

Innexus to showcase use of PEA as an ingredient in dietary supplement

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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.

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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 synthesized 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.