

## neopharma Japan Announces Launch of “WIZALA”, A Supplement for Adult Dogs and Cats

neopharma Japan (CEO: Satofumi Kawata) is pleased to announce the product launch of a “WIZALA” 5-ALA supplement specifically made for adult cats and dogs.

After spending many years together, pet owners often find it easy to recognize the signs of aging in their beloved pets and may feel anxious about their health. Thus, by guaranteeing the healthy transition of pets into the senior stages of their life, both pets and their owners can experience a positive impact on their quality of life. Building off the knowledge gained from our existing pet supplement, “EneALA”<sup>\*1</sup>, we were able to develop WIZALA with the goal of supporting the vitality of these older cats and dogs.



30 sachets/packet: ¥3,970 (tax incl.)

(Launch: 01/05/2023)

WIZALA is a new pet supplement brand developed by neopharma Japan with the slogan “Always with you in health”. We aspire for WIZALA with be there with your precious family members as they have ‘good times’, make ‘many memories’ together and live through many ‘healthy days’.

## [Product Information]

<b>Product Name</b>	WIZALA (For Adult Cats and Dogs)
<b>Launch Date</b>	01/05/2023
<b>Sales System</b>	Mail-Order from ALAVITA Official Website <a href="https://www.alavita-cosmetics.com/pet/">https://www.alavita-cosmetics.com/pet/</a>
<b>Ingredients</b>	Dextrin, bonito powder, iron citrate, amino acid powder (5-Aminolevulinic Acid)
<b>Net Content</b>	15g (TW per packet, 500mg x 30 sachets)
<b>Storage Methods</b>	Store in a cool place away from direct sunlight, high temperatures and high humidity.
<b>Country of Origin</b>	Japan
<b>Vendor</b>	neopharma Japan Co., Ltd. 〒102-0083 Kojimachi 6-2-6, Chiyoda-ward, Tokyo

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## [Glossary]

**\*1 EneALA**

Launched on February 13<sup>th</sup> of 2019, EneALA is the first\* dog and cat supplement in the world that contains 5-ALA (5-aminolevulinic acid), and thus far has been exclusively used for veterinary purposes. This supplement supports the maintenance of good health by replenishing 5-ALA levels, which are often deficient in the bodies of pets. It is recommended for owners who want their dogs and cats to "stay young, healthy and energetic".

\*As a product made using 5-ALA manufactured through fermentation methods.

Product Website: <https://eneala.jp/>