growth through well trained team with high ethical standards in a suitable environment, permitting a welfare life for all employees and creating career opportunities in a way that business plays in the structure of our society, reflecting a great profitable impact on shareholders and better quality of life for our communities national and international.





Kempinski

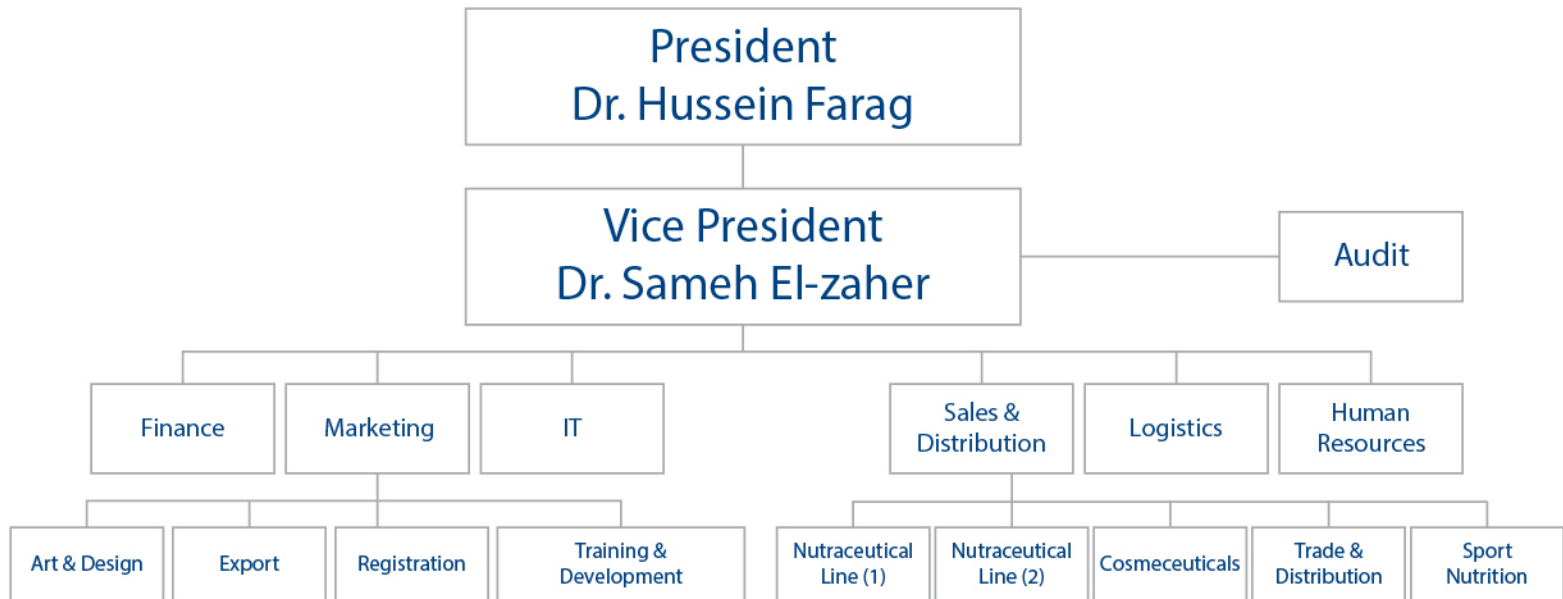


Our Organization

5

One Team .. One Family

# Our Organization





Our  
Organization

5

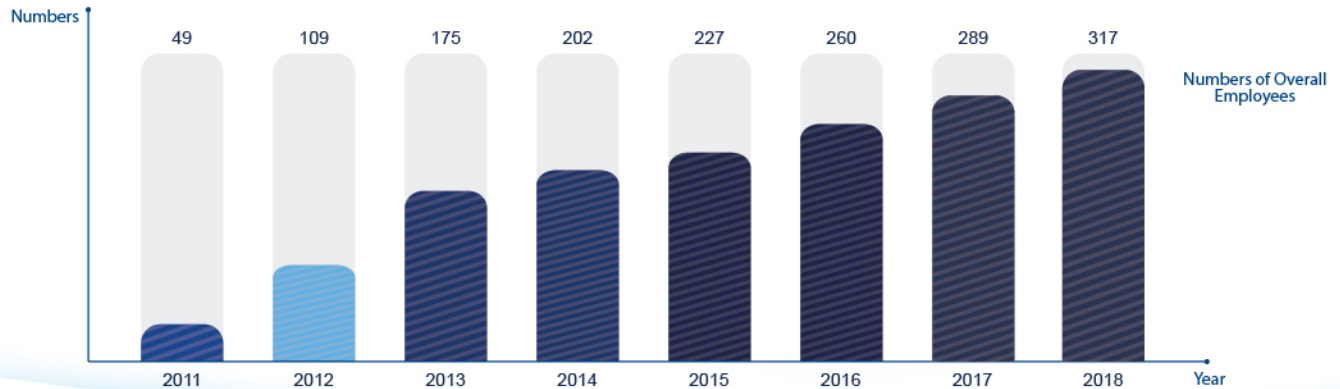
One Team .. One Family



# Our Organization



- Integrity, knowledge, imagination, skills, diversity are the cornerstones of our excellence. All of these goals are achieved through creating an environment of mutual respect, encouragement, teamwork, spirit, rewarding commitment and performance along with being responsive to the needs of our employees. We respect personal potentials, talents and experiences of all members, and value the corporate culture and deal with our employees as an asset. We are continually reinforcing ethical business practices and behavior at all company levels, creating career opportunities and improving our employees, skills and wellness.



