

REPORT

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LOOK, FEEL AND LIVE BETTER

Standing out from the crowd: Pycnogenol®

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Pycnogenol®: Standing out from the Crowd

By: Sébastien Bornet/Vice President Global Sales & Marketing, Horphag Research

The saying “tree of life” takes on new meaning when your flagship natural ingredient originates from tree bark and continues to grow and thrive in a dynamic marketplace.

The origin of Pycnogenol® brand French maritime pine bark extract is just as important to its success today as it was 40 years ago. We are armed with the right tools - a pristine forest situated in Southwestern France, a state-of-the-art manufacturing facility, a unique botanical source and a proprietary extraction process. Add in a continuous investment in research and development to the equation and these components make the Pycnogenol® brand what it is today.

As early pioneers in the natural supplements industry, Horphag Research has built its flagship brand following core principals such as sound scientific research and true innovation that have proven successful in anchoring the product and providing customers with a unique ingredient that continues to fill a niche globally with a presence in more than 80 countries worldwide.

Through decades of independent peer-reviewed and published clinical studies, Pycnogenol® is one of the most well researched ingredients available on the market, if not the most researched.

Our reputation of being a “gold standard” ingredient in the industry is not due to coincidence, but is the result of years of dedication to research and ultimately consumers’ satisfaction. To-date, more than 90 percent of published research worldwide on pine bark extract is on Pycnogenol®, with 40 plus years of research, 340 scientific publications including more than 130 clinical trials on 10,000 patients.

Being recognized by respected third parties has also contributed to Pycnogenol®’s elevated brand awareness and credibility. Frost & Sullivan’s analyst team dubbed the research portfolio of Pycnogenol® an “undisputed industry standard,” adding that we have achieved bigger recognition than the category that we’re part of through continued investments in product development. The American Botanical Council awarded Horphag its annual Varro E. Tyler Commercial Investment in Phytomedicinal Research Award calling the company the “epitome of a research-based natural products company, investing millions of dollars in scores of clinical research trials on its key product, Pycnogenol®.”

Research is at the core of Horphag Research’s strategy, and fuels its marketing engine. Ultimately, science helps building and maintaining a solid brand and gaining third-party recognition. Scientific evidences are far more effective to illustrate products’ benefits to increasingly well-educated consumers looking for safe, natural and efficacious products than a traditional marketing approach.

This being said, Pycnogenol®’s sizable research portfolio would go unnoticed if it was not properly communicated to a large, yet well-targeted, audience. In addition to trade media, we make sure to present our research to a larger audience via all news media, websites, blogs and social media (Facebook, Twitter, YouTube, LinkedIn).

Tools like Google trends provide a snapshot on how the brand is resonating in the public globally. The search term “Pycnogenol” shows a much higher interest compared to “pine bark extract”. Brand awareness is truly phenomenal (see chart below).

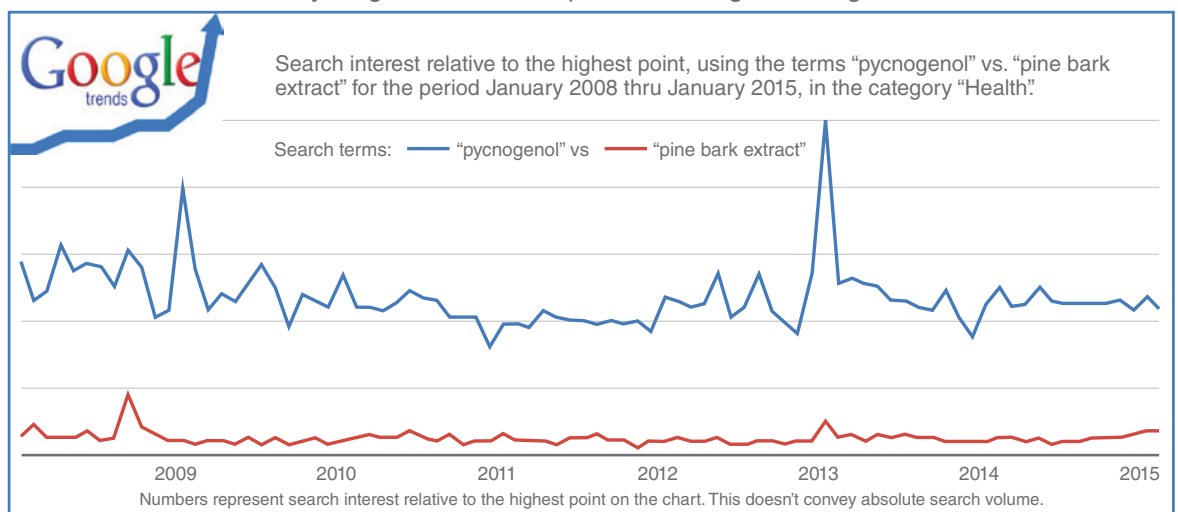
Public relations campaigns record news articles and interview placements, with 92 million impressions in the UK last year and North America posting 378 million impressions.

