

FORTÉ PHARMA LAUNCHES **EXPERT ANTI-CHUTE** IN ITS MAIN EUROPEAN MARKETS



- Forté Pharma expands the beauty range with *Expert Anti-chute*, a nutritional supplement for hormonal hair loss
- *Expert Anti-chute* provides the double action of slowing hair loss and stimulating its growth

**Barcelona (Spain), September 4, 2018.** Forté Pharma, Reig Jofre's nutritional supplements line, extends the hairline of the beauty range with the launch of **Expert Anti-chute**, a new hair care supplement in a single tablet for hormonal hair loss, especially recommended in male hereditary alopecia, female alopecia due to hormonal changes or prolonged stress, and alopecia areata.

Its advanced formula, result of Forté Pharma's R&D team research, provides the double action of helping regulate hyper-seborrhea, causative factor of hair follicle weakening and of boosting the growth. The unique and synergistic combination and the high concentration of its natural-origin ingredients contributes to nourish the capillary bulb, activate the microcirculation and protect from the oxidation derived from free radicals.

Forté Pharma launched *Expert Anti-chute* in Spain, France, Belgium and Portugal, main markets of the company and contemplates its future expansion to other markets where the brand is present.

Forté Pharma's beauty segment, integrated by nutritional supplements that provide natural solutions for hair and skin, complements with this new supplement the line of the hair care product composed mainly by *Expert Cheveux*, recommended in seasonal or diffuse hair loss, whose assets offer a triple action: force, volume and vitality; and *Expert Cheveux Shampoo* and *Lotion Anti-chute*, two natural formulas to complete and reinforce the food supplements effect that act from the inside.



Forté Pharma organizes its product portfolio into four segments: energy (32% of sales), weight control (30%), health (23%) and beauty (15%) at year-end 2017.

The marketing of Forte Pharma products is conducted mostly in Europe through own sales network. Forte Pharma's home market, and still today the first market of the brand, is France, which concentrated 67% of sales, followed by Iberia (Spain and Portugal) and Benelux, with 13% respectively, and 7% in the rest of the world.

Forté Pharma represented 19% of the Company's turnover at the end of June, 2018, and it showed an excellent evolution with sales increase of 42% compared to the same period last year, driven by the new launches in the ranges of weight control and health, in France, Belgium and Spain.

Receive Reig Jofre's news by registering in the company's **subscription center** of the new corporate website: **[www.reigjofre.com](http://www.reigjofre.com)**

#### **About Reig Jofre**

Founded in 1929 in Barcelona, Reig Jofre is a pharmaceutical company focused on the research, development, manufacture and marketing of pharmaceutical products and nutritional supplements. Reig Jofre directs its R&D to the development of new formulations and indications in the therapeutic areas of (dermatology, respiratory/ENT, gynecology); to the development of innovative molecules in collaboration with research start-ups or knowledge centers in either the technological specialization areas of (injectable products and beta-lactam antibiotics) or the therapeutic areas; and to the development of generic medicines of technological specialization. Reig Jofre has over 900 employees, 4 development and manufacturing centers in Europe (2 in Toledo, 1 in Barcelona and 1 in Sweden), direct sales in 7 countries and over 130 commercial partners in 67 countries worldwide. The company reached sales of €168 M in 2017. Reig Jofre trades on the Spanish stock exchange under the ticker RJF. Total outstanding shares: 65,050,067 shares

#### **For further information**

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