



A FOOD SUPPLEMENT COMPANY

COMPANY PRESENTATION

OUR COMMITMENT to give you the best, always



Heart of Pomegranate, on the market, first Food Supplement product line based on K Monakolin and Ellagic Acid totally developed in Italy.

2006

2008

2011

2014

2017

2018

2020

2022

2024



Product Portfolio reaches **60 FOOD SUPPLEMENTS PRODUCTS**, and **74 BIO SKIN CARE PRODUCTS**.



Over **20 INTERNATIONAL DISTRIBUTORS** reached.



Achievement of **AIAB** certificate. Exports increase between 2022 and 2024.



Optima Italia founded in Gallarate Partnership with Ransom Plc, UK Company founded in 1885 and quoted at London Stock Exchange, begins.



Optima Italia becomes **OPTIMA NATURALS** and achieves independence.



Certification launch **BIO LINE**.



Product Portfolio reaches **92 FOOD SUPPLEMENTS PRODUCTS**, **3 MEDICAL DEVICES**, and **182 BIO SKIN CARE PRODUCTS**.



Achievement of **ISO 9001:2025** and **UNI/PDR 125:2022** certificates. Introduction of **15 NEW PRODUCTS**.

MISSION and Vision



Our Mission

We are committed
to improving people's
wellbeing through
NATURAL PRODUCTS.



Our Vision

Is to build a Company
that could play a top player
role in the development of
natural and effective food
supplements market.

PEOPLE you can rely on



Optima Naturals Staff is composed of graduates and skilled people with a significant percentage of skills in **Natural Medicine** and **Laboratory Operations**.



OPERATIONS and Certifications



ISO 9001:2015

HACCP

475X



AIAB

Uni/PdR 125:2022

Moreover we work following latest consumer's requirements:

Not using SLS,
Artificial Colors
and additives
or Parabens

Using
food grade
preservatives

Caring
about
vegetarians
vegans and
religious
needs

Sustainable
activity
supported by
photovoltaic
panels

OUR DAILY COMMITMENT

is our point of strength

Our Daily Commitment focuses on four main activities:



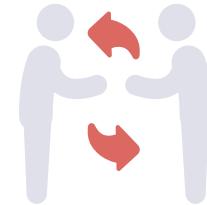
1. RESEARCH AND DEVELOPMENT

For natural and effective formulations.



2. PRODUCT MARKETING

To develop innovative products, ready to meet the most current needs of consumers.



3. SKILLED ACCOUNTING

And Service to Customers.



4. LOGISTICS

Full automated medical grid Int. Duty Depot.

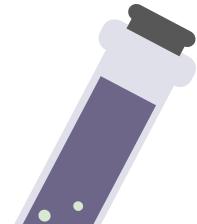
Our Business Model is based on “third party production”, all of our Manufacturers are GMP Certified and carefully selected

RESEARCH AND DEVELOPMENT

For natural and effective formulations



Our R&D Team focuses on the very last International Researches to develop formulations that could preserve both natural effectiveness and international food supplements highest standards.



All formulations and new products follow an at least 1 year program to ensure stability and safety, partnering with accredited Laboratories such as Neotron Spa and department of Science and Herbalistic Technology of Milan University.

Our R&D Team supervises and check daily all raw materials documents and samples to ensure purity and standardization of the products.



UNIVERSITÀ
DEGLI STUDI
DI MILANO



Our daily Commitment is our point of strength



PRODUCT MARKETING

To develop innovative products, ready to meet the most current needs of consumers.



Marketing Dept. involves Product Managers, Marketing Managers, Internal Graphics Dept, and Education Dept.

Our strong commitment is to reflect innovation in formulations building a strong product identity, making consumers feel safe and confident.

A complex Portfolio opens opportunities and covers many segments, making Optima Naturals an ideal partner for Pharma Groups, Distributors, and Pharma&Natural Retail Chains.

New products currently under development are 21 and cover additional market segments.



Our daily Commitment is our point of strength



PRODUCT MARKETING

To develop innovative products,
ready to meet the most current needs of consumers.

OUR BRANDS



Glucosamina
Joint Flex

PROVIDA®



OptiMax®
LIQUID FOOD SUPPLEMENTS

OptiMar®



Heart of Pomegranate®

Krill®



DEO
NATURALS

AUSTRALIAN
COMPANY
TEA TREE



Our daily Commitment is our point of strength

Registered logos at EUIPO



PRODUCT MARKETING

To develop innovative products,
ready to meet the most current needs of consumers.

OUR BRANDS



Food and skin supplement



Antiage



Respiratory and gastrointestinal system



Respiratory system



Joints and mobility



Depurative and denaturing



Cardiovascular system



Higiene personal



Gastrointestinal system



Nose hygiene and wellness



Cardiovascular system



Skin care



ACCOUNTING, SALES Customer Support



Company invoice 2024
4.150.000€

65%

Italy

35%

Overseas



Accounting, Sales and Customer Support



ACCOUNTING, SALES Customer Support



**Optima Naturals products can be found in more than
2000 points of sale in Italy and export markets.***

30% Pharmacies

20% parapharmacies / drugstores

35% herbalist shop

15% organic shops and supermarkets



Accounting, Sales and Customer Support



***In Volume**



LOGISTICS and other services



Our
Logistic
center



Located in Milan
near Malpensa
Airport



Our daily Commitment is our point of strength



ADVERTISING PRESS

To develop innovative products,
ready to meet the most current needs of consumers.



