



# Nutrileya

The answers in Nature. Nature in Nutrileya

COSMETIC NUTRACEUTICAL PHYTOTHERAPY



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# Company Overview



- Nutrileya, established in 2014 and based in Carpi (MO), produces **Food supplements, Medical devices and Cosmetics**, distributed in the Pharmacy and Para Pharmacy channel.
- The 3 co-founders, with long experience in pharmaceutical and nutraceutical market, are the key managers of the company.
- The Company is developing the Italian market and focuses also to increase export sales.
- Nutrileya has recorded **consistent growth in recent years**. It has been included in the authoritative **FT 1000 2021** ranking prepared by the Financial Times, the leading 1,000 European companies by growth rate in the three-year period 2016-2019, recording a CAGR of 46.3 %. According to the same criteria, Nutrileya was included in a similar ranking in the three-year period 2017-2020 and ranked 140th in Italy according to “Repubblica” and “Affari&Finanza”.

# Nutrileya at a glance



Employees  
Actual 2021: 18  
PL 2025: 35



Sales Force  
Sales Rep.s Pharmacy (agents)  
Actual 2021: 25  
PL 2025: 45

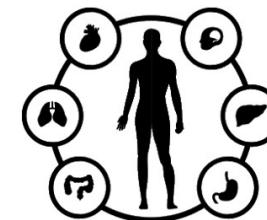
Medical Rep.'s  
Actual 2021: 15  
PL 2025: 65



SKU's  
Actual 2021: 190



Registrations  
Actual 2021:  
45 cosmetics notified  
8 Medical Devices registered  
137 Food supplements notified



Therapeutic areas  
Actual 2021: 28

## Mission

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Introduce **innovative**, **high-end** nutraceutical and cosmetic products on the market, dedicated to the **pharmacy** and parapharmacy channel, distributed throughout the national territory thanks to our dedicated sales force.

No own production plants: thanks to this strategy, Nutrileya is a **flexible** company, **lean** in terms of costs, to remain competitive and **fast** in an extremely competitive market. Nutrileya uses **the best Italian subcontractors** appreciated all over the world for their quality.

## Mission

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Nutrileya products offer a mix of quality, innovative and natural-origin active ingredients, enriched with the most advanced technologies. Nutrileya aims to always offer the best product available on the market. In addition to the product, Nutrileya focuses on customer service, focusing on consultancy, training and personalization.

## Vision

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**Symbol of naturalness, quality, advanced technology and performance.** Nutrileya wants to become a reference company in the Natural Medicine market in Italy. Nutrileya aims to enter the most interesting **foreign markets** (Far East, Eastern European countries, Middle East, America, etc.), less competitive than the Italian market and more rapidly growing, with a product appreciated for its "**Made in Italy**" quality .

**Medical Doctors Detailing.** Medical doctors as reference Heath Care Professionals. **Networking.** Collaborate with Universities, Health Institutes and Institutions in order to help raise the use and knowledge of herbal products and produce new scientific evidence.



## Company Strengths



### TOP QUALITY & CONSTANT QUALITY CONTROL

Business growth is based on top qualitative Product formulations. Nutrileya R&D team develops internally every product and select and purchase the main active ingredients. Product quality and efficacy guaranteed by the correct quantity of active ingredients.

### MAXIMUM FLEXIBILITY

Nutrileya doesn't own production plants, but it is based on highly specialized contracting manufactures. This model allows maximum flexibility, innovative products and unlimited capability of development and product production at the highest quality level => **Quick time to market**: only few months from product idea to the market.

### LARGE PRODUCT PORTFOLIO

Nutrileya covers the main self medication markets with over 100 SKUs among Food Supplements, Medical Devices and cosmetics.



## Company Strengths

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### PRIVATE LABEL EXPERTISE

Nutrileya offers customization for single Point of Sale in Italy (Pharmacies and Para Pharmacies).

### MARKETING & SALES SKILLS

Nutrileya Marketing & Sales team is the driver of the product range development thanks to the everyday contact with Health Care Professionals.

### NETWORKING

Nutrileya cooperates with Universities, Hospitals and Institutions in order to help raise the use and knowledge of herbal products and produce new scientific evidence.

