

Valensa is committed to the authenticity of saw palmetto

A major player in saw palmetto extracts, the North American company Valensa International (Parry Group) defends the interests of these active ingredients positioned in benign prostate hyperplasia and associated urinary disorders. To make the voice of non-adulterated extracts heard, Valensa has set up a continuous improvement process, from the harvesting of the berries to the characterization of certified extracts.

Saw palmetto extract is obtained from the ripe berries of *Serenoa repens* - a palm that is native only to the far southeastern region of the United States (the states of Florida and Georgia). This is where Valensa harvests its raw materials, which it then processes in a program of continuous quality improvement of its extracts, marketed under the brand names USPlus® and Prostate 360® (see box).

A CONTROLLED SUPPLY CHAIN

First of all, traceability. Valensa has established long-term partnerships with landowners to ensure a consistent supply. The company has also deployed technology to track the location of the harvest, which is vertically integrated to better control each step of the process. Saw palmetto crops are mapped and monitored throughout the year in Florida and South Georgia. Valensa's proprietary growing model allows for harvesting at the right place and time to ensure berry volumes and quality.

By 2025, all of the ripe berries harvested for Valensa will be harvested through partnerships with contracted harvesters. By 2021, 90% of the harvest will be contracted, while in 2019 it was just over 25%.

SUSTAINABILITY AND SOCIAL RESPONSIBILITY.

Valensa has made all stakeholders aware of the benefits of harvesting the mature berries of the dwarf palm. While they yield three to four times more oil, these mature berries provide the oil extract that has been clinically proven to be effective. Working with farmers, the Florida state government and scientists, sustainable practices have been developed and promoted. Valensa has

also obtained all permits from the Florida State Department of Agriculture to legally harvest saw palmetto berries with full traceability. Contracts with major farmers allow for a fair share of the price of the berries to be paid to make the business model attractive and sustainable: farmers and Valensa can invest in the

Fondée en 1999 et basée à Orlando (Floride), Valensa International a développé une gamme d'actifs d'origine naturelle positionnés dans la santé articulaire (FlexPro ES® et FlexProMD à base de l'astaxanthine Zanthin®), de l'œil (EyeProMD basée sur Zanthin®), de la prostate (Prostate 360® à base de saw palmetto, de cranberry et de graines de citrouille ; USPlus®, saw palmetto et lycopène), ainsi que pour la santé des femmes (Cran-Gyn-Pro®, cranberry, D-mannose et probiotiques). Valensa propose également de la spiruline et de la chlorelle bio de sa société sœur Parry Nutraceuticals, toutes deux intégrées au groupe indien Murugrappa. Les actifs de Valensa sont distribués en France par Natural Ingrédients.



Founded in 1999 and based in Orlando (Florida), Valensa International has developed a range of naturally derived active ingredients positioned in joint health (FlexPro ES® and FlexPro®, based on Zanthin®, astaxanthin), eye health (EyePro®, based on Zanthin®), prostate health (Prostate 360®, saw palmetto, cranberry and pumpkin seeds; USPlus®, saw palmetto and lycopene), as well as for women's health (Cran-Gyn-Pro®, cranberry, D-mannose and probiotics). Valensa also offers organic spirulina and chlorella from its sister company Parry Nutraceuticals, both part of the Indian Murugrappa Group. Valensa's active ingredients are distributed in France by Natural Ingredients.

long-term management of these crops.

Valensa is associated with professional organizations to support and develop responsible channels and practices: AHPA (American Herbal Products Association), ABC (American Botanical Council).

CHARACTERIZED AND AUTHENTIC EXTRACTS

Valensa's pure and active quality saw palmetto extracts are offered at the concentration that has been shown to be effective (320 mg) through numerous studies.

The extracts are tested for compliance with the United States Pharmacopeia (USP) monograph. Among the parameters monitored are oil content and fatty acid profile.

They also comply with Proposition 65 of the State of California which sets limits on contaminants. Finally, the extracts comply with Good Manufacturing Practices (cGMP) in accordance with FDA standards. Numerous clinical studies have validated the efficacy of saw

palmetto extracts on the syndromes of the Benign Hyperplasia of the Prostate (BPH). According to the standards put in place by the USP, these extracts must contain a specific content of total fatty acids. In addition, the ratios of fatty acids to lauric acid must be respected to ensure authenticity and provide a bioactive fingerprint. This is the case with USPlus® extract. •

50%

One out of two men between the ages of 50 and 60 is affected by benign prostate hyperplasia - a percentage that increases with age.

58

Number of clinical studies demonstrating the efficacy of lipidosterol extracts of palm on lower urinary tract symptoms.

Saw Palmetto USPlus®

La pureté est notre point de différence

Seul extrait protégé par plusieurs brevets américains développés par Valensa.

USPlus®
Pure Lipidosterolic Extract

- 100% naturel
- Sans allergènes
- Sans OGM
- Sans gluten
- Disponible en BIO

DISTRIBUTION EXCLUSIVE EUROPE



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UN PROCESSUS DE PRODUCTION MAÎTRISÉ POUR ASSURER QUALITÉ ET TRAÇABILITÉ



Culture

Le véritable Saw palmetto provient exclusivement de Floride. Ce petit palmier sauvage ne peut être pas être cultivé. Il pousse naturellement depuis des siècles sur ces terres au sud de la Géorgie.



Récolte

Nos baies de Saw Palmetto sont récoltées dans la nature à la main de mi-août à octobre lorsqu'elles sont véritablement mûres. Ce qui demande 4x plus de temps que des baies vertes récoltées mais permet d'en d'obtenir la plus haute concentration d'actifs.



Identification

Chaque baie est identifiée par l'ADN pour s'assurer qu'elles soient bien issues des palmiers *Serenoa repens*.



Séchage

Les baies humides sont séchées dans les 5 jours suivants la récolte sauvage. Séchées par les installations de Valensa sur place, à Jasper en Floride.



Extraction

Une extraction avec du CO₂ supercritique propre à haute pression (Deep Extract®). Ce procédé offre l'extraction la plus complète d'un végétal. Il s'agit d'un processus entièrement naturel qui n'utilise pas de solvants chimiques.