

The role of para-pharmaceutics: Approach and results of using products containing vegetable extracts

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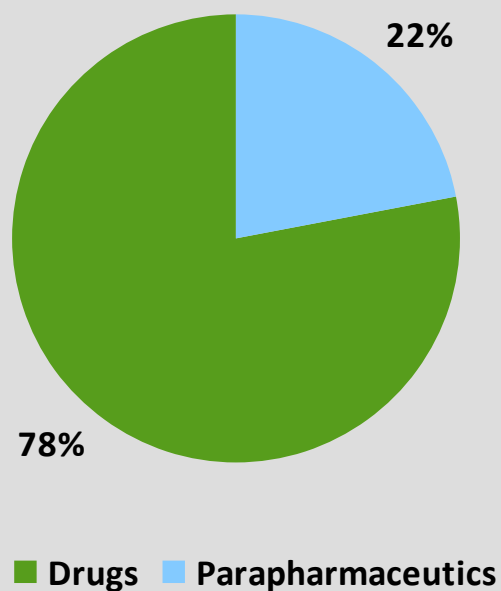
Anti-Ageing Conference London 2012
20-22 September, 2012



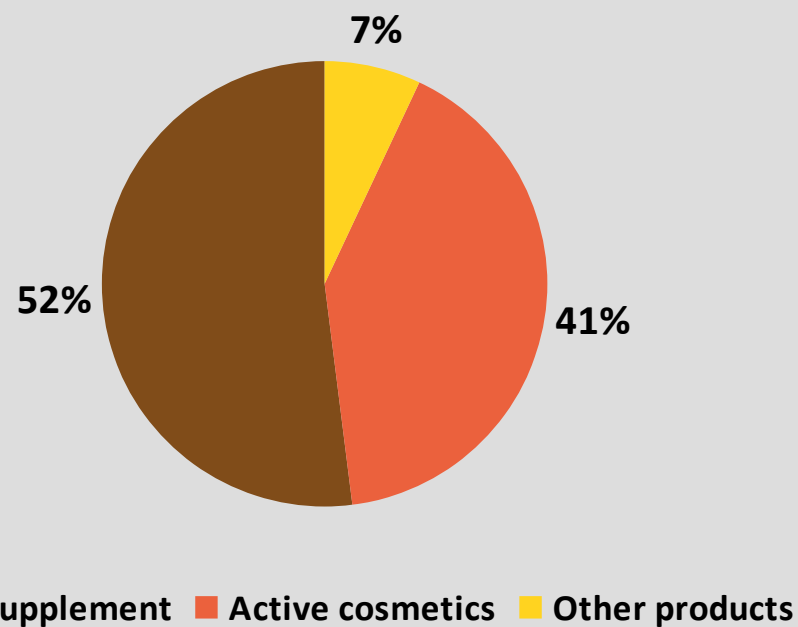
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Market of remedies maintaining optimal health in Russian Federation

