



NUTRI-SUPPLEMENT SCIENCE  
Made in Italy

## Value Proposition

# Company Purpose & Brand Mission

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## RESPECT FOR THE INDIVIDUAL AND NATURE

Nature, in its countless forms, has a pre-established harmony and timeless power. We believe in the therapeutic power of medicinal plants and mushrooms, which we have always handled with a scientific approach.

The core value of our organisation is respect: for the health of the consumer, for nature and for the people who work with us.

## PRESERVE YOUR PSYCHO-PHYSICAL WELL-BEING

Health affects the quality of life of every human being, this is why we produce safe nutraceuticals with effective active ingredients to support consumers in daily prevention and healthcare.

AVD Reform was established with this mission in 1978 in Parma, the Italy Food Valley, by its CEO, Olivio Ravasini. Today his son, Francesco Ravasini, continues the family business tradition as Managing Director, with the daily commitment to research, selecting the best raw materials and developing effective science based nutraceuticals.



# Our Value Proposition



**MADE IN ITALY**

**R&D**

**SCIENTIFIC  
COLLABS**

**CLEAN  
ENERGY**

**AVD  
NUTRACEUTICALS**

**MICOTHERAPY**  
medicinal mushrooms  
cultivated in Europe

**AVD MED**  
advanced nutraceuticals  
Made in Italy

# 1. Research and Development

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## QUALITY

Constant search for uncompromising quality has always distinguished us, it's in our DNA. We use long-standing, certified suppliers with whom we have a twenty-year relationship. In addition, rigorous checks on the raw materials we use are carried out by independent bodies.

## EFFECTIVENESS

We use innovative, often patented, active ingredients in order to always be at the forefront and offer maximum effectiveness. Titrated and phytosomized dry extracts, phytocomplexes and bud derivatives are expertly combined depending on the desired effect, in order to make the most of synergies, increase their bioavailability and ensure a precise, deep and long-lasting biological action.

## SAFETY

Our scientific technical staff is highly specialized and committed to constantly research innovative, scientifically-proven solutions. We also work with Experts and Opinion Leaders who support us in the formulation of our products and training.



## 2. Scientific Collaborations

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### SCIENTIFIC PARTNERSHIPS

AVD formulations are supported by evidence and data from studies, conducted in partnership with Italian Universities and Hospitals to validate the effectiveness and safety of our nutraceuticals. We work in collaboration with the prestigious Universities of Bologna, Modena & Reggio Emilia, Padova, Pavia and with the Polyclinic of Messina.

### SCIENTIFIC PUBLICATIONS

Our collaboration with Universities, Hospitals, Experts and Opinion Leaders has enabled us to publish academic clinical trials to prove the effectiveness of our products.

### SCIENTIFIC TRAINING

We have always strived to promote a scientific nutraceutical culture by offering continuous on-site, online and customized training of high academic value.



## 3. Environmental and Social Impact

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### CLEAN ENERGY

We produce our nutraceuticals ourselves, with no intermediaries and in small batches in order to guarantee the freshness of the products and have total control over the entire production chain. We have installed a photovoltaic system in our headquarters which provides a large part of the energy used for the production of our products.

### CERTIFICATIONS

Several AVD products have obtained the ICEA Bio (IT BIO 006), ICEA Vegan (113 VEG 001), and Play Sure Doping Free certifications.



### SOCIAL COMMITMENT

For years we have been serving our community through constant support of Parma's department of paediatric oncology, our disabled community and other public welfare services.





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