# DEVART Lab

TOGETHER FOR WORTHY LIFE



## Business Achievements

6



# Business Achievements

## Products' Launching Dates

2011	2012	2013	2015	2016
September   <b>ÉBAGLOW</b> <sup>®</sup> Skin Emollient Cream	July   <b>AKANZA</b> <sup>®</sup> Cosmetics	January   <b>4321</b> <b>Téactive</b>	January   <b>Ferrobella</b> <sup>®</sup> The Most Effective Iron-based Liquid Chelated Form	January   <b>MATRIX</b> FULLY SODIUM-INDUCED COLLAGEN PEPTIDES
<b>VORÉK</b> <sup>®</sup> Cream	December   <b>MATRIX</b> <sup>™</sup> Fully Hydrolyzed Amino Acid Chelated Peptides	June   <b>Marimer</b>		December   <b>OXIFREE</b> SUPER WHITE CREAM FORMULA
November   <b>ARTHÉNIA</b> <sup>®</sup> Skin Lightening Cream	<b>PHARA FERRO 27</b> <sup>™</sup> Fully Sourced Iron-rich Acid Chelated Minerals	<b>CLÉOCIN</b> <sup>®</sup> Cream		<b>MENAQ</b>
2017	2018			
December   <b>BRESTTO</b> THE #1 NUTRACEUTICAL GALACTAGGULE	September   <b>Prolica</b> GEL	October   <b>Calcibella</b> <sup>®</sup> The 1 <sup>st</sup> Fortified Calcium Chocolate Form	December   <b>Vitabella</b> <sup>®</sup> The 1 <sup>st</sup> Multi-Mineral Appetizer in Fully Fortified Chocolate	



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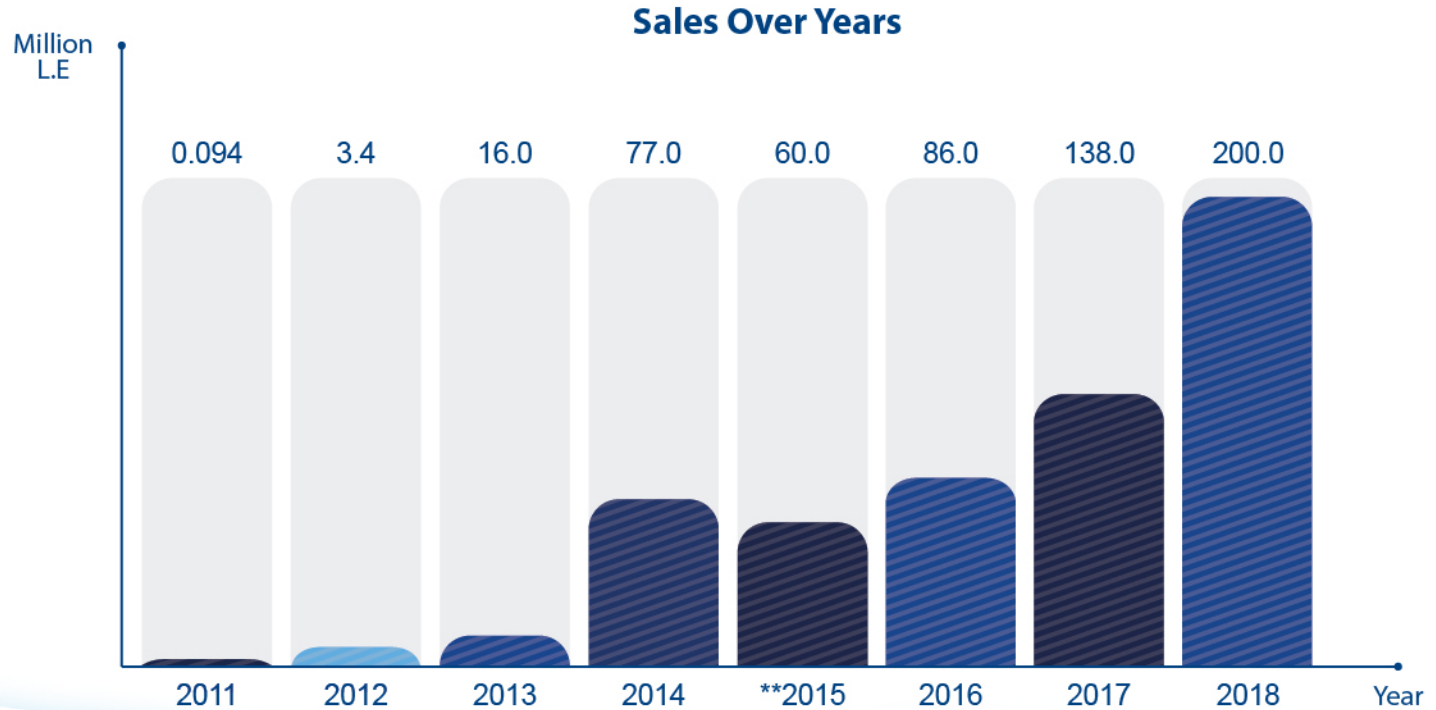