Overall view



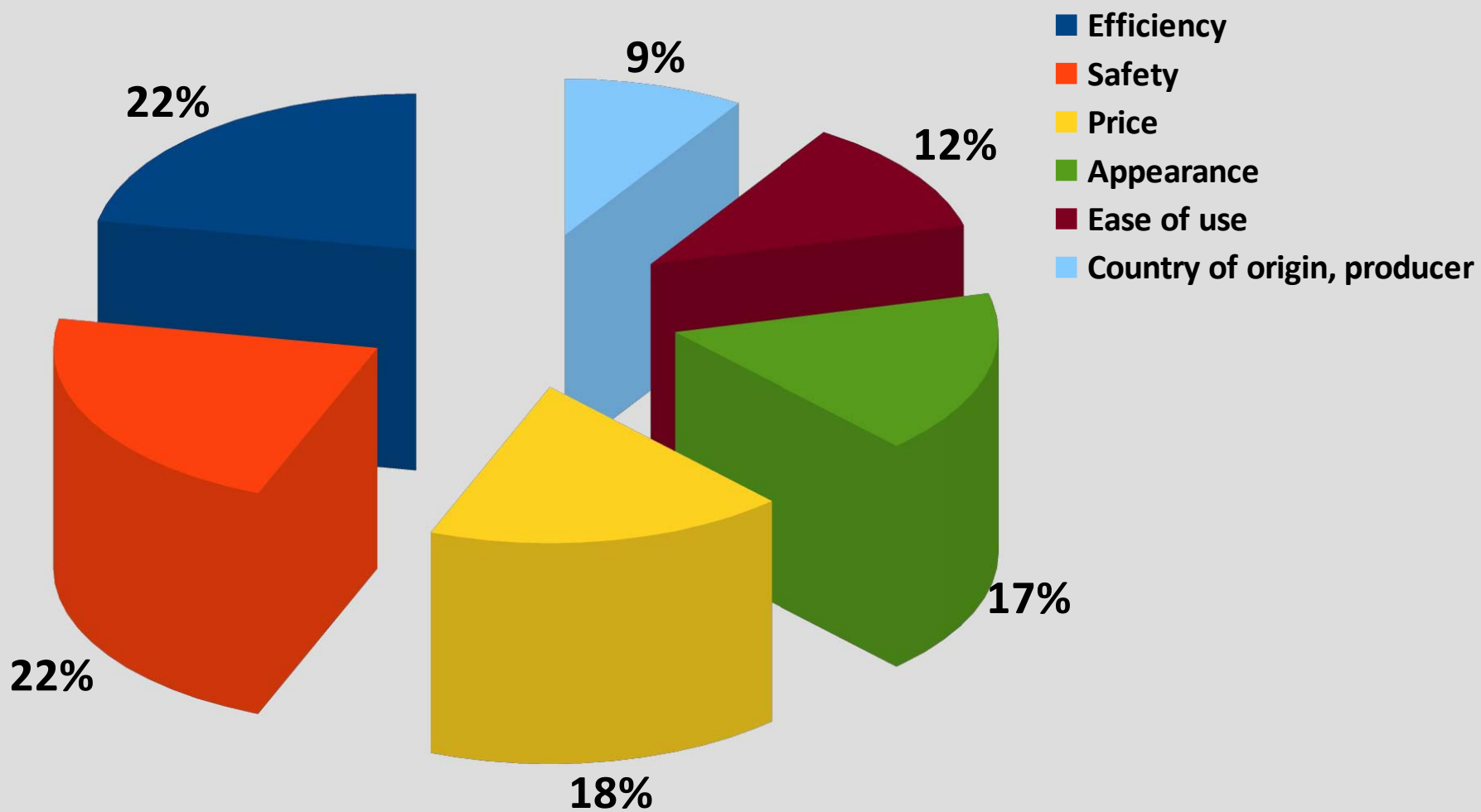
Parapharmaceuticals





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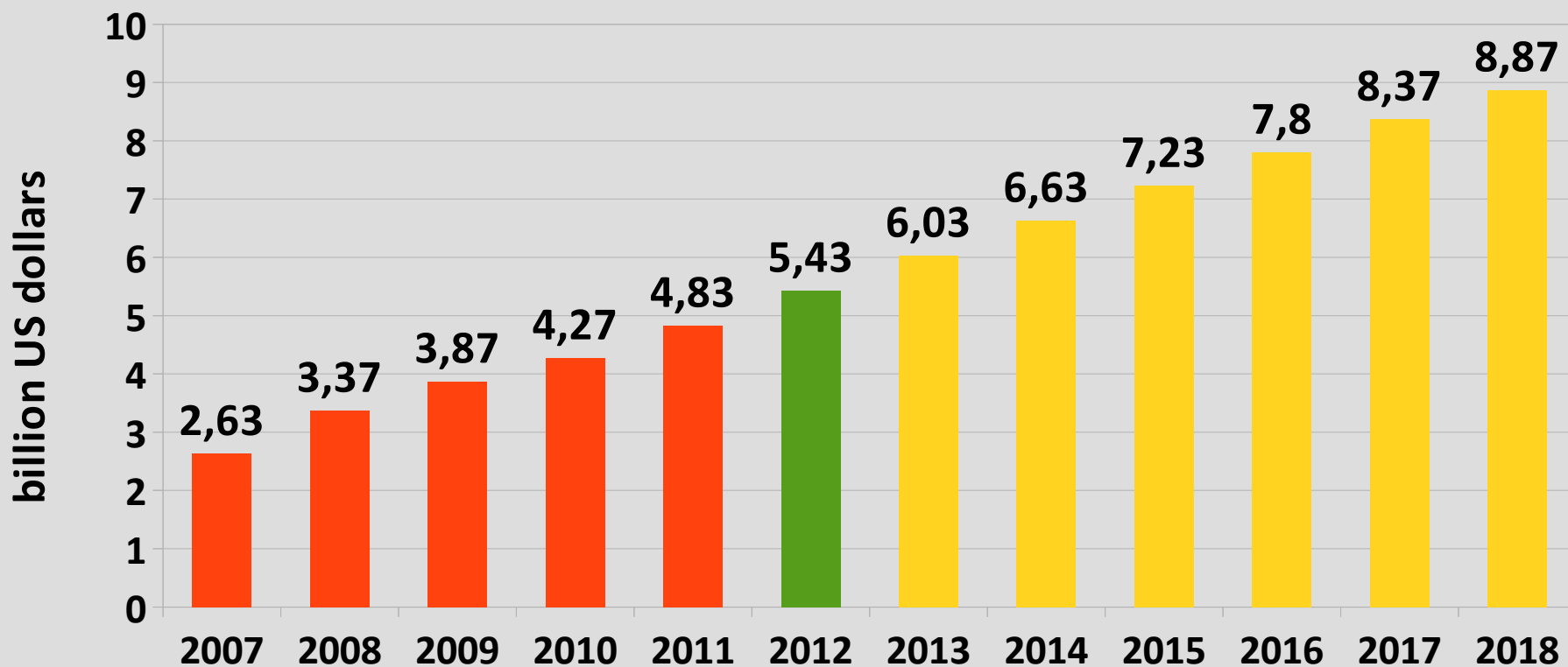
Consumer preferences while choosing food supplement in Russia





