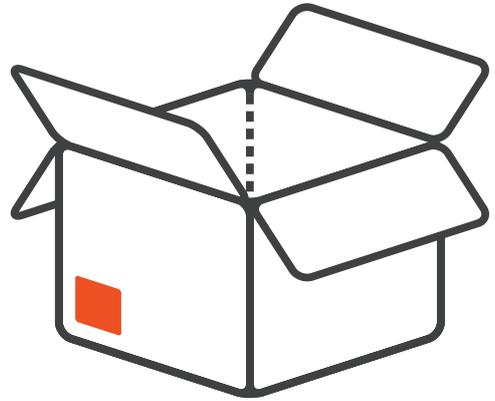


ghp Research,  
Translation,  
Commercialisation

Pharmaceutical  
Packaging &  
Manufacturing  
awards 2016



A product of  **LENUS** PHARMA  
innovative medicine

Best Dietary Foods Development Company - Europe  
&  
Most Innovative Male Fertility Product: PROfertil®



Lenus Pharma is an internationally operating company, with company headquarters in Vienna, Austria. They specialize in the development of Food for Special Medical Purposes (FSMP) and market their products in more than 60 countries worldwide through local distribution partners.

The mission of Lenus Pharma is to develop innovative products which meet unmet medical needs, founded on evidence-based medicine. The provision of evidence-based products is described by Brigitte Annerl, CEO of Lenus Pharma, as the 'holy grail' of the company's mission. She says that "only products with clinical studies and scientific evidence should bear the logo of a product by Lenus Pharma."

Lenus Pharma is the patent holder for PROfertil®, a formulation for improving male sperm quality, which has 5 clinical trials on the patented combination showing its stand-alone efficacy. Currently, the product is available in more than 60 countries, with more than 500,000 therapies being applied annually.

The three core value of Lenus Pharma are best characterized by three core values: entrepreneurship, which drives innovation and welcomes any challenges; partnership, which fosters trust and teamwork between customers and employees; and excellence, where they produce high quality products on an evidence-based medical level. Standards are always high at Lenus Pharma, and are implemented to guarantee, in a system and controlled way, that all production parameters and cleanliness requirements comply, or even exceed, the expectations of their clients. A vital step to obtaining this goal is creating the awareness so that staff know the specific requirements and are committed to improving these.

When selecting ingredients to be included in the products of Lenus Pharma, the team focus on selecting those that are of the highest quality and which utilize the most recent technologies. The focus is always on the specific technical requirements and new solutions

that be implemented to create and control the production conditions, in order to obtain the highest level of consistent product quality. The high-tech production machinery and equipment that Lenus Pharma use is perfectly designed and adjusted to manufacture each capsule and package in compliance with defined specifications.

Lenus Pharma is based in Austria, and are proud to have their products manufactured there, under strict GMP guidelines. They have found that the most important element to staying ahead of emerging developments is having a production and regulatory department with company specific know-how, and systems that focus in full detail on the relevant regulatory changes and which is able to respond to this adequately. As Lenus Pharma expands, and takes its work to different parts of the world, they are facing local challenges that, until now, they have always effectively managed.

As an expanding company, Lenus Pharma are permanently seeking new talent. They believe that professional ability is the basis of a good employee, but that interpersonal skills are also vital. They want people who are enthusiastic about what they are doing, and who share the vision and values of the business. The staff at Lenus are provided with the chance to develop, and realize their own personal vision when they become a team member. Brigitte knows that to be a successful business, the whole team must work hard, but she also notes that it should be fun. Staff are encouraged to discover and develop their abilities with the company.

As the founder and CEO of the company, Brigitte is highly involved in the operational tasks of Lenus Pharma. The most important rule for

her, as a female entrepreneur, is that one has to challenge one's own ability, and know how to cooperate in teams to utilize the team members' best skills. The company is family to Brigitte, and she feels that everyone involved should share the value and be part of the continued development and success of Lenus Pharma. The company aims for excellence, and is proud of the their team achievements.

"Lenus Pharma is just different; what really counts with us is the human touch. This is where our vision meets our product, as they are made to satisfy human expectations. Our success confirms that our way works." says Brigitte Annerl. Lenus Pharma has just celebrated its 10th anniversary, and intent to further continue their geographical expansion, and continue their efforts in assisting specialists in their research.

In 2016, Lenus Pharma made the decision to become active on the US market. Their US headquarters will be based in Los Angeles. It will also look to continue its expansion into the Asian region this year; starting in October 2016, they will launch Profertil® in Singapore, Hong Kong and Taiwan. They aim to be present in a further six countries and offer their products to two billion people by the end of 2017.

#### Contact Details

Company: Lenus Pharma GesmbH  
Name: Brigitte Annerl (CEO)  
Email: [office@lenuspharma.com](mailto:office@lenuspharma.com)  
Web Address: [www.profertil.eu](http://www.profertil.eu) or [www.lenuspharma.com](http://www.lenuspharma.com)  
Address: Seeböckgasse 59,  
AT-1160 Vienna, Austria  
Telephone: +431 405 14 19 - 0

