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**PRESS RELEASE**

**Innexus to showcase OptiPEA® – the safe and reliable pain relief solution**

With demand for nutraceutical pain relief solutions on the rise, Innexus Nutraceuticals is to showcase the first source of PEA produced entirely in Europe for use as an active ingredient in dietary supplements.

PEA (palmitoylethanolamide) is a naturally occurring bioactive lipid that offers a genuine nutraceutical alternative to problematic pain relief drugs. OptiPEA®, which will be on show at Vitafoods Europe 2018, is the leading PEA raw material available. It is sourced sustainably from RSPO-certified palmitic acid and manufactured entirely in Europe using a patented production process.

With all other PEA manufactured in Asia, OptiPEA® is the only PEA ingredient to be manufactured entirely in Europe. It is reliable, safe and ethically sourced.

Samuel Zonneveld, CEO at Netherlands-based Innexus, said: “Because of the difficulties in treating chronic pain, it is not uncommon for sufferers to take matters into their own hands. At the same time, the problems that result from sustained use of opioids – both pharmaceutical pain-killers and non-prescription drugs – are becoming ever clearer.”

He added: “Unlike most of these, PEA doesn’t have any negative side effects. Yielding consistently positive results in replicable research since its discovery in 1952, its efficacy and safety have been documented in over 658 scientific articles. PEA represents a natural and effective alternative to these drugs, and one that is suitable for long-term use.”

“Today’s consumers are well-informed; they demand and deserve transparency. OptiPEA® offers full, transparent documentation to dietary supplement companies, who can benefit from the appeal of a branded, quality ingredient for consumers,” Zonneveld added.

Innexus will exhibit on Booth J92 at Vitafoods Europe, which takes place 15-17 May 2018 at Palexpo, Geneva.

OptiPEA® is:

• Roundtable on Sustainable Palm Oil (RSPO) certified

• Manufactured in accordance with Good Manufacturing Practise (GMP)

• ISO 9001:2008 quality assured

• Manufactured in Food and Drug Administration (FDA) inspected facilities

This high-quality synthesised PEA makes use of the body’s own defence mechanisms and is an ideal nutraceutical for patients with chronic pain and inflammation. It has been subject to a full spectrum of chemical analysis and clinical research, all of which points to its efficacy, safety and total lack of side effects. As well as its safety for end consumers, OptiPEA® provides guaranteed reliability for business partners.

**ENDS**

**About OptiPEA®**

Our bodies produce PEA ‘on demand’ when cells are threatened, but sometimes it cannot produce enough. Chronic pain tends to involve two cell types in particular – mast’ and ‘glial’ cells. When taken orally, OptiPEA® targets these inflammatory cells. It supplements the natural production of PEA and restores their normal activity. This calming effect eliminates the pain and restores harmony in and between the cells.

PEA has a generalised ‘rebalancing’ and anti-inflammatory effect because it regulates a number of different cellular systems simultaneously. This includes those linked to chronic pain, but also early immune responses, which makes OptiPEA® a potent agent against the common cold.

Another advantage is that it easily moves from the blood into nervous tissue, such as the brain. Once it arrives here, it restores ‘intracellular homeostasis’. Put more simply, it recreates chemical stability. In doing so, PEA helps in the regrowth and repair of nervous tissues, which makes it appropriate for treatment of degenerative diseases of the central nervous system (CNS).

PEA is mostly used in tablets, capsules, sachets and creams.

**About Innexus**

Innexus Nutraceuticals is a supplier of specialty nutraceuticals, founded in the Netherlands in 2015. The company works with talented PhD chemists and experts in the nutritional field to develop and market exciting ingredients. Innexus conducts extensive research before adopting an ingredient to its portfolio so customers can be certain that it is both safe and high in quality. Integrity is one of Innexus’ core values and the company strives to meet the highest ethical standards in its daily business. OptiPEA® is the registered logo and trademark for high-quality, pure, safe-to-use PEA.