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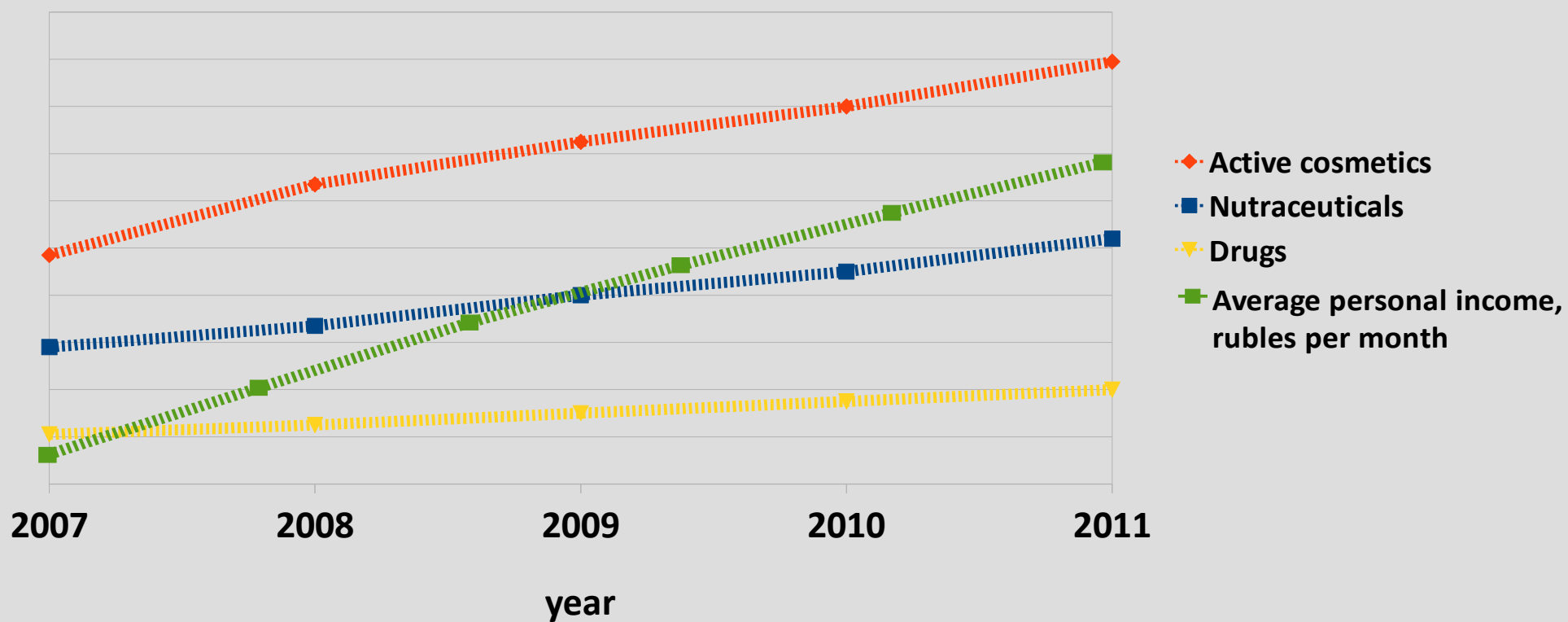
Parapharmaceutical market forecast within the period 2007-2018 in Russia, billion US dollars