# Product quality according to Nutrileya



- **Original formulations:** all products are carefully formulated by Nutrileya.
- **Searching for the best:** herbal extracts from the best scientific evidence, most of which patented, in a mix developed for specific needs.
- **Science and innovation:** with the right amounts and active ingredient titration, every product can express its maximum effectiveness.
- **Nutrileya products are 100% made in Italy.**

# Nutrileya actual Global Distribution



1. China  
FOSUN JOYGO  
TECHNOLOGY LIMITED
2. Algeria
3. Romania
4. Kosovo
5. Croatia
6. Lebanon
7. Slovenia
8. Malta

# Therapeutical Areas



Allergic symptoms



Bones and Teeth  
Wellness



Cardiovascular  
Wellness



Cold sores



Gastrointestinal  
Wellness



Hair and Nails  
Wellness



Energy, tone and  
focus



Eye Wellness



Hemorrhoids



Immune System  
Wellness



Insect Bites



Muscle-joint Wellness



Hemorrhoids



Immune System  
Wellness



Insect Bites



Muscle-joint Wellness



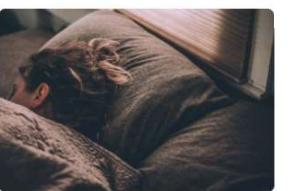
Purification and  
Drainage



Respiratory Wellness



Skin Protection and  
Skin Health



Sleep

# Product portfolio: Food Supplements

## ■ Foods supplements



# Product portfolio: Medical Devices

## ■ Medical Devices



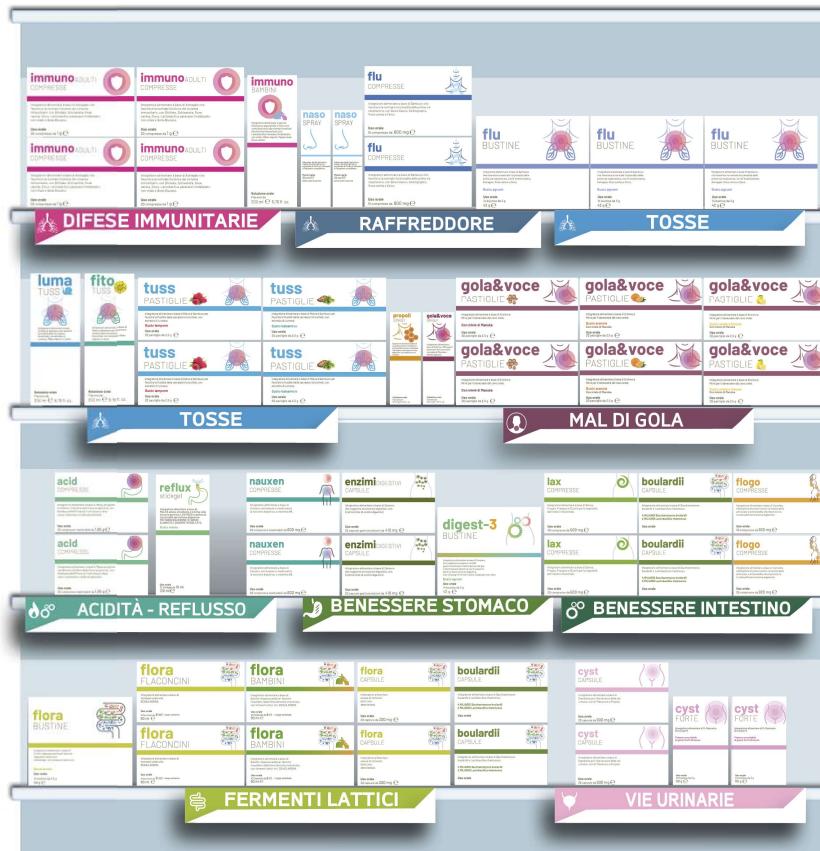
# Product portfolio: Cosmetics

- Cosmetics based on herbal extracts



# Private label Product portfolio

## ■ Food Supplements



# Private label Product portfolio

- Beauty cosmetics



# Private label Product portfolio

- Sun creams



Thank you for your attention.