Our customers highly appreciate our continuous investments in research and efforts to properly and efficiently communicate it to the general public, thus raising awareness of Pycnogenol® and ultimately supporting sales growth of Pycnogenol®-containing finished product through all our business partners.

Standing out from the crowd takes vision and persistence. Our job is to continue to move forward while keeping the Pycnogenol® brand true to its roots.



The Pycnogenol® brand outperforms the generic ingredient



product spotlight

LG Skincare supplement promotes beauty

LG is launching Hanami PlaCell skincare supplement in Asia to promote beauty from within. The innovative skin care product contains a blend of 30mg of Pycnogenol®, vitamin C, d-α-tocopherol, evening primrose oil, soybean oil, white ginseng powder and more to help keep skin healthy from damage caused by sunlight or ultraviolet rays.

As a potent antioxidant, Pycnogenol® has a variety of skin health benefits. Research shows Pycnogenol® neutralizes harmful free radicals originating from UV rays and reduces irritated skin and swelling from sunburn with its anti-inflammatory properties.



Vasologes® Protect launches exclusively in Germany

Dr. Loges Vasologes® Protect has launched exclusively in pharmacies in Germany. The product was designed to fight the risk factors of vascular disease such as hypertension, diabetes, stress and endothelial dysfunction. The combination formula includes seven active ingredients: Pycnogenol®, L-arginine, alpha-lipoic acid, vitamins B6, B12 and folic acid and vitamin K2. Pycnogenol® works to enhance the effects of arginine significantly and has extensive vascular protective properties.

The recommended dosage of Vasologes® Protect is two tablets taken both morning and evenings at meals. For more information visit <http://www.loges.de>



Bassa Laboratories launches two new products

BASSA Laboratories has launched two new Pycnogenol® formulas in Ecuador. Repitel®, a topical cosmetic cream focuses on tissue repair for the skin. With the help of active antioxidant ingredient Pycnogenol®, the multifaceted cream is recommended for treating acne scars, preventing and reducing fine lines, improving the appearance of scars and enhancing skin tone, filling it with vitality and energy and nourishing the skin by giving it a smooth, shiny appearance.



Oxinol® Pycnogenol® works as a powerful antioxidant supplement, which fights and neutralizes damage caused by free radicals, allowing the body feel better and repair itself. It is a natural anti-inflammatory which helps protect against inflammation present in the body as a result of allergies, asthma, arthritis, stress or wound infections. Studies demonstrate that Pycnogenol® selectively binds to collagen and elastin in the skin..

New Colleague Welcome



Joel Melillo joins Horphag Research USA as Vice President Sales & Marketing. His responsibilities include managing and cultivating the Sales performance of the region, contributing to optimizing the branded ingredient marketing efficiency in multiple channels and collaborating closely with key customers to help grow their base Pycnogenol® business. Joel will use his experience and expertise in new business development to support innovative product launches for Horphag's valued customers.

Joel has more than 22 years' experience previously with BASF, Cognis and Roche Vitamins in the industry spanning both coasts of the USA. His strength has been leveraging branded ingredient promotion to grow market share at retail for his customers. Joel's intimacy with the various market channels and customer business models makes him uniquely qualified to work in partnership with Horphag's clients to bring tailored concepts and product designs to market.