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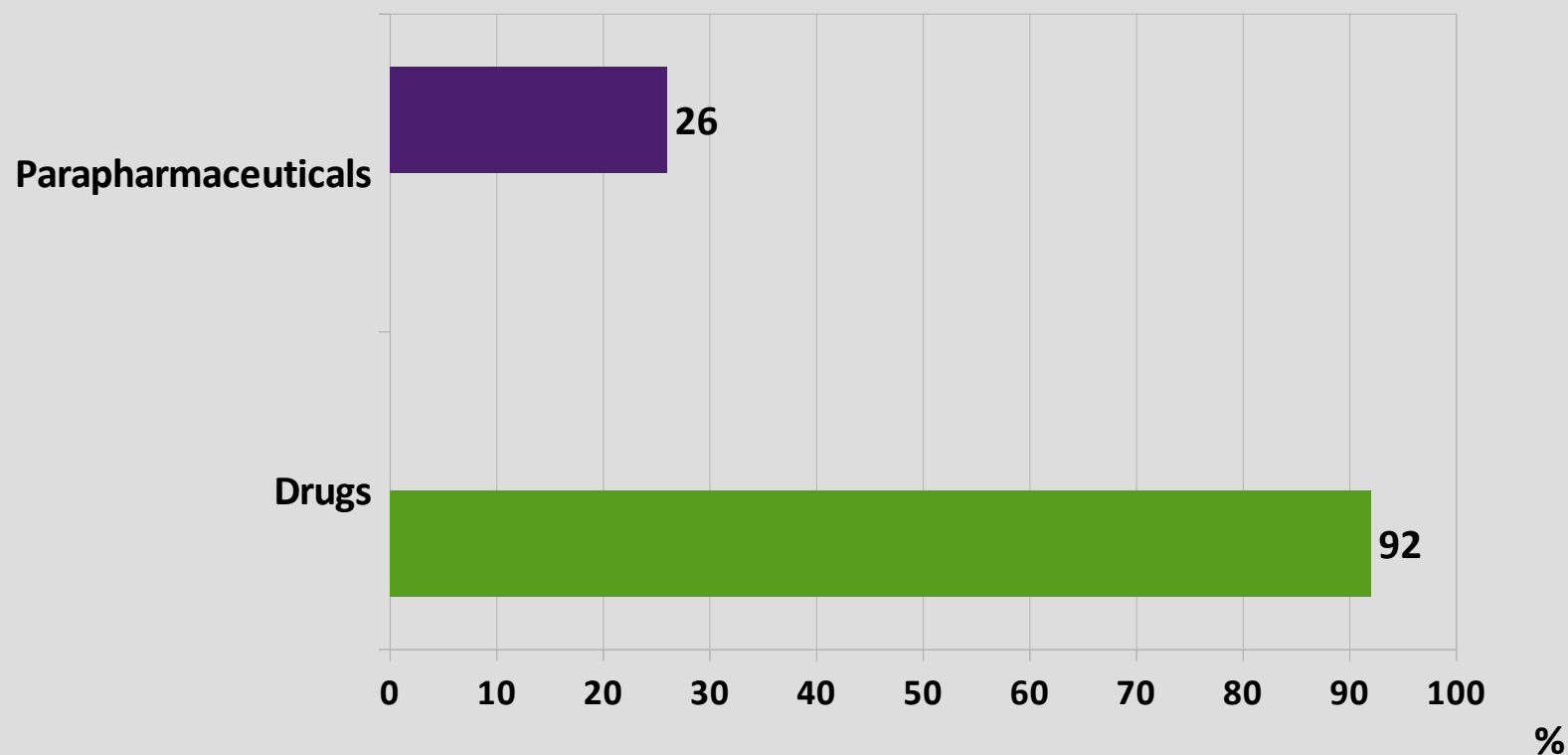
Growth dynamics of parapharmaceutical (nutraceuticals, active cosmetics) and pharmaceutical markets, average personal income trend in Russian Federation