PUBLIC-FACING

INTERVIEW



Our daily Commitment is our point of strength



TRADE MAGAZINE



ADVERTISING PRESS

To develop innovative products,
ready to meet the most current needs of consumers.



We have a story to tell you

Our daily Commitment is our point of strength

ADVERTISING SOCIAL MEDIA

To develop innovative products,
ready to meet the most current needs of consumers.



FACEBOOK



[Optima Naturals](#)
[@optimanaturals](#)

INSTAGRAM



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VIMEO



[Optima Naturals](#)

YOUTUBE



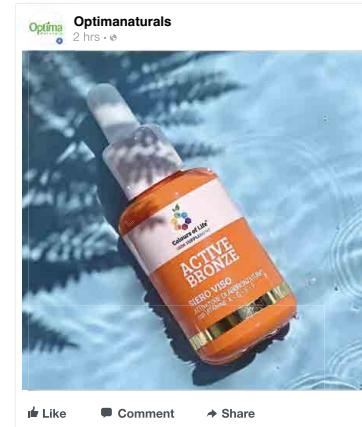
[Optima Naturals](#)



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ADVERTISING SOCIAL MEDIA

To develop innovative products,
ready to meet the most current needs of consumers.

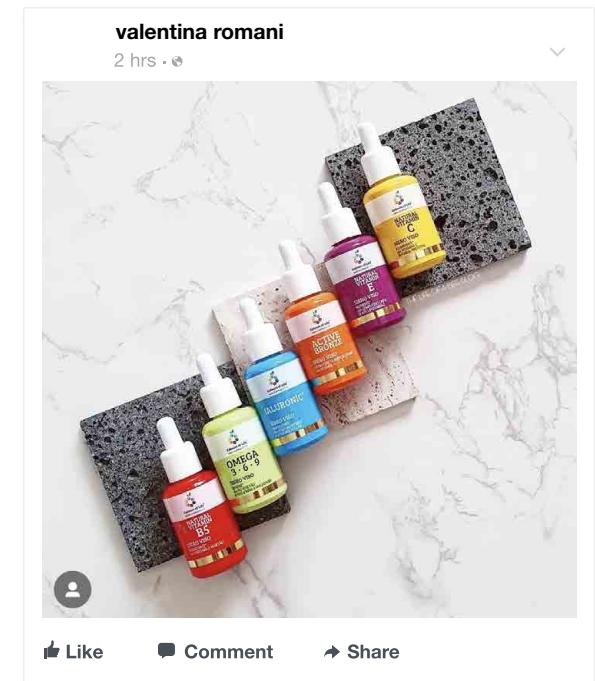


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ADVERTISING SOCIAL MEDIA

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COLLABORATIONS



Our daily Commitment is our point of strength

NOW FOCUS

Glucosamina Joint Flex





COLLAGENE MARINO





AUSTRALIAN COMPANY TEA TREE





DEO NATURALS



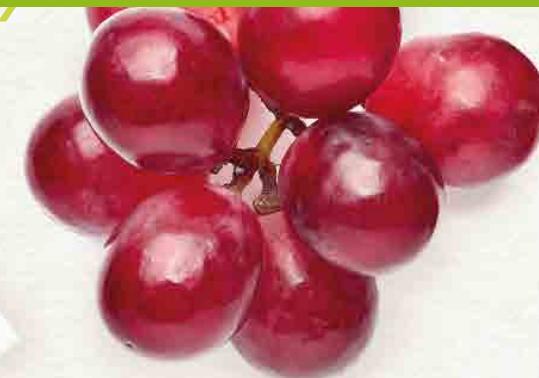


Colours of Life®





Colours of Life®
SKIN SUPPLEMENT





Echinacea Benefit



Heart of Pomegranate





PROVÍDA® BIO ALOE VERA



PROVÍDA®

Regular·Lax



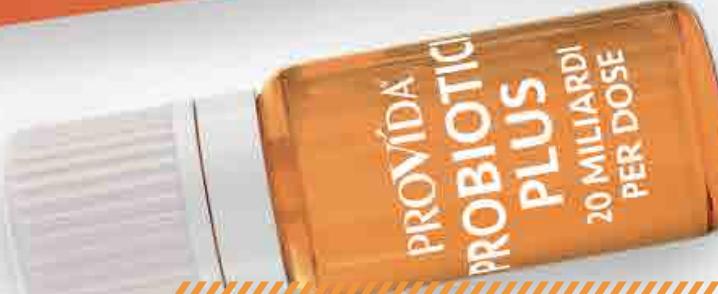
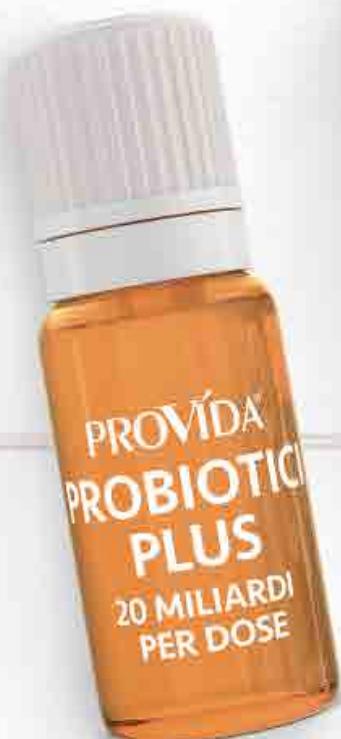
PROVÍDA®

DIGESTIVE HEALTH



PROVÍDA®

SPORE PROBIOTICI



Thank You!



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