



LARUS Pharma_{srl}



WHO WE ARE

LARUS Pharma founded in 1994, produces and distributes health products and in 2013 became part of the world Iridiem Group S.A. with own Iridien Pharma S.r.l.

It offers a wide range of innovative products that combine patented microcapsule technology and traditional remedies such as pure and natural essential oils.

The Cer'8® brand with patented formula owned by our company, is developed as an anti-mosquito repellent and subsequently extended to other applications, all from where the history of our company started. The brands of our company are sold world wide market, in Italy, on Pharmacy and GDO channels through its network of agents, on international markets through exclusive distributors for each country market.

IRIDIEM Pharma was founded in 2012 to develop effective, safe and innovative solutions to better satisfy of customers in the areas of skin care products and cosmetics, food supplements and medical devices. IRIDIEM Pharma is today a division of **LARUS Pharma s.r.l.**, dedicated to the development and production of cosmetic products.



OUR ACTIVITIES

- Research & Development
- Production
- Quality Control
- Distribution
- Export

Imagination in health care

From a tailor made formula to the finished product, through high standards of quality, innovation and creativity.

From the distribution in different channels up to the expansion in foreign markets thanks to the knowledge of experts in the pharma and mass market areas.



RESEARCH and DEVELOPMENT

From a new idea starts the need of research.

LARUS Pharma follows the evolution of each product, step by step, from the study of the formula, to the selection of high quality raw materials and active ingredients, throughout the manufacturing process, until the distribution.

We rigorously select state-of-the-art laboratories to create new and competitive formulations, meeting the needs of the market in full compliance with regulatory requirements.

The LARUS Pharma formula portfolio covers:

HAIR CARE

NATURAL INSECT REPELLENT

SKIN CARE

AROMATHERAPY

SUN PROTECTION

FOOD SUPPLEMENTS

and more...

The formulas used by our company
are dermatologically tested
and guarantee high skin and systemic tolerability



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PRODUCTION TAILOR MADE

To pay attention to the client, to set up a project together and to get to the final formulation are the three most important steps that lead to the industrial process, that finally makes real the initial idea.

LARUS Pharma can offer tailor made products that meet both the desire of the client and the needs of the consumer, thanks to its expertise and the strict cooperation with the best manufacturing sites in Italy.

Each phase of the production process, from the selection of raw materials to the chemical-physical and microbiological tests of the finished product, is defined by an accurate control of the production process



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QUALITY CONTROL

The various phases of the products developed by **LARUS Pharma** for the cosmetic lines, food supplements and medical devices, comply with good manufacturing practices and the production plants are GMP, UNI EN ISO 9001, HALAL and FDA approved, starting from the production process, packaging and quality control.

The production processes are periodically checked and validated to always guarantee high quality standards and respect for the environment.

LARUS Pharma manufactures and supplies tailor made products in pharmaceutical and cosmetic formulas in multidose or single dose:
oils, lotions, emulsions,
creams, shampoos, sprays,
roll-ons, patches with essential oils,
capsules, granules, ampoules, tablets, stickpacks ...



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DISTRIBUTION

The organization of **LARUS Pharma** can take care of the distribution in the Italian market (both in the Pharmacy and Mass Market) of any kind of products in the cosmetic and health care area.

LARUS Pharma assures assistance also for:

MARKETING

LOGISTICS

SALES

ADVERTISING & PROMOTION



EXPORT

LARUS Pharma deals with the international extension of product sales by relying on and establishing close relationships with local distributors by region and country, thanks to a commercial system on the product portfolio.