Business Achievements

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# Business Achievements



\*\* Shortage 6 months in "Pharaferro" during 2015



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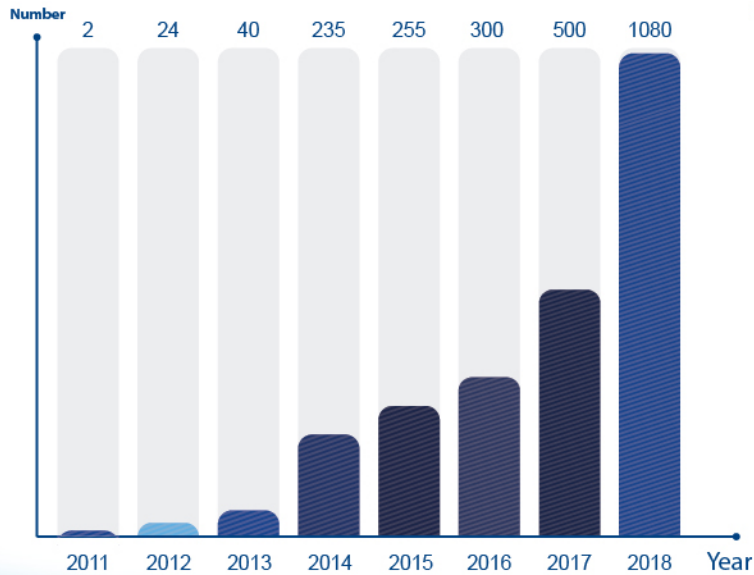


Marketing Activities

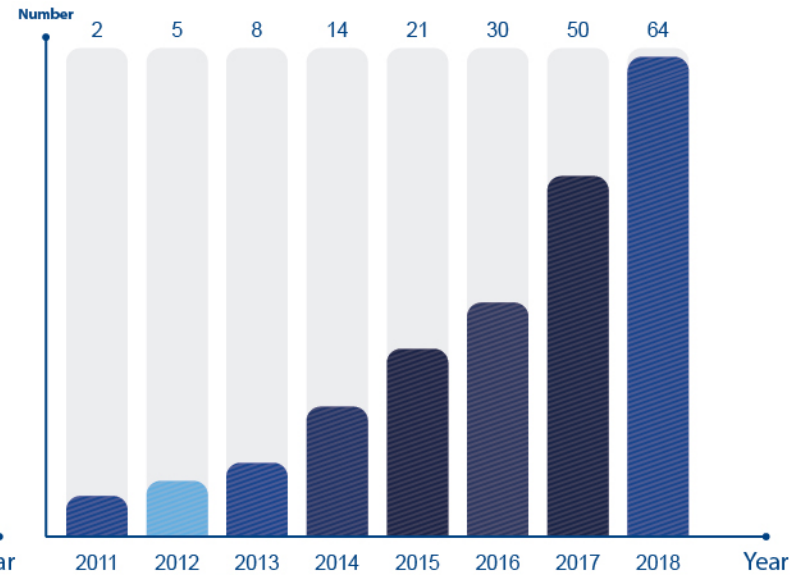
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# Marketing Activities

## Group Meetings



## Community Services



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YEARS  
OF SUCCESS

DEVARTLab  
TOGETHER FOR A BETTER LIFE



Marketing  
Activities

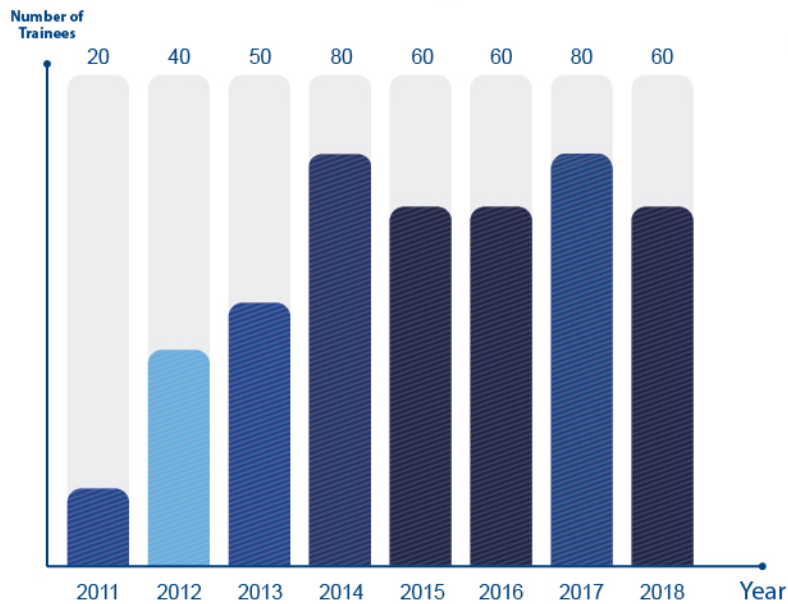
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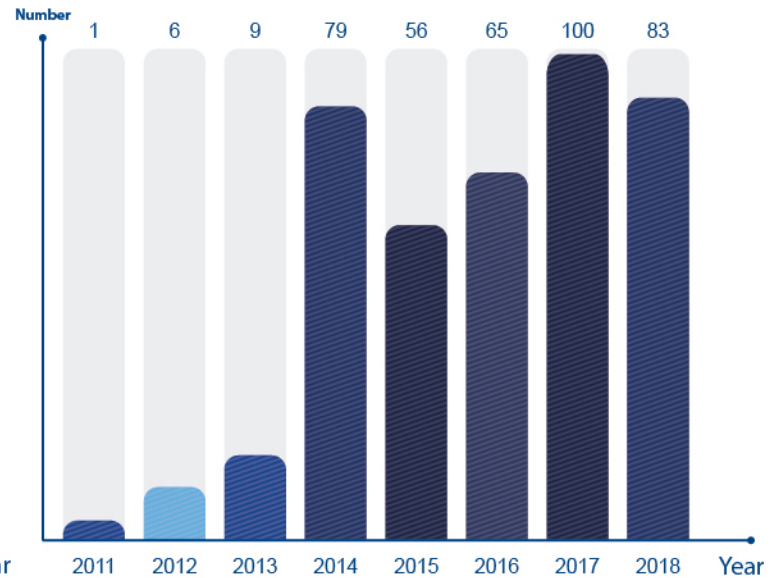


