

13/03/2023

neopharma Japan Co., Ltd.

**Launch of 'ALAVITAL', A New Supplement Containing 5-Aminolevulinic Acid
- Supporting Health and Skin with a Mixture of 4 Functional Nutritional
Ingredients (zinc, iron, niacin, and biotin) -**

neopharma Japan Co., Ltd. (represented by Satofumi Kawata) will launch sales of 'ALAVITAL', a new supplement containing 5-aminolevulinic acid, on Wednesday the 15th of March 2023.



5-aminolevulinic acid (hereinafter referred to as "5-ALA") is a natural amino acid that has likely existed on Earth for around 3.6 billion years, and is often called the "the fundamental substance of life" due to its probable connections with the birth of living. Without the presence of 5-ALA in our bodies, it would be impossible to produce energy, and thus it is utterly indispensable for our biological functions. Recently, there has been increasing interest in 5-ALA and its applications, especially in the field of health support.

neopharma Japan, through our ownership of a 5-ALA production plant in Fukuroi, Shizuoka Prefecture, Japan, has focused on developing 5-ALA applications in various fields. Our existing 5-ALA-containing supplement, "5-ALA 50mg", has been used by a wide range of people since its launch in April 2021.

Our new supplement, "ALAVITAL", now contains 25mg of 5-ALA per capsule, as well as 4 additional Functional Nutritional Ingredients (zinc, iron, niacin, and biotin) to better support and meet a wider range of consumer health needs.

Furthermore, a '5-ALA Certification Mark', which was established to raise awareness of 5-ALA and facilitate identification of similar products, is displayed on the rear side of the ALAVITAL packaging. The inclusion of the word 'Fukuroi' at the bottom of the label indicates that this 5-



Trademark Registration Pending
(Application No: 2022-001531)

ALA product was produced at the Fukuroi Plant, the sole factory capable of 5-ALA mass production in the world. From this production site, we desire to support the health of humans, fauna, and flora around the globe.

<For Inquiries Regarding this Press Release, Please Contact>

neopharma Japan Co., Ltd.

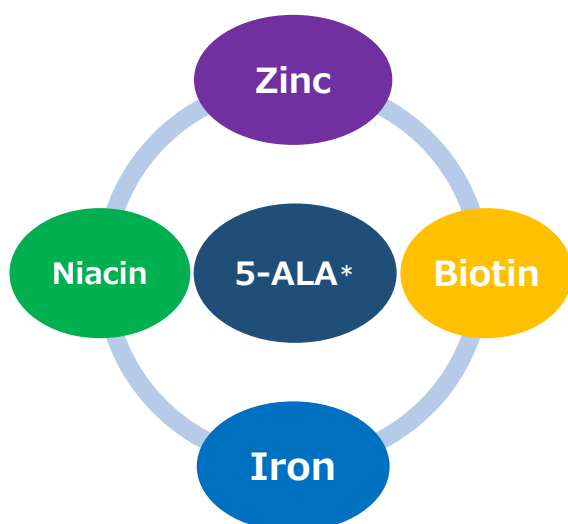
(Tokyo, Chiyoda Ward, Kojimachi 6-2-6, PMO Kojimachi 2F)

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【Product Information】

Product Name	ALAVITAL 〈Food with Nutrient Function Claims (zinc, iron, niacin, biotin)〉
Launch Date	15/03/2023
Sales System	Mail-Order from ALAVITA Official Website https://www.alavita-cosmetics.com/pet/
Ingredients	Starch (manufactured in Japan), zinc-containing yeast, amino acid powder (containing 5-aminolevelunic acid phosphate), maltodextrin / HPMC, sodium ferrous citrate, niacin, sucrose fatty acid esters, coloring agent (caramel), fine-grained silicon dioxide, biotin
Net Content	10.2g (TW per packet, 340 mg x 30 capsules), Approx. 15~30 days
Storage Methods	Store in a cool place away from direct sunlight, high temperatures and high humidity.
Country of Origin	Japan
Vendor	neopharma Japan Co., Ltd.

【The Four Functional Nutritional Ingredients】



Zinc:

Zinc is essential for a normal sense of taste. This nutrient is also involved in metabolizing protein and nucleic acid, maintaining good health, and keeping skin healthy and membranes mucous.

Niacin/Biotin:

Niacin and biotin are nutrients that help maintain healthy skin and mucous membranes.

Iron:

Iron is essential for producing red blood cells.

*5-ALA is not considered a Functional Nutritional Ingredient