

Indena drives nutraceutical advancements: focus on eye health & healthy aging at Tokyo Healthfood Expo 2026

The global market leader in high quality botanical extracts reinforces its commitment to the Japanese nutraceutical landscape.

Indena is proud to announce its participation in the Health Food Expo, Ingredients and Contract Manufacture 2026 in Tokyo. Leveraging the proven success and strong local presence of its Japanese branch, Indena's participation in this event underscores its sustained and profound commitment to the thriving Japanese nutraceutical market. At this year's expo, Indena will put a spotlight on botanical solutions designed to support vital aspects of modern well-being: eye health and healthy aging. At booth A10, visitors will discover Indena's commitment to advancing human health through nature's power, featuring two-star ingredients: **Mirtoselect®** for eye health support and **Quercefit®** for cellular vitality and healthy aging. These flagship products embody Indena's scientific rigor and dedication to sustainable innovation.

Mirtoselect®: clear vision, clear conscience

Indena proudly presents Mirtoselect®, its top-quality bilberry extract, proven to be effective in eye health. Standardized to contain over 36% anthocyanins, Mirtoselect® has been extensively studied for its remarkable benefits in vascular and ocular wellness. By improving microcirculation, Mirtoselect® optimizes oxygen and blood flow to the eye, actively supporting tear secretion and retinal health. Its powerful antioxidant action is crucial in reducing oxidative stress, a primary contributor to dry-eye discomfort, thus promoting comprehensive eye function and comfort.

Beyond its scientific prowess, Mirtoselect® shows Indena's dedication to circular economy principles, upcycling, and zero waste. Energy efficiency measures have been im-

plemented to reduce overall energy consumption. In parallel, Indena has invested in advanced on-site energy generation systems, including photovoltaic plants and cogeneration units, enabling the company to cover up to 70% of the electricity needs of its Italian sites.

Last but not least, the sustainable supply chain behind Mirtoselect® involves rural families and small suppliers who continue a long-standing tradition of wild bilberry picking in the forests of Northern and Eastern Europe: a choice that allows Indena to fully respect local biodiversity and fight poverty with positive social impacts.

Produced with a profound respect for natural resources, Mirtoselect®'s manufacturing process embodies our commitment to minimizing environmental impact and maximizing the value extracted from nature, reflecting a truly sustainable approach.

Quercefit®: embracing cellular longevity and radiance

In an era where healthy aging is paramount, Indena introduces Quercefit®, a groundbreaking solution for cellular vitality. This innovative formulation harnesses the potent senolytic properties of quercetin, delivering a multi-target activity designed to actively support healthy aging at the cellular level.

Quercefit® enhances cellular resistance to stressors, as proven in validated oxidative and thermal stress preclinical models and promotes the expression of longevity-related genes. This multifaceted action contributes significantly to maintaining cellular health and vitality over time, offering a modern strategy to address the root mechanisms of aging. By fostering internal rejuvenation, Quercefit®'s senolytic effect plays a key role in promoting healthier skin and slowing the aging process at a cellular level, resulting in a youthful, radiant appearance that truly glows

from the inside out.

Indena's showcase will also feature other established favorites, including Enovita®, its grape seed extract for cardiovascular benefits. Purebkalé™, the innovative Brassica oleracea seed extract for the detoxification and protection of numerous organs, including the skin and the liver, and its Ginkgo biloba extract for cognitive support.

"The Japanese market, with its profound appreciation for preventative health, natural wellness, and a holistic lifestyle, holds immense strategic importance for Indena - says **Hiroko Kobayashi, General Manager at Indena Japan** -. We are thrilled to highlight Mirtoselect® and Quercefit® at this year's expo. These products not only exemplify Indena's scientific excellence in botanicals but also underscore our unwavering commitment to sustainability, quality, and rigorous scientific evidence. We believe these solutions perfectly align with the discerning needs of the Japanese consumer, offering genuine advancements in eye health and cellular longevity. We eagerly anticipate welcoming our partners and stakeholders to our booth to explore how Indena continues to shape the future of nutraceuticals".

Visitors are also invited to deepen their understanding of Indena's innovations by attending two insightful seminars led by Ms. Yuko Inaba, Technical Sales Specialist at Indena Japan.

- **"Extending lifespan!? Follow-up: The potential of Quercefit"** at 3rd Seminar Room, 12:30-12:55, 16th of April

- **"Update Overview: Progress in Functional Claims, Health Claims and Safety"** at 4th Seminar Room, 16:35-17:00, 17th of April

Visit Indena at **Health Food Expo, Ingredients and Contract Manufacture 2026**: booth A10, 16th - 17th April - Tokyo International Forum, Chiyoda-ku / Tokyo.

Website: <https://www.indena.com>