



## **Bionorica AG**

Bionorica AG, a family-owned German company for more than 76 years, is one of the world's leading makers of clinically-proven, plant-based remedies.

The market leader for development, research and discovery of herbal products in its home country, Bionorica is known worldwide for identifying and researching the best in nature with most modern scientific methods, and using the most innovative technologies to develop effective and safe natural remedies. The company's products have been scientifically researched and tested for decades, and are registered and approved by government health agencies in over 35 countries.

Bionorica invests a large portion of its revenue into researching the healing powers of nature and extensive clinical trials. Products from Bionorica have been the subject of multiple randomized, double-blind, placebo-controlled studies, which have demonstrated the effectiveness, safety, and quality of its remedies that support respiratory health, sinus function, and the immune system,

### **Corporate Philosophy**

Founded by Josef Popp in 1933, Bionorica introduced an evidence-based approach to botanicals. Today, the third generation of the Popp family is at the helm of Bionorica AG: pharmacist and entrepreneur Prof. Dr. Michael A. Popp, who seeks to incorporate his vision of "health from nature – based on science."

From Prof. Popp's perspective, nature and modern technology are complementary partners to research the healing power of nature. Under his direction, Bionorica became one of the first companies to begin testing herbal remedies in controlled double-blind studies, and to do intensive research in the areas of farming, analysis, pharmacology, toxicology, and clinical applications.

"Nature is the world's best pharmacy," Prof. Popp asserts. "We simply make use of modern technologies to unlock nature's secrets."

Much of the company's success is based on the continuous development and improvement of its cultivation, harvesting, production processes, and products. But producing the world's finest quality plant extracts is much more than mere cultivation and manufacturing; it is a mission and a way of life. This was one reason why Prof. Popp was voted 2008 Businessman of the Year in Germany by Ernst & Young, in recognition of his many successful and sustainable innovations.

## **The Bionorica Process**

For more than three generations, Bionorica has been unraveling the secrets of nature to develop highly effective solutions from plants. Unlike many other producers of natural remedies, Bionorica does not rely solely on traditional knowledge about various medicinal plants. The company tests herbal remedies in clinical studies that meet the same rigorous criteria required for synthetically produced substances.

Medicinal plants – and the special extracts made from them – have an advantage in that they often constitute an ideal combination of different active substances. That is why relatively small doses show good efficacy and have considerably fewer side effects than synthetic drugs.

From seed to harvest, to extraction, preparation and packaging, each step in the production process is performed with the utmost precision and quality assurance. The scientists at Bionorica AG oversee plant cultivation to ensure each stage of planting and growth has pure and optimal conditions, as well as the patented extraction process and quality control. This deep knowledge of herbal active substances is combined with award-winning, patented scientific procedures to obtain the essential oils, polyphenols, flavones, and flavonoids from each plant using extremely precise methods and very low temperatures.

Bionorica uses only non-genetically modified plants from cultivated field crops or controlled collection. This ensures that only the highest quality raw herbal materials go into product production, and that the quality of these products will remain consistent from batch to batch. Uniformly high quality and efficacy cannot be guaranteed when using plants obtained through uncontrolled wild collection. Plants often have such a complex molecular structure that it would be far too complicated and expensive to develop the same components synthetically.

Bionorica has also developed new, patented manufacturing techniques for the production of fluid extracts, concentrates, and dry extracts, and has applied for patents for the energy saving concentration process it has developed for extraction and production processes. The company continues to research both well known medicinal plants and new plants that might be used for future applications.

## **Market Expansion**

Bionorica currently offers five products to the U.S. market: Sinupret® Plus and Sinupret® for Kids (for sinus, respiratory, and immune support), Bronchipret® (for support of lower respiratory health), Flexipret® (minor back and joint pain), Menopret® (menopause symptoms), and Cyclopret® (PMS). Because these herbal products contain botanical active ingredients, they are classified in the U.S. as dietary supplements (as determined by the Dietary Supplement Health and Education Act, or DSHEA).

Sinupret for Kids\* entered the U.S. market at an opportune time, when the Food and Drug Administration (FDA) recommended a ban on over-the-counter products for children under the age of two, due to lack of proof and safety. Sinupret, with its solid research portfolio, is available as an alternative for parents seeking a natural way to support a child's healthy respiratory, immune system, and sinus function.

The Bionorica AG group currently consists of nine global companies with sites in Germany, Russia, Great Britain, Poland, Spain, Hungary, Austria, Hong Kong, and now the United States. Additionally, the company has representatives in Ukraine, Belarus, china, Kazakhstan and Uzbekistan, Latvia, Lithuania, and Estonia. Expansion into new markets, including India, Japan, and Brazil, is currently in the planning stages.

### **A Spirit of Innovation**

Bionorica's innovative spirit and dedication to natural, sustainable practices is applied to every aspect of its business. The best example of this is the company's corporate headquarters in Neumarkt, Germany, with its emphasis on eco-effectiveness, environmental protection, and employee health and safety. With its solar panels and other energy-saving technologies, the climate-friendly building leads the way in "green" design and wellness-friendly working conditions, and reflects Prof. Popp's personal and corporate mission to use nature's resources consciously and responsibly. Independent experts have noted that this "eco-cube" is the most modern ecological building in Europe.

This compassionate, socially responsible stance extends well beyond the company's Germany-base operations through Phytokids, a nonprofit foundation founded by Prof. Popp in 2007 to help sick and lonely children and adolescents in hospitals and children's homes the world over.

Bionorica continues to innovate in other ways, too. Developing methods to detect previously undiscovered therapeutic effects of plants is as much a focus as the continuous control of raw materials and finished products. Working worldwide with leading scientists, hospitals, universities, and research facilities, the company also hopes to continue building awareness and acceptance among doctors, pharmacists and patients for plant-based, natural products.

*More information about Bionorica can be found at [www.bionoricausa.com](http://www.bionoricausa.com).*

*\* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.*