# Marketing Activities

## New Training Waves



## Conferences



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# DEVRT Lab Community Participation

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# DEVART Lab Community Participation



- Devartlab seeks to consolidate the values and principles, which are commensurate with the society nature to increase community awareness to spread supportive culture of community participation and to contribute in the society services to promote and raise the level of participation between the private sector, and civil society institutions, which lead to increase individuals belonging to the society in which they live, and here are the company developed strategic objectives:

1. Achieving community participation through effective presence in the events and activities organized by charitable institutions.
2. Organization of community events “mother’s day – orphans day...” “And other events that reflect the company's vision towards civil society
3. Participating in the organization of scientific conferences of governmental institutions and civil society that benefit the society members.
4. Medical community awareness through participation means in various media  
“ visual – audio – read ”



Forbes  
المال  
2015  
استهدف وصول حجم مبيعات الشركة لـ 150 مليون جنيه خلال عام 2015

# بيانات لاب» توفق أوضاعها للقييد في البورصة الرئيسية 2015

## شركة ترفع رأسمالها إلى 50 مليون جنيه العام المقبل وتفتح الباب لمساهمين جدد



الإعانة  
دكتور حسين فرج  
شركة بيموت كبا  
تتبعها مبرور شرق أوسط  
للمعوية بيموت شرق أوسط  
المشروعات بيموت شرق أوسط  
إيفاد المشروعات في الأوقاف  
من الامتياز والافاق وت  
بمبا عبد مسوولك  
طرق الامتياز في اوقاف  
ان طروق توجيه البروا  
التعريف  
تبرعات وفكمت  
للكشف في سوق التمطيط



في رؤية جديدة لمصادات الاخضدة وجزرها الفعال  
لصناعة قطيقت من امراض العصر  
**لكوليبسترول القتال الصامت**  
بفتح للاد أن تخلف منه أم واقع يجب التعامل معه



أموال النقد  
١٢ سبتمبر ٢٠١٤  
العدد ٢٠٦  
رئيس مجلس الإدارة دكتور الاب لانسوية  
٢٩ مليار جنيه مبيعات صناعة  
الادوية بنهاية ٢٠١٤

## بدائل الكالسيوم هل هي الحل أم بيت الداء؟

إعانة د. حسين فرج

Media

9

مجلس إدارة  
٢٩ مليار جنيه مبيعات صناعة  
الادوية بنهاية ٢٠١٤

## المال

لاحتيقة وجه واحد

## الاقتصاد في مصر

١٢ أكتوبر ٢٠١٤

25 مليار حجم تجارة الادوية في مصر تحتكرها



البنية الأولى - العدد الثالث - الأصدار ١٥ مايو ٢٠١٤

ركبات تسيطر على صناعة الدواء في مصر وتحتكر ٥٠٪ من الإنتاج

بإدارة تروك أن تتصرف على تاريخ  
أر في مصر  
مشكاة الدوا في مصر  
والاحد في مصر  
ومها الخدمت في مصر على اري  
أز الزامل طقت حوت جاز  
للتسويق الفعالية والتنسيق  
١٠٠٠٠ سنة في عام ١٩٦٠

١50 مليار حجم تجارة الادوية في مصر  
٢٠١٤

دكتور حسين فرج  
رئيس مجلس الإدارة

١٦ أكتوبر ٢٠١٤

# Media



- One Of DevartLab's strategic objectives is to raise medical awareness of the community through various media outlets to ensure continued presence in the media to disseminate medical culture among community members and not only that, but also Devartlab is raising serious visions to support the Egyptian economy through non-traditional solutions pushing forward the production wheel.



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EVARTLab  
TOGETHER FOR WORTHY LIFE



Suppliers

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# Our Suppliers

Continuously, we are seeking business relationships of mutual benefits, encouragements and teamwork with our suppliers in order to keep up our standards.



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Export

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# Export



- As we act locally think globally, we are maintaining the best growth pattern, our intentions to build a strong, long-term relationships with our agents in order to expand our business in MENA region and worldwide.



