

Natraceutical Group creates a personalized online coaching service on health, wellness and beauty

- The newly launched platform features a personalized three-month programme that focuses on metabolism retraining and weight control, yet the company will expand, in the short term, the consulting services in the areas of wellness (stress, menopause effects, etc.) and beauty (anti cell ageing, skin care, hair loss, etc.).
- Natraceutical Group has thus taken a further step in building a direct relationship with end customers, following the sale of 7.5 million treatments in Europe in 2007, which the company supplies exclusively to chemists and Health & Beauty Stores under the brand Forté Pharma.
- This service will be led by Neurobiologist and nutrition specialist Dr Yann Rougier, founder of Forté Pharma laboratories in 1998.

Valencia (Spain), 1 September 2008. Natraceutical Group, the leading European biotech multinational in Research & Development of functional / active ingredients and nutritional supplements, has launched a new service designed to provide online support, advice and follow-up services in the areas of health, wellness and beauty. The company, whose main goal is the prevention of disease and enhancement of quality of life through nutrition, has developed this new business line under the helm of Dr Yann Rougier, a renowned French Neurobiologist and nutrition specialist, founder of Forté Pharma laboratories in 1998, currently operating as Natraceutical Group's nutritional supplements division.

With the payment of a monthly access fee, Natraceutical's new platform, www.yannrougiercoaching.com, offers in its first operating stage a personalized three-month monitoring programme designed for metabolism retraining and weight control, as well as for fostering awareness of the introduction and responsible use of nutritional supplements in diets —all of which is backed by Dr Rougier's thirty years' experience in the fields of neurobiology and nutrition. The company plans to increase the service in the short run by adding new consulting services based on research conducted by Forté Pharma's scientific team in the areas of wellness (stress, menopause effects, etc.) and beauty (anti cell ageing, skin care, hair loss, etc.).

With this new business line, Natraceutical Group has thus taken a further step in building a direct relationship with end customers, following the sale of 7.5 million Forté Pharma treatments in Europe in 2007, which the company supplies exclusively to chemists and Health & Beauty Stores.

Forté Pharma is the third largest nutritional supplements laboratory in the French market and a leader in the segment of weight control supplements, a situation that has led Natraceutical to launch their brand new e-coaching service in France, the top market for Natraceutical's nutritional supplements division.

As leaders in the French market, Forté Pharma launched an aggressive strategy in 2007 to boost the brand's penetration in other countries such as The Netherlands, Belgium, Luxembourg, Austria, Italy, Spain and Portugal, as well as other overseas markets including West Indies, Mauritius Island, South Africa and Canada. Therefore, the company is now planning to develop this personal coaching service in the short term for consumers in countries other than France.

Regarding online consumption of products and services, France is the seventh country in the world regarding users, and the third European country in online retail services, with 20 million online buyers and turnover of Euro 16 thousand million in 2007.

In this commitment to the French market, the biotechnology corporation is drawing from its vast international resources to make the most of the business opportunities that arise in different geographical areas in which the company operates. It is worth noting that Natraceutical Group's business turnover reaches 10% in America, 6% in Asia, 6% in Australasia, 1% in Africa and, in Europe, 25% in France, 18% in Switzerland, 13% in United Kingdom and 5% in Spain.

Natraceutical Group

Spanish multinational corporation Natraceutical Group is at the forefront of biotechnology applied to nutrition, a leading reference in Europe in the sector of research and development of naturally-sourced functional / active ingredients and nutritional complements for the foodstuffs, pharmaceutical and cosmetics sectors. The company streamlines its industrial activity through two divisions (Ingredients and Nutritional Complements) with the purpose of contributing to the prevention of diseases and improving quality of life through nutrition.

The Ingredients division has today own production facilities in Spain, UK, Switzerland, Australia, Canada and Brazil; and is operating actively in over 60 countries, running branches in Europe, US and the Asia Pacific region, plus several sales networks worldwide. Natraceutical provides products and services to over 1,000 companies worldwide, including eight of the world's ten leading food corporations.

Later, in October 2006, Natraceutical expanded its sphere of activity by penetrating the nutritional complement sector following the acquisition of Monaco-based company Laboratoires Forté Pharma, thanks to which the company can now supply products directly to end consumers.



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Natraceutical Group closed the financial year 2007 with earnings of € 158.6 million, and EBITDA of € 19.2 million, representing an organic growth of 16% in turnover and 40% in EBITDA as compared with the previous year.

Natraceutical quotes in the Spanish stock exchange under the *ticker* **NTC**. Total outstanding shares: **328,713,946**.

www.natraceuticalgroup.com

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