Joel earned his Master's degree in Economics from Rutgers University with an undergraduate degree from Lafayette College focusing on industrial engineering.

Please join us in welcoming Joel to our team. He can be reached at joel.melillo@horphag.com

Horphag Research Unveils New Ad Campaign

In a continuing effort to keep the Pycnogenol® brand fresh in the minds of our customers and consumers, we have evolved our voice to reflect the re-branding effort over the past thirteen years recognizing that our customers are quite familiar with the Pycnogenol® story.

We have concluded many research studies over time supporting the benefits associated with Pycnogenol® and felt there is a need to ask the reader to **Join the Conversation** and visit our website to view the videos from recognized physicians and consumers.



Join the Conversation

new research

Pycnogenol® Improves Varicose & Spider Veins Following Pregnancy

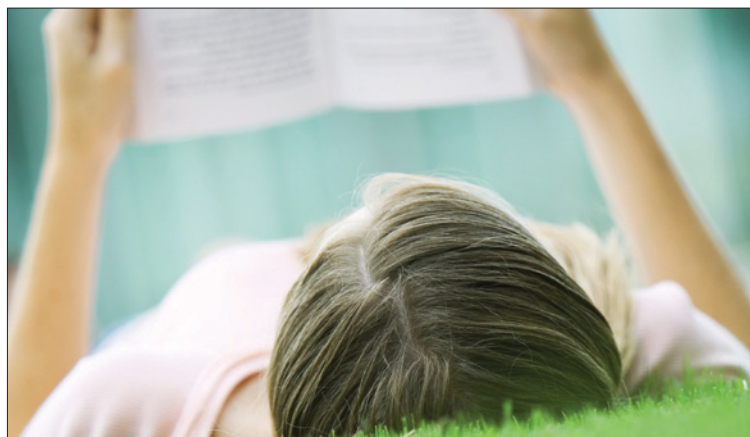
A study published in the *International Journal of Angiology* found that Pycnogenol® improves the appearance, swelling and discomfort of pregnancy-induced varicose veins and spider vein clusters. Supplementation with Pycnogenol® after six months was also found to significantly reduce leg cramps and the number of varicose veins.

Pycnogenol® Reduces Common Cold Symptoms, Severity & Duration

The second study on Pycnogenol® and the common cold, published in *Panminerva Medica*, further shows the efficacy of Pycnogenol® in reducing the duration and severity of the common cold. After four days of supplementation, the extract can help significantly reduce the number of lost work days, need for additional treatments and shorten the duration of common symptoms including sore throat, sneezing, running nose, cough, temperature and more.

Pycnogenol® Improves Memory, Focus, Decision-Making & Mood

The most recent study on Pycnogenol® in *Journal of Neurosurgical Sciences* further shows the efficacy of Pycnogenol® for enhanced cognitive performance, with a focus on healthy professionals. After 12 weeks of daily supplementation with Pycnogenol®, results were also shown to significantly improve mood, measurably boost mental performance, advance sustained attention and memory and dramatically reduce oxidative stress by 30 percent.



welcome

In an increasing and crowded marketplace, the Pycnogenol® brand continues to thrive. We reflect on the road traveled that has made the brand what it is today and how we continue to raise awareness.

What is evident is that nothing would have been possible without the collaboration of our customers and we look forward to sitting down with you in the weeks to come.

Thank you for your support!

Best Regards,

A handwritten signature in black ink, appearing to read 'Victor Ferrari'.

Victor Ferrari
Chief Executive Officer
Horphag Research



featuring...

PYCNOGENOL®: STANDING OUT FROM THE CROWD

THE LATEST PRODUCTS USING PYCNOGENOL®

PYCNOGENOL® IMPROVES VARICOSE AND SPIDER VEINS FOLLOWING PREGNANCY

PYCNOGENOL® REDUCES COMMON COLD SYMPTOMS, SEVERITY AND DURATION

PYCNOGENOL® IMPROVES MEMORY, FOCUS, DECISION-MAKING AND MOOD

Pycnogenol® French maritime pine bark extract, is a registered trademark of Horphag Research Ltd and is protected by U.S. patents #5,720,956 and #6,372,266 and other international patents.
www.pycnogenol.com