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‘ Distribution

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# Distribution



- Devartlab is dealing with the most effective distribution channels in the Egyptian market in order to introduce all the available facilities to the end users, through a very powerful business relationship built on trust, success & mutual respect.

**2018**

- DevartLab  
- UCP

- Karim Pharma  
- Egy Drug

- Ibn Sina  
- Pharma Overseas

- Multi Pharma



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حفلة السنوي للإفد  
Nutraceuticals Pioneers In Middle East



Company's  
Annual Dinner  
Ceremony in  
The Presence  
of October  
War Heroes

# Company's Annual Dinner Ceremony

## (in The Presence of October War Heroes)



- Devartlab holds annual Iftar ceremony for all the employees, and hosts some of National glorious October war heroes.

- General / Magdy Shehata.
- Egyptian Stun Champion / Abdel Raouf Gomaa Omran
- Sergeant / Khalifa Matry Mekhael
- Stun Solider / Ebrahim El Qawy

- In order to consolidate the ideal values in the young people working in the company, and those who did not attend glorious October war, and arrange a symposium on the sidelines of breakfast where the war heroes tell stories about the great championships for our brave soldiers in the liberation of Fayrouz Land.





DEVRTLab  
FOR WORTHY LIFE

‘ Mother’s Day  
Honoring  
Ceremony

DEVRTLab  
TOGETHER FOR WORTHY LIFE

Medicals Prom...  
...بني العبد



# Mother's Day Honoring Ceremony



- We all know the value of the mother in our lives and strive hard to gain her satisfaction.
- In Devartlab we celebrate Mother's Day and honoring Mrs/ Mofida, which is a real symbol for Sacrifice and giving
- In addition, in 2015 we have participated with Cairo University and the Islamic Educational, Scientific and Cultural Organization (ISESCO) and the (Mohammed bin Rashid Al Maktoum) Organization in the ceremony honoring ideal mothers in Egypt and the Arab world.



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Childhood Without Pain..  
Childhood Without Anemia



# Launching The Campaign “Childhood Without Pain ... Childhood Without Anemia”



- Which we strive through it to create an environment of cooperation to eradicate this disease & spread healthy nutrition awareness creating a new active generation to serve our society and help in the renaissance of our nation.
- This campaign has been launched to eliminate anemia in the Islamic Educational, Scientific and Cultural Organization (ISESCO) member countries, Where the number of malnourished children has reached more than 288 million children.
- In the presence of a large group of ambassadors and public figures, number of solutions and non-traditional ways has been raised.



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“ Youth Without Anemia Campaign



# Youth Without **Anemia** Campaign



- A continuation of our efforts to eliminate anemia and dissemination of nutrition education and health, we participated in the "Youth without Anemia campaign" launched by the Faculty of Arts, Ain Shams University, in collaboration with:

- Minister of Health and Population / Dr. Ahmed Emad
  - Minister of Youth and Sports / Dr. Khalid Abdul Aziz
  - Dean of the Faculty of Arts, Ain Shams University / Dr. Susan Qellenyy
  - The National Council for Women, headed by Dr. Maya Morsy
  - Rapporteur of the Committee on Information and Media Council Dr. Amr El Leithy.
- The campaign is designed to educate the students of the University about the seriousness of anemia and the negative impact on their academic achievement and comprehension, and how to avoid & reduce prevalence of Anemia.





During Youth without Anemia Campaign  
at Ain Shams University

With DevartLab President  
Dr. Hussein Farag

Dean of Faculty of Arts,  
Ain Shams University  
Prof. Suzan Qulliny

Previous Minister of Health  
Dr. Ahmed Emad

TV Interviewer  
Dr. Amr Ellithy




“ Participating in  
Egypt Medical &  
Health Exhibition  
in Equatorial  
Guinea

277 Million Anemic Patients in Africa

### Anemia in Africa .. 277 Million Disasters

with 100 million in the  
The Equatorial Guinea



276,912,330  
Various Nationalities

- 1. High Prevalence
- 2. High Prevalence
- 3. High Prevalence
- 4. High Prevalence
- 5. High Prevalence
- 6. High Prevalence
- 7. High Prevalence
- 8. High Prevalence
- 9. High Prevalence
- 10. High Prevalence



# Participating in Egypt Medical & Health Exhibition in Equatorial Guinea



- Participation in the Egyptian Exhibition for Medicine and Drug, which was held in Equatorial Guinea along with Ebola conference in July 2015 in order to support and strengthen the relations between Egypt and the African continent under the patronage of His Excellency Engineer / Ibrahim Mehleb, Prime Minister and the Egyptian Ministry of Health.
- Anemia's problem and ways of cooperation to eliminate it has been discussed with the head of Equatorial Guinea and a number of other African countries





تجارب الطيبة

Egyptian Experience  
In Children









“ Participation  
in the medical  
exhibition in  
the State of  
Somaliland



# Participation in The Medical Exhibition in The State of Somaliland



- Participation in the medical exhibition in the State of Somaliland in September 2015. Attended by health ministers from neighboring African countries, Egyptian Minister of Health, Egyptian Prime Minister, and President of the State of Somaliland.
- DevartLab donated 1000 PharaFerro & 1000 Ferrobella to contribute in the treatment of anemia in Somaliland in order to support and strengthen the relations between the two countries.



