

## Combating intestinal complaints and allergies

### **CPHl worldwide: German probiotics company SYNformulas seeks partnerships to drive internationalization**

- SYNformulas, leading probiotics supplier from Germany, will exhibit for the first time at the pharmaceutical trade fair CPHl worldwide in Milan
- Focus will be on promoting internationalisation of business through partners under the Kijimea® brand or established local brand families
- Excellent, evidence-based products, supported by publications in e.g. The Lancet, generate worldwide interest

**Gräfelfing, 21st October 2021.** SYNformulas, one of the leading probiotics companies in the field of treating intestinal complaints and allergies, is exhibiting for the first time at CPHl worldwide. From 9-11 November 2021 the company will present its groundbreaking offer for new licensing and distribution partnerships in the category "Finished Dosage Formulation". At booth 1D51, trade fair visitors and interested exhibitors will have the opportunity to take a closer look at the scientifically researched products of the *Kijimea*® umbrella brand and examine distribution opportunities in countries that have not yet been tapped. *"While we are successfully represented with Kijimea® in 10 European countries - and sales are steadily growing – we want to make use of the full potential of our strong brand and focus on international distribution partnerships in the future,"* says David Rietbrock, Managing Director of SYNformulas GmbH.

The *Kijimea*® portfolio ranges from products against chronic intestinal complaints to novel treatment options for allergy sufferers. Notably, the significant efficacy of SYNformulas products has been impressively proven by clinical gold standard studies<sup>1,2</sup>. Publication of these studies in renowned journals such as *The Lancet Gastroenterology & Hepatology* has received a lot of attention and a great interest worldwide.

SYNformulas exclusively own the world's only patented bacterial strain that has proven significant efficacy in the treatment of irritable bowel syndrome in two gold standard studies – both in live and heat-inactivated form.<sup>1,2</sup> Based on these positive study results, the bacterial strain was recently included in the newly updated version of the *S3 Guideline Irritable Bowel Syndrome*<sup>3</sup> - the standard guideline for clinical practice, independently compiled and edited by the *German Society for Digestive and Metabolic Diseases (DGVS)*.

*"Around 11% of the population worldwide is affected by irritable bowel syndrome – and the prevalence is rising continuously! The disease affects people of all ages and sufferers often feel left alone with their discomfort. With strong distribution partners, we want to give these people access to our groundbreaking therapy options and give them back some quality of life",* says David Rietbrock.

SYNformulas is represented at CPHl by the management team around David Rietbrock (Managing Director), David Schmidt (Director Product Management) and Dr. Max Dingler (Director Research & Development).

## Key facts SYNformulas at CPhI worldwide

Date: 09.-11.11.2021

Category: Finished Dosage Formulation

Booth: 1D51

You will be at CPhI worldwide and would like to arrange an **exclusive interview**?

Please contact us at [press@synformulas.com](mailto:press@synformulas.com) .

Managing Director David Rietbrock is also available for interviews in advance.

Further information on the SYNformulas fair appearances can be found here:

<https://fairs.synformulas.com/>

<sup>1</sup> Guglielmetti, S. et al. (2011). Randomised clinical trial: Bifidobacterium bifidum MIMBb75 significantly alleviates irritable bowel syndrome and improves quality of life – A double-blind, placebo-controlled study. *Aliment. Pharmacol. Ther.* 33, 1123-1132.

<sup>2</sup> Andresen V. et al. (2020). Heat-inactivated Bifidobacterium bifidum MIMBb75 (SYN-HI-001) in the treatment of irritable bowel syndrome: a multicentre, randomised, double-blind, placebo-controlled clinical trial. *Lancet Gastroenterol Hepatol.* 2020 Jul; 5 (7), 658-666.

<sup>3</sup> Layer, Andresen et al. (2021). Update S3-Leitlinie Reizdarmsyndrom: Definition, Pathophysiologie, Diagnostik und Therapie des Reizdarmsyndroms der Deutschen Gesellschaft für Gastroenterologie, Verdauungs- und Stoffwechselkrankheiten (DGVS) und der Deutschen Gesellschaft für Neurogastroenterologie und Motilität (DGNM). Juni 2021.

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## About SYNformulas GmbH

SYNformulas is a globally leading probiotics company focused on researching the human microbiome and developing breakthrough, evidence-based probiotics that significantly improve the quality of life. Under the brand Kijimea® the company's medical products, nutritional supplements and products for supplementary balanced diets are sold in ten countries on a pharmacy-exclusive basis.

SYNformulas achieved a breakthrough in the treatment of irritable bowel disease: In two independent studies the patented bacterial strain B. bifidum MIMBb75, which is used for the products Kijimea® IBS and Kijimea® IBS PRO, showed significant efficacy in the widespread disease irritable bowel syndrome and was most recently included in the S3 guideline Irritable Bowel Syndrome.

For its pioneering product development with clinically proven efficacy, the company relies on an expert research & development team as well as cooperation with a broad network of internationally recognized researchers and universities.

SYNformulas is based in Gräfelfing close to Munich and is a subsidiary of the healthcare incubator FUTRUE, which operates internationally with over 20 companies.

[www.synformulas.com](http://www.synformulas.com)

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