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Oggetto : PHARMANUTRA PARTNERS WITH THE
LUNA ROSSA PRADA PIRELLI TEAM
FOR THE 37th EDITION OF THE
AMERICA'S CUP

Testo del comunicato

Vedi allegato.

PHARMANUTRA PARTNERS WITH THE LUNA ROSSA PRADA PIRELLI TEAM FOR THE 37th EDITION OF THE AMERICA'S CUP

Pisa, 15 November 2022 – A new partnership emblematising excellence, to clinch the oldest and most prestigious sports trophy in the world: [PharmaNutra S.p.A.](#) (MTA; Ticker PHN), a company specialising in mineral-based nutritional supplements and medical devices for muscles and joints, **has partnered with the Luna Rossa Prada Pirelli Team in the campaign for the 37th edition of the America's Cup**, the legendary sailing competition dating back to 1851, to be held in Barcelona, Spain between September and October 2024.

The company founded by brothers Andrea and Roberto Lacorte, which plays an active part in the world of sport through a series of important sponsorships and medical partnerships, will support the prestigious Italian challenge for the America's Cup with its brand Cetilar[®], a complete line of products for muscles and joints containing Cetylated Fatty Acids (7.5% CFAs), available as Cream, Patch, Tape and, since September, Oral versions.

An across-the-board partnership that will involve **the presence of the Cetilar[®] brand on the official clothing** of the Luna Rossa Prada Pirelli team and the development of the innovative and ambitious **Human Performance project**, which was officially presented in detail today, during a press conference at the Museum of Ancient Ships in Pisa.

In addition to the Lacorte brothers and several representatives of the Luna Rossa Prada Pirelli Team – headed by skipper Max Sirena, Operations Manager Gilberto Nobili and helmsman Francesco Bruni – today's meeting was also attended by Chair of the Italian Sailing Federation, Francesco Ettore, and members of the scientific team of the Human Performance project: Germano Tarantino (Chief Scientific Officer of PharmaNutra), Fred Fernando (CEO of MedEx), Professor Silvio Presta, Psychiatry specialist and PhD in Clinical Neuropsychopharmacology, the Luna Rossa Prada Pirelli physiotherapist Stefano De Pirro and the two owners of Athletica, Sports Conditioning & Rehab, Alessio Erra and Filippo Della Latta.

A very high-level working group, created specifically for the purpose with leading experts in various sectors, in order to improve the psychological and physical condition of the members of the Luna Rossa Prada Pirelli crew, in order to face the upcoming challenge of the America's Cup with their full potential.

Physical condition, injury prevention, nutrition and mental preparation: these are the main sectors on which the Human Performance project focuses, striving – through the leading experts in their respective

sectors and an on-going exchange between the various sectors – to obtain the very best performance possible.

*“We are pleased and proud to accompany a world-class partner like the Luna Rossa Prada Pirelli Team in this new, eagerly-awaited challenge for the America’s Cup. And, above all, to share with the team our medical and scientific expertise in the field of preparation”, declared **Andrea Lacorte, Chairman of PharmaNutra S.p.A.** “Between now and the America’s Cup we anticipate a period of intense and stimulating work, with a multitude of ideas to develop in order to ensure the Luna Rossa crew the very best mental and physical performance”.*

*“Human Performance is an unprecedented project in sailing: we have involved leading medical and scientific experts, with whom we have already worked in the field of motor sports, in order to develop an ambitious innovative programme”, added **Deputy Chair and Managing Director Roberto Lacorte.** “Striving for the best physical and mental performance, in a challenge like the America’s Cup, is an essential aspect and the reason that urged us to lay the foundations for this project, in which we have great confidence”.*

*“We are very happy to have PharmaNutra and its ‘Human Performance’ (Route to Barcelona 2024) medical and scientific project alongside Luna Rossa Prada Pirelli,” explains **Max Sirena, Team Director of Luna Rossa Prada Pirelli.** “PharmaNutra is a nutraceutical and pharmaceutical leader that has worked with sports teams for some time, following not only physical condition, but also a general programme to enhance overall performance. We are convinced that this programme will help us a great deal in organising the preparation of our crew in the best possible way, allowing them to give their very best onboard in the run-up to the 37th America’s Cup”.*

*“During the last America’s Cup, both the boat and the crew achieved a very high level of perfection that amazed everyone,” concluded **Gilberto Nobili, Luna Rossa Prada Pirelli Operations Manager.** “However, that should not be considered as achievement but a starting point for the next Cup. We are working very hard on the new vessel, constantly improving keel, systems and strategies, both in the water and on land, and we want to dedicate the same attention to the physical condition of our crew, because we know how important it is during the regatta. We are convinced that, thanks to the partnership with PharmaNutra and the team dedicated to us, we will be able to fully exploit the individual characteristics of our boys in order to achieve an outstanding result at team level.”*

PharmaNutra S.p.A.

Founded and led by Chairman Andrea Lacorte and Deputy Chairman Roberto Lacorte, PharmaNutra is a company established in 2003 that develops unique food supplements and innovative nutrition devices by carrying out the entire production process, from the proprietary starting materials through to the finished product. The effectiveness of its products is demonstrated by a wealth of scientific evidence, including 135 publications involving more than 7000 subjects. The Group distributes and places its products on the market in Italy and abroad. Within Italy, sales activities are carried out through a network of over 160 medical science liaisons serving the medical profession, as well as focusing on the exclusive marketing of PharmaNutra products to pharmacies throughout the country. Sales activities are guaranteed abroad in 70 different countries through 47 partners chosen amongst the best pharmaceutical companies. PharmaNutra is a market leader in the manufacture of dietary supplements containing iron with its SiderAL® brand, where it boasts important patents covering its Sucrosomial® Technology. Over the years, the Group has developed a precise strategy regarding the management and production of intellectual property, based on integrated management of all the various components: proprietary starting materials, patents, brands and clinical evidence.

PharmaNutra.it

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