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Health market saturation degree in Russian Federation in 2011





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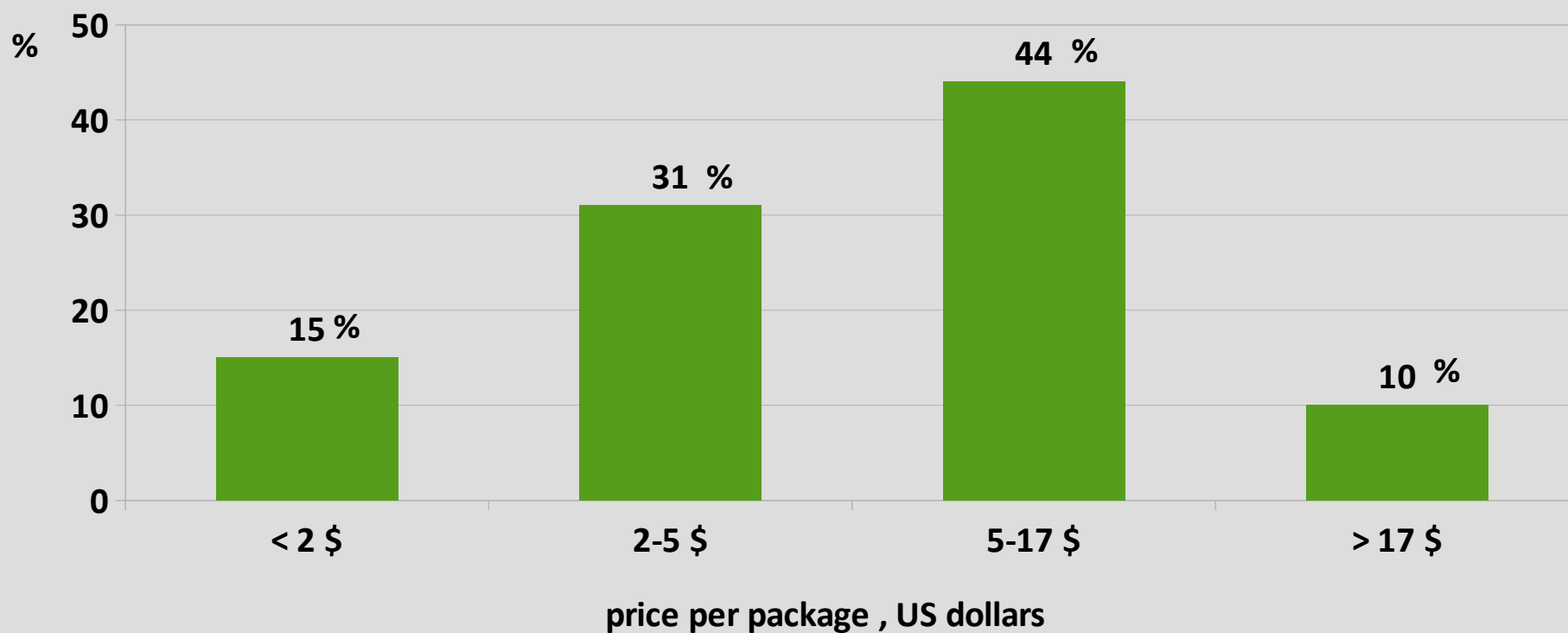
Krasnodar