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Salateria



# Egyptian Experience Can Hand 277 Million Anemic Patients in Africa





# Somaliland Anemia Prevalence



DEWART Lab Hematinics



Million Somaliland Suffering From Iron Deficiency Anemia

Total Population 3,500,000



Anemia 7%

Anemia 7%

# DEVARTLab Nutraceuticals

Devart Lab is a pioneer nutraceutical company, which is growing world wide trend up to 40% from world pharmaceutical market. Our objective is to manage critical health problems related to micro nutrients deficiency for a better quality of life . By providing unique portfolio served by human mineral concept, which ensure maximum bio availability with minimal side effects , to be provided in traditional & non traditional nutraceutical dosage forms. To ensure the welfare for health care providers, patient & society and deliver the best experience at all.



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# Nutraceuticals Portfolio

**PHARA FERRO**  
Fully Reacted Amino Acid Chelated Minerals



## Pharaferro 27 ( Effective)

- The best hematinic formula in the Middle East supporting anemia cases via raising of the hemoglobin 2-4 gm. monthly, once daily.
- The first mineral supplement with fully reacted amino acid chelated minerals guarantees the highest absorption.

## Pharaferro 27 ( Safe) Unlike any other oral hematinic

- Does not cause colic nor constipation. - Tasteless.
- Easy to swallow once daily tablet.

## Pharaferro 27 ( Economic) 4 products in 1

- Iron & minerals for anemia correction. - Vitamin B complex.
- Folic acid. - Antioxidant.

فارافيرو ٢٧ (فعّال)

أفضل منتج في الشرق الأوسط لحالات الأنيميا وتحسين مستوى الهيموجلوبين ٢-٤ جم  
يضمن أعلى جرعة امتصاص وذلك لإحتوائه على معادن كاملة التحميل على أحماض أمينية،  
قرص واحد يوميا.

فارافيرو ٢٧ (آمن وبلا مشاكل)

يمتاز عن باقي المنتجات المنافسة بالآتي:

- لا يسبب المغص والإمساك. - ليس له طعم. - قرص واحد يوميا سهل البلع.

فارافيرو ٢٧ (اقتصادي) أربع منتجات في منتج واحد

١- حديد ومعادن لتصحيح الأنيميا. ٢- فيتامين ب المركب. ٣- حمض الفوليك. ٤- مضادات الأكسدة.



**DEVARTLab**  
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Nutraceutical & Health Care Pioneers In Middle East  
رواد الغذاء الدوائي و منتجات العناية الشخصية بالشرق الأوسط

# Nutraceuticals Portfolio

**MATRIX**  
FULLY REACTED AMINO ACID CHELATED MINERALS



- Innovative bone forming formula containing 11 powerful active ingredients, and for the first time, calcium formula containing Vitamin K2 to ensure proper calcium deposition in bone along with fully reacted amino acid chelated minerals and essential vitamins.
- Matrix provides maximum bone protection and restoring the bone mass density.
- Matrix support all maternal and lactating need of calcium.

- ماتريكس الحل المتكامل لنقص الكالسيوم في حالات الحمل وهشاشة العظام وفي مختلف الحالات التي يحتاج فيها الجسم إلى الكالسيوم وتكوين العظام والنمو.  
- ماتريكس أول مكمل غذائي يقدم مجموعة متكاملة من الكالسيوم والمعادن والفيتامينات يضمن أعلى درجة إمتصاص بتقنية المعادن مكتملة التحميل علي الأحماض الأمينية.  
- ماتريكس يوفر أعلى حماية للعظام ويعمل علي تجديدها بالمعادن المختلفة.  
- ماتريكس آمن تماما ولا يسبب أي أعراض جانبية.



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# Nutraceuticals Portfolio

**OXIFREE**  
Formula Super Antioxidante



- Innovative super Anti-oxidant formula containing 10 powerful active ingredients, and for The first time, anti-oxidant containing innovative non-oily Omega 3 along with Thiocitic Acid and Proanthocyanidins provide maximum cell protection and restoring the endogenous Anti-oxidant system
- The best in management of male and female infertility, diabetic and hepatic related complications and chronic eye diseases.

- أوكسي فري أول مضاد أكسدة يحتوي علي 10 مواد فعالة طبيعية بأعلي درجة إمتصاص بإضافة الأوميغا 3 لأول مرة في صورة صلبة بدون رائحة .
- أوكسي فري يوفر أعلي حماية للخلايا ويعمل علي تجديد مضادات الأكسدة الداخلية في الجسم.
- يستخدم في حالات نقص الخصوبة في الرجال والنساء والأجهاض المتكرر، الأعراض المصاحبة لمرضي السكر والكبد وأمراض العيون المزمنة.



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# Nutraceuticals Portfolio

**MENA Q®**  
CHOCOLATE PILLS WITH VITAMIN K



- Mena Q provides an optimum intake of Menaquinone-7.
- Menaquinone-7 is highly purified long chain, long acting form of vitamin K2.
- Mena Q delivers its action by preventing calcium deposition in blood vessels.  
by activating Matrix Gla Protein as well as enhancing proper calcium deposition in bone via activating Osteocalcin Protein.
- Mena Q is ideal for elder patients suffering from vascular calcification, atherosclerosis, osteoporosis and chronic kidney disease Patients.

