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SIDE BY SIDE WITH FERNANDO
ALONSO

Testo del comunicato

Vedi allegato.

PHARMANUTRA S.P.A.: CETILAR® SIDE BY SIDE WITH FERNANDO ALONSO

The Spanish driver, Formula 1 World Champion twice, will be the testimonial of the product line which this year is also on the market in the Nutrition version

Pisa, 25 May 2023 – [PharmaNutra S.p.A.](https://www.pharmanutra.it) (MTA; Ticker PHN), a company specialising in the sector of mineral-based nutritional supplements and medical devices for muscles and joints, announced that it has concluded a partnership agreement with the Spanish driver Fernando Alonso, a true living legend of motorsport, currently engaged in the Formula 1 World Championship.

He's 42 years old, winner of two Formula 1 world titles (2005 and 2006), two editions of the 24 Hours of Le Mans (plus one World Endurance Championship) and one 24 Hours of Daytona. Alonso, who already joined PharmaNutra three years ago during his participation in the 2020 Dakar, will be the testimonial of the Cetilar® brand, a line of products dedicated to the well-being of muscles and joints based on Cetylated Esters (CFA), an exclusive PharmaNutra patent, available in the Cream, Patch, Tape versions and Gold, but not only.

In fact, since last March, Cetilar® is also Cetilar® Nutrition, a new line of products dedicated to nutrition and improving the performance of competitive athletes. It's the result of years of studies in the nutritional field that the company founded in 2003 by brothers Andrea and Roberto Lacorte has carried on thanks to its technologies and its patents.

Roberto Lacorte, Vice Chairman of PharmaNutra Spa, stated: *"It's a true pleasure to be involved again with Fernando after the first, happy experience at the 2020 Dakar. This time it will be a different, very concrete partnership, as we will contribute to the improvement of his performance with the new products from the Nutrition line, and Alonso himself will be very important to provide us with direct feedback on the line. With Cetilar® we are already side by side with world-class excellences and this agreement will only increase our presence in sport at the highest levels, considering Fernando Alonso's sporting and human calibre".*

Fernando Alonso stated: *"I am very happy to collaborate again with Cetilar® after the positive experience of Dakar. I personally believe in our union, which I find makes a lot of sense as I use their products daily in my preparation days and also on race weekends. The fact that I consider them valid is therefore obvious and now being able to work personally in the development of the new ones will be very interesting".*

The Cetilar® brand will accompany Fernando Alonso during this 2023 in the preparation of the Spanish driver, who, as pointed out by Lacorte, will bring all his experience accumulated in over 30 years of racing (his first victories date back to the second half of the eighties, in the kart field), in order to improve the effectiveness of the products in the line. A double-track collaboration, therefore, with an athlete with an all-round experience in the field of motorsport, which fits perfectly with the corporate philosophy of PharmaNutra, a company that has always been particularly active in research and development.

PharmaNutra S.p.A.

Founded and led by Chairman Andrea Lacorte and Vice Chairman Roberto Lacorte, PharmaNutra is a company established in 2003 that develops unique nutritional supplements and innovative medical devices, taking care of the entire production process, from proprietary raw materials to the finished product. PharmaNutra is a leader in the production of iron-based nutritional supplements under the SiderAL® brand, where it holds important patents on Sucrosomal® Technology, and is considered one of the emerging top players in the medical device sector dedicated to restoring joint capacity thanks to the Cetilar® brand. The effectiveness of the products is demonstrated by a number of scientific evidences, including more than 120 publications. In Italy, the sales activity is carried out through a network of over 160 Commercial Scientific Informants serving the medical class and dedicated to the exclusive marketing of products to pharmacies and parapharmacies throughout the national territory. Sales abroad are guaranteed in over 71 countries through 45 partners selected among the leading pharmaceutical companies. Over the years, the Group has developed a precise strategy in the management and production of intellectual property, based on the integrated management of all components: proprietary raw materials, patents, trademarks and clinical evidence.

PharmaNutra.it

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