



ImmiFlex[®]
Shields you for life



Immiflex®

Immiflex® is a brand developed and owned by Immitec.

The product was first launched in Norway in 2006 and rapidly became a leading brand in the Immune Health category.

The key active ingredient in Immiflex® is Wellmune® - a proprietary strain of beta 1,3/1,6 glucans from Baker's Yeast.

Today, Immiflex® is distributed in several countries worldwide

Immitec Norge

Immitec has two strategic focuses;

- Pharma-Nutrients
- Consumer Brands

The common denominator is the platform of immune health technology from Biothera.

Immitec Norge: Consumer Brands

Immitec is developing science based and highly effective nutritional supplements, foods & beverages with Wellmune WGP® as the technology platform. The company's key brand, Immiflex®, is distributed in many parts of Europe & Africa.

A strong immune system is essential for the protection from viruses, bacteria and other foreign pathogens. With this as a starting point, the philosophy is to design Immiflex® products for different target groups, such as athletes, seniors, children and stressed adults! You can learn more about Immiflex® at www.immiflex.com .

Brand Strategy!

When you think Immune Health – think ImmiFlex®!

- The technology platform for ImmiFlex® is Wellmune®.
- Create a brand portfolio with products designed for different target groups in the Immune Health sector.
- Comply with EFSA Regulations regarding Health Claims.
- A 13.5 Health Claim Application is being prepared for Wellmune®. A minimum of one ingredient with an approved EFSA 13.1 Health Claim included in every SKU.

Brand Strategy!

When you think ImmiFlex® - think Global!

- Build a Global Brand.
- Continuous Product Development based on market needs and scientific support (= Technology Leadership).
- Creative marketing and PR.
- Partnership with strong distributors assuming the responsibility for local sales, marketing & PR.

Brand Strategy!

When you think Immune Health - think Social Media!

- **Create and maintain an informative ImmiFlex® website!**
- **Be active on Facebook, Twitter, etc.**
- **A direct dialogue with the market/our customers is essential for future growth and development of the brand!**

Product benefits!

The USD 350 million in Wellmune® research proves the following:

- ImmiFlex® primes and activates the innate immune system and protects against bacteria, viruses, parasites and fungi.
- When necessary, it fights infections!
- Clinical studies have shown that ImmiFlex® is effective against allergies and reduces the symptoms of stress!
- Wellmune® in ImmiFlex® is the only beta 1,3/1,6 glucan in the market with published data that proves the mode of action and is supported by comprehensive safety & efficacy data.

Why should you use ImmiFlex®

- ImmiFlex® fights colds & flus!
- Reduces symptoms of stress!
- Reduces symptoms of allergies!
- Increased energy & vitality!
- Improves mental clarity!
- Strengthens the immune system when going through chemo therapy and radiotherapy!
- A strong immune system = better general performance!
- Cannot be overdosed – no negative side effects!

The ImmiFlex® product portfolio

- All ImmiFlex® products contain Wellmune® and Vitamin D3!
- The products in the ImmiFlex® portfolio are be designed to meet specific target groups and consumer needs!!
 - GMP Standards!
 - Complies with EFSA guidelines!
 - Supported by a continuous clinical research program!
 - Endorsed by the scientific community!

ImmiFlex® Adult 30 capsules



ImmiFlex® Kids 30 capsules



Wellmunized by ImmiFlex®



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