- ميناكيو، أول منتج يحتوي علي (Menaquinone-7) ممتد المفعول، يحمي الأوعية الدموية من ترسيب الكالسيوم الضار داخل الأوعية الدموية عن طريق تنشيط (Matrix Gla Protein) بالإضافة أنه يساعد علي تثبيت الكالسيوم في العظام عن طريق تنشيط (Osteocalcin Protein) - يستخدم في حالات ترسيب الكالسيوم داخل الأوعية الدموية، تصلب الشرايين، هشاشة العظام ومرضي الكلي.



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# Nutraceuticals Portfolio

**Ferrobella®**  
The First Tastless Hematinic Liquid Chocolate World Wide



- The first fortified liquid chocolate rich with Iron, Zinc & Vitamin C, Vitamin B9 & Vitamin B12.
- By using super dispersion technology.
- The most effective for iron deficiency anemia in children.

- أول كريمة شيكولاتة مدعمة بالحديد، الزنك، فيتامين ج، فيتامين ب9، فيتامين ب12 عالمياً.  
- أخيراً حديد و معادن وفيتامينات بطعم رائع فى شكل غير تقليدى محبب الى الأطفال.



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# Nutraceuticals Portfolio

## Calcibella

The 1<sup>st</sup> Fortified Calcium Chocolate Form



- The first fortified Calcium in liquid chocolate form.
- Rich in Vitamin D3 with highest serum elevation reaches 73%.
- Rich in Vitamin K2 to ensure healthy calcium deposition in target tissues.
- Ensures strong bones formation with maximum skeletal balance.

- أول شوكولاتة مدعمة بالكالسيوم و فيتامين د3 و فيتامين ك2.
- غنية بفيتامين د3 الذي يضمن اعلي معدلات ف الدم تصل لنسبة 73%.
- غنية بفيتامين ك2 الذي يضمن وصول آمن للكالسيوم لمكانه الطبيعي بالعظام و الاسنان.
- تضمن بناء قوي لعظام الطفل من البداية لنمو افضل.



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# Nutraceuticals Portfolio

## Vitabella®

The 1<sup>st</sup> Multi-Minerals & Vitamins In Tasty Fortified Chocolate

### Appetizer



- The First multi-minerals & vitamins appetizer in tasty fortified chocolate.
- Provides healthy nutrition.
- Increases child appetite.
- Optimizes growth rate.
- Improves child immunity.
- Develops cognitive skills.

- أول شوكولاتة مدعمة بالمعادن والفيتامينات اللازمة للنمو بمذاق محبب للطفل.
- تقدم تغذية صحية.
- تحسن شهية الأطفال.
- تحسن من معدل النمو.
- تحسن مناعة الطفل.



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# Nutraceuticals Portfolio

## BRESTTO

THE 1<sup>ST</sup> NUTRACEUTICAL GALACTAGOGUE



### BRESTTO

- BRESTTO, is enriched with essential nutrients for lactating women, such as six organic herbal oils (Fenugreek, Fennel, Dill, Caraway, Chamomile, Anise) in addition to unique vitamins formula (B-Carotene, Vitamin D, Vitamin E, Complete Vitamin B Complex, Vitamin C).

- BRESTTO, unique product as it supports lactating women for natural breastfeeding by the concept "Back to Nature".

- BRESTTO, formula has a lot of evidence based studies about it's effect on:

- 1) Support early breastfeeding.
- 2) Increase milk volume.
- 3) Optimize infant body weight.
- 4) Improve infant immune system.
- 5) Minimize infant GIT disturbance.

- بريستو أول مكمل غذائي يعمل على زيادة إفراز لبن الأم في صورة قطع طوفى لذيذة تحتوي على 19 مادة طبيعية فعالة "6 زيوت مختلفة من الأعشاب الطبيعية (زيت الحلبة - زيت الشمر - زيت الينسون - زيت الكراوية - زيت زهرة البابونج - زيت الشبت) بالإضافة إلى مجموعة فريدة من 13 فيتامين (بيتاكاروتين - فيتامين د - فيتامين هـ - مجموعة فيتامينات ب المركبة - فيتامين ج)" - بريستو يحث على الرضاعة الطبيعية من خلال فكر "العودة إلى الطبيعية". - بريستو هو التركيبة المتكاملة التي من خلالها يعمل على: (1) زيادة إفراز لبن الأم. (2) انتظام الرضاعة الطبيعية. (3) تقوية الجهاز المناعي للطفل. (4) تحسين النمو الطبيعي للطفل. (5) تقليل معدل إصابة الطفل بالمغص المستمر.

