

VITAFOODS EUROPE: ALGEA WILL BE PARTICIPATING IN THE INTERNATIONAL TRADE FAIR DEDICATED TO PROFESSIONALS IN THE NUTRACEUTICAL SECTOR

The Norwegian company that is part of the Valagro Group will attend the sector event in Geneva with its *AlgeaFood* range of functional foods and dietary supplement products, containing ingredients extracted from Arctic seaweed.

Atessa (CH) 8 April 2014 - Algea, a company forming part of the Valagro Group, is among the more than 700 exhibitors taking part in this year's *Vitafoods Europe*. The international exhibition dedicated to innovation in the nutraceutical field will be held from 6 to 8 May in Geneva. The Company will use this opportunity to explain the beneficial properties in the ingredients of its *AlgeaFood* range, which also received confirmation in the clinical study published in 2013 in the sector magazine "*Nutrafoods*".

Located in Norway, where the ecosystem is still intact and uncontaminated, Algea is the only Company in the world manufacturing seaweed-based ingredients, situated beyond the Arctic Circle. For over 75 years, Algea has been collecting and processing *Ascophyllum nodosum*, a brown seaweed that is unique in the world, and which grows in the intertidal areas of the cold Northern Seas. The impetus of the tides, prolonged exposure to light or darkness and severe temperatures have shaped this Arctic algae, which during its growth cycle, naturally develops highly valuable active components.

Algea knows *Ascophyllum nodosum* like no-one else, and is able to obtain the highest quality products from its processing, which are rich in active components such as alginates, fucoidans, polyphenols and fluorotannines; at every stage during production, from collecting at sea until the product is obtained, the Company uses innovative and sustainable methods, which make it possible to preserve the valuable active components, while at the same time, keep the marine ecosystem intact.

Algea developed the range of *AlgeaFood* nutraceuticals thanks to this significant know-how gained over many years of experience, and which was also made possible by the focused and continual drive towards innovation and research across the Valagro Group. These are phytocomplexes obtained from pure *Ascophyllum nodosum* harvested and processed directly in Norway using cutting-edge technology and systems; with the wealth of polyphenols, mannitol, vitamins, minerals and alginates, *AlgeaFood* products represent an effective contribution to a person's physical well-being.

The nutraceutical ingredients developed by Algea, *Phyto AlgeaFood* and *AlgeaFood I-Plus* are an invaluable support for both weight control, as they can help reduce white body fat and inhibit the enzyme alpha-amylase - involved in the metabolism of complex carbohydrates - and for the integration of iodine in the diet. The latter is in fact bio-available to the human body and is an essential element for human beings in many stages of life. It is also useful in supporting the performance of athletes and sports enthusiasts that are looking for a natural energizer.

According to a recent study published at the end of 2013 in the scientific journal *Nutrafoods*, the seaweed *Ascophyllum nodosum* is rich in biologically active components (such as alginates, fucoidans, polyphenols, fluorotannines, fibre, vitamins, minerals and antioxidants), which can help reduce the body mass index and weight, and increase the levels of adiponectin: in fact, as shown by the trend in the clinical study, an increase in this protein plays a crucial role because its presence in the body is inversely proportionate to that of body fat. Finally, the results of the study

showed that the active components of *Ascophyllum nodosum* may contribute to maintaining normal triglyceride levels.

*"Algea's presence once again at the Vitafoods Europe trade fair confirms how the company is constantly looking to the future in search of innovative solutions for human nutrition, in line with developments in the new frontiers of nutraceuticals, which today stands at the crossroads between health and nutrition - stated **Giuseppe Natale, CEO of the Valagro Group**. Algea has for years focused on creating innovative and effective solutions for people's nutrition, care and beauty, while always strictly respecting all living things and the environment. "*

Thanks to the top level scientific research conducted by Algea, the significant investments in research and development and the close partnership with the network of universities and research institutes that work with the Italian Group at an international level, Algea is constantly looking for new applications for the extracts of *Ascophyllum nodosum*. The substances contained in this brown alga are already used as ingredients in the fields of nutraceuticals for human nutrition, feeds, animal nutrition, as well as in agriculture as a fertilizer suitable for organic farming.

Valagro, the Italian company leader in the production and marketing of bio-stimulants and special fertilisers, employs a total of 350 people, of which 210 are based in Italy and 140 in its 12 branches around the world. In addition to its production site in Atessa in the province of Chieti (Italy), the company has four other production facilities abroad, in Norway and France. The Group achieved a turnover in excess of € 90 million in 2013, and invests approximately 4% of its turnover every year, equalling about 4 million Euro, on research and development for the creation of highly innovative products.

Constant growth in the Company has led to the diversification of its business, which is currently divided into four main areas: Farm for agriculture; Turf and Ornamentals for lawns and ornamental plants; Garden for gardening and Industrials for industrial sales to companies operating in the fertilizer sector. The company has also recently embarked on developing algae-based products for applications in human nutrition, cosmetics and animal nutrition.

For further information:

Valagro

Marco Rosso +39 334 6737943

m.rosso@valagro.com

Ufficio stampa MSL Italia

Alice Quitadamo 02 77336241

alice.quitadamo@mslgroup.com

David Sevalié 02 77336247 – 348 6722879

david.sevalie@mslgroup.com