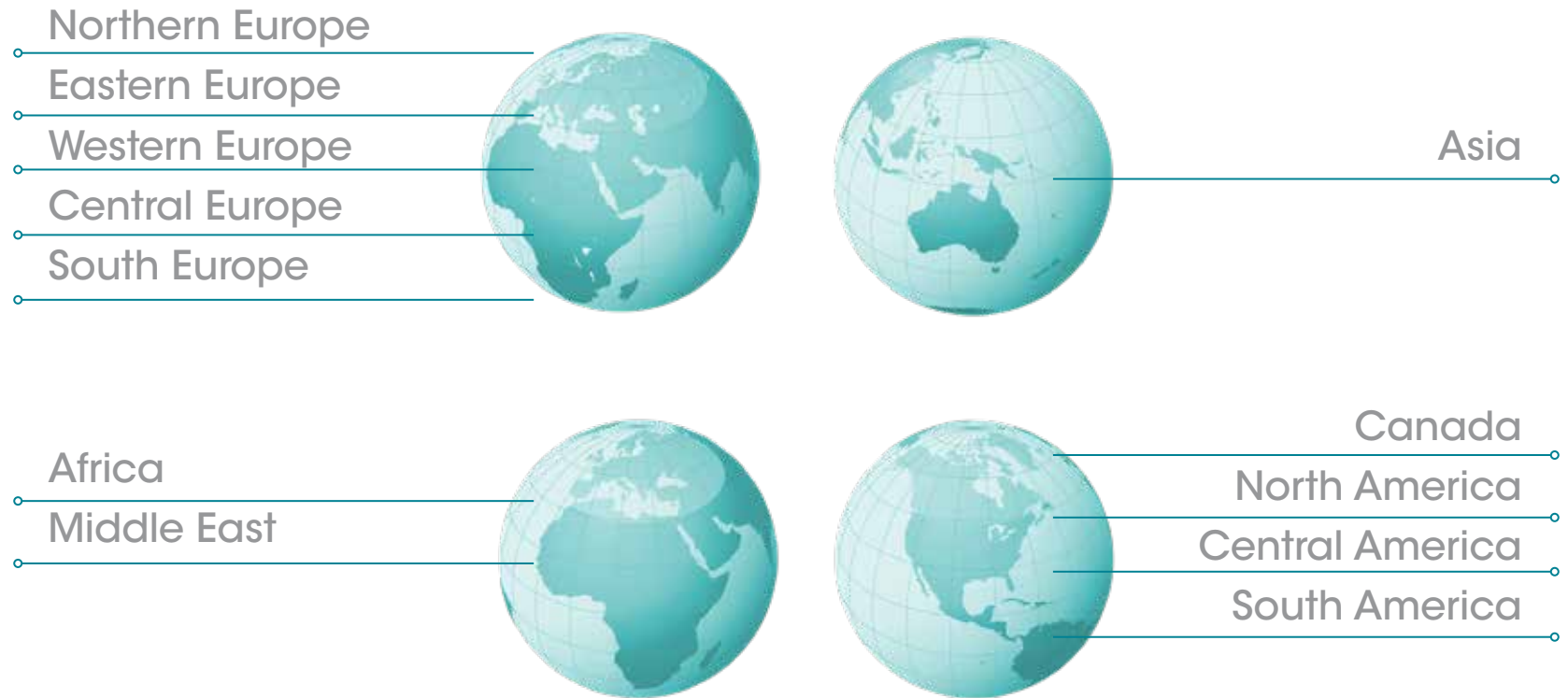
The formulas and finished products, in line with the different legislations, the assistance of a competent and up-to-date Regulatory Affairs Division and the important network of distributors in all the most significant countries in the world can transform Italian success into global success.

LARUS Pharma assists the Client in his internationalization process with:

- MARKETING SUPPORT
- THE LOGISTICS
- DISTRIBUTION AND SALE
- ADVERTISING AND PROMOTION



GLOBAL SUPPLY DISTRIBUTION MAP



OUR BRANDS



OUR BRANDS



CORPORATE & PRIVATE LABEL MOSQUITO LINES



CORPORATE & PRIVATE LABEL BREATHE LINES



CORPORATE & PRIVATE LABEL





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