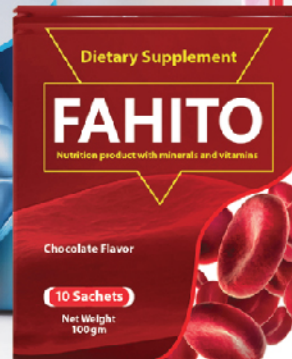
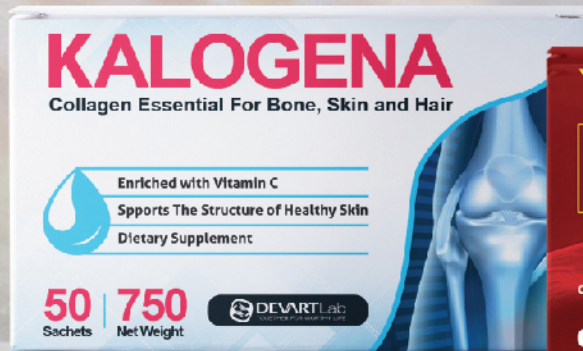


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# Nutraceuticals

*Coming Soon*



# Ferrobella In Trade Market

*Coming Soon*



# DEVARTLab Health Care

Devartlab health care is a part from devart lab family specialized in beauty and health care.

We are seeking for serve our customer in Egypt, African and Arabian countries to achieve better quality of life Through highly professional people and truly needed product with sharp chose we will manage and deliver the best experience at all.



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# Health Care Portfolio

**ARTHÉNIA**<sup>®</sup>  
Anti Hyper-Pigmentation Cream



- The best option to get rid of all skin darkening conditions, only within 45 days.
- The only safe combination for all skin types and ages.
- Provides integrated system along with the safest physical sun-blocker combination.
- Twice daily applications.

- الاختيار الأفضل للتخلص من أضرار أشعة الشمس في أقل من 45 يوم أو استمرار الجلد نتيجة كلف الحمل.
- التركيبة الوحيدة الآمنة على جميع أنواع الجلد ولجميع الأعمار.
- لا يحتاج لإضافة واقي من الشمس.
- يستخدم مرتين يومياً.



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# Health Care Portfolio

**ÉBAGLOW®**  
Anti-Acne Cream



- For Acne management.
- 4 modes of action in 1 product; Keratolytic, Antibiotic, Anti-inflammatory & Anti-oxidant.
- Safe twice daily applications.

- لحالات حب الشباب.
- 4 منتجات فى منتج واحد (ينظف وينقى البشرة - مضاد حيوى طبيعى - مضاد للالتهابات - مضاد للأكسدة).
- يستخدم مرتين يوميا بطريقة آمنة ولا يسبب تهيج الجلد.



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# Health Care Portfolio

**CLÉOCIN<sup>®</sup>**  
Healing Cream



- The most potent topical preparation for wound and burn management.
- The only transparent cream in the middle east.
- 5 Modes of action in 1product; Antibiotic, Anti-inflammatory, Vein-tonic, Healing & Local anathetic.

- أقوى كريم لحالات الجروح الغائرة والحروق الشديدة.
- المنتج الوحيد الشفاف للجروح والحروق.
- 5 منتجات فى منتج واحد (مضاد حيوى طبيعى - مضاد للالتهابات - مخدر موضعى - منشط للأوعية الدموية - يساعد على الالتئام).



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# Health Care Portfolio

**VOREK**<sup>®</sup>  
Anti Varicose Vein Cream



- The only integrated topical solution for Varicose symptoms.
- Effective in cases of bruises and contusions.
- 3 modes of action in 1 product; Anti-inflammatory, Vein-tonic and Lymphotonic.
- Twice daily applications.

- الحل الموضوعي الأمثل الذي يقضى على أعراض الدوالي.
- فعّال لحالات الكدمات والسحجات.
- 3 منتجات في منتج واحد (مضاد للالتهابات - مقوى للأوعية الدموية - مقوى للأوعية الليمفاوية).
- يستخدم مرتين يوميا.



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# Health Care Portfolio

**AKANZA**<sup>®</sup>  
Long Lasting Pleasure



- The first topical preparation for premature ejaculation without loss of sensation.
- The effect lasts for 20-25 minutes.
- Effective- safe- natural.

- أول منتج موضعي لحالات سرعة القذف بدون فقد الإحساس.
- يمتد مفعولة من 20 إلى 45 دقيقة.
- فعال - آمن - طبيعي.



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# Health Care Portfolio



- Make every time feel like the first with Prolica tight gel.
- This unique vaginal tightening gel restores firmness to the vagina leading to enjoyable sex and in tense orgasms, seven different flavours.



- اجعلي كل مرة كأنها الأولى مع بروليكا تايت جل ،تركيبه فريدة من نوعها وتساعدك على الوصول لقمة الاستمتاع بالعلاقه الحميمة، بسبع نكهات مختلفة.



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# DEVART NUTRITION

**Devart Nutrition** is a part of Devartlab family specialized in sports nutrition and food supplementation , aiming for rising a healthy generations of athletes , believing that the nutrition is a critical first step in human journey success.

Providing our customers a new thought brought in our products (supplementation or another) using our unique human mineral portofolio of devartlab and highly bioavailable contents concerning micro & macro nutrients to guarantee variety and balance of nutrition achieving a better quality of life.



Nutraceutical & Health Care Pioneers In Middle East  
رواد الغذاء الدوائي و منتجات العناية الشخصية بالشرق الأوسط



*Coming Soon*







DevartLab Participating in Egypt  
Medical & Health Exhibition  
in Equatorial Guinea

With Previous Prime Minister  
Eng. Ibrahim Mehleb

Previous Minister of Health  
Dr. Adel Aladawy





📍 Head Office: New Cairo, Egypt, Villa 178, 1<sup>st</sup> District, 5<sup>th</sup> Settlement.

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