Altai region



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Sales share of food supplement due to various price range on the russian market

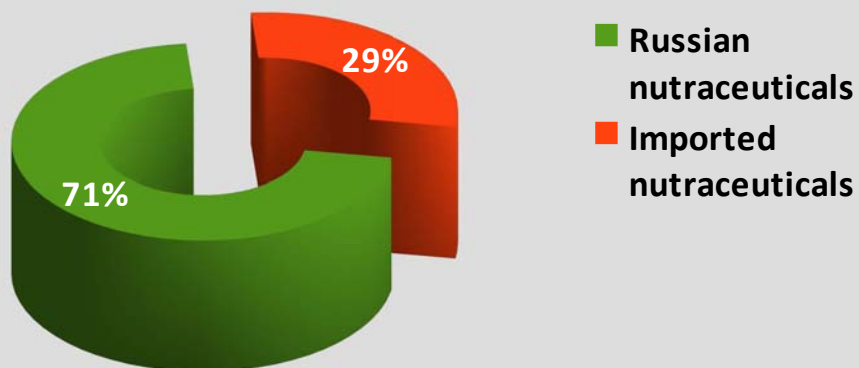




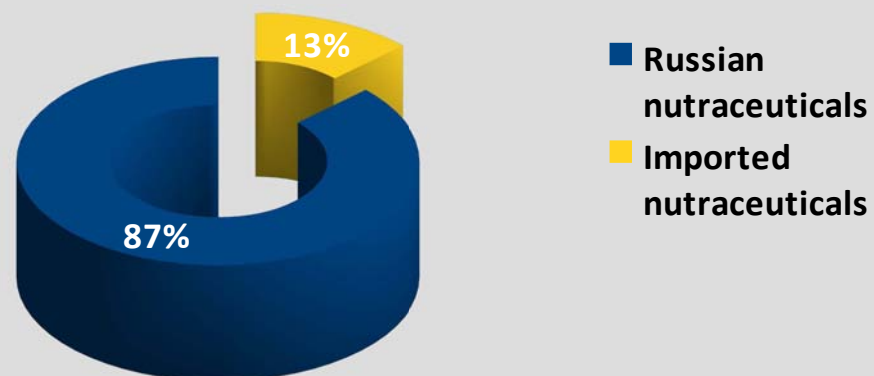
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Sales ratio of russian and imported nutraceuticals in monetary and quantitative equivalent

Monetary equivalent



Quantative equivalent





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Main groups of parapharmaceutical products in our product range

- Maintaining and stimulating immune system function;
- Vitamins and minerals;
- Bioregulators and peptides;
- Influencing gastrointestinal tract;
- Eliminating hair and skin problems;
- Supporting cardiovascular system function;
- Affecting the entire organism;
- Influencing reproductive system;
- Affecting central nervous system.





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Main groups of biologically active agents, influencing immunity:

1. Stimulating interferon synthesis
2. Stimulating lysozyme production in human body
3. Stimulating interleukin I synthesis
4. Increasing macrophages phagocytic activity
5. Immunomodulators
6. Stimulating local immunity





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Potato sprouts

- **Increase nonspecific organism resistance to various infections;**
- **Promote interferon synthesis induction;**
- **Antiviral remedy of vegetable origin;**
- **Anti inflammatory effect**





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Willow bark extract

- **Anesthetic effect;**
- **Anti inflammatory effect;**
- **Improve blood circulation;**
- **Antioxidant effect;**
- **Regenerative effect**





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THANK YOU !

