



SWISS PHARMACAN BREAKS BOUNDARIES WITH NEW INDUSTRY

THE BEST MADE EVEN BETTER

Swiss Quality.



As Swiss PharmaCan continues to unlock new technology and innovation in the fields of immune support, regeneration, and longevity, the company has announced its transformation into a new industry with a celebration of Swiss ingenuity and know-how embodied by its new logo, colors, and philosophy.

Always a forward thinker reflective of the Swiss desire for perfection, Swiss PharmaCan's brilliant research teams have spent the past year conducting clinical studies that have proven its formulations, highly successful at supporting immune system and regeneration in in-vivo clinical studies. This breakthrough combination of natural ingredients and Swiss know-how is just the first of many products that are the jumping off point into a new industry beyond nutraceuticals, where what seemed impossible yesterday is now within reach.

The company's new logo is a reflection of capitalized signage that speaks volumes of modernism and futurism, a reflection of Swiss PharmaCan's company philosophy, "the best made even better." The company, a model representative of Swiss precision, is committed to creating the most technologically advanced formulations on the market today, but always has one foot set firmly ahead, taking the next steps to the breakthroughs that will pave our path forward to wellness, rejuvenation, and total health tomorrow.



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WELLBEING.”**

Tatiana Denisenco
Swiss PharmaCan
Marketing and Communication



SYMMETRY IS AT THE HEART OF THE HOUSE, BALANCING NATURE AND TECHNOLOGY

At the heart of the logo is the new picture mark, which is a perfectly symmetrical representation of the company's logo. Symmetry is at the heart of the house, balancing nature and technology, the guidance of the past with the promise of the future. There is symmetry in the logo's colors as well – white and ultramarine. The white represents purity, like that of the natural ingredients that are the inspiration and a key component to every product in Swiss PharmaCan's vast repertoire.

The ultramarine represents the company's soul and saviour – water, our most essential natural resource. Not just any ordinary blue, these vivid, intense shades reflect Swiss PharmaCan's unique place as innovators and explorers. The bottom line – as minimalist as it is significant – reflects the boundary Swiss PharmaCan is crossing and the promise of what the company is capable of with strong, Swiss know-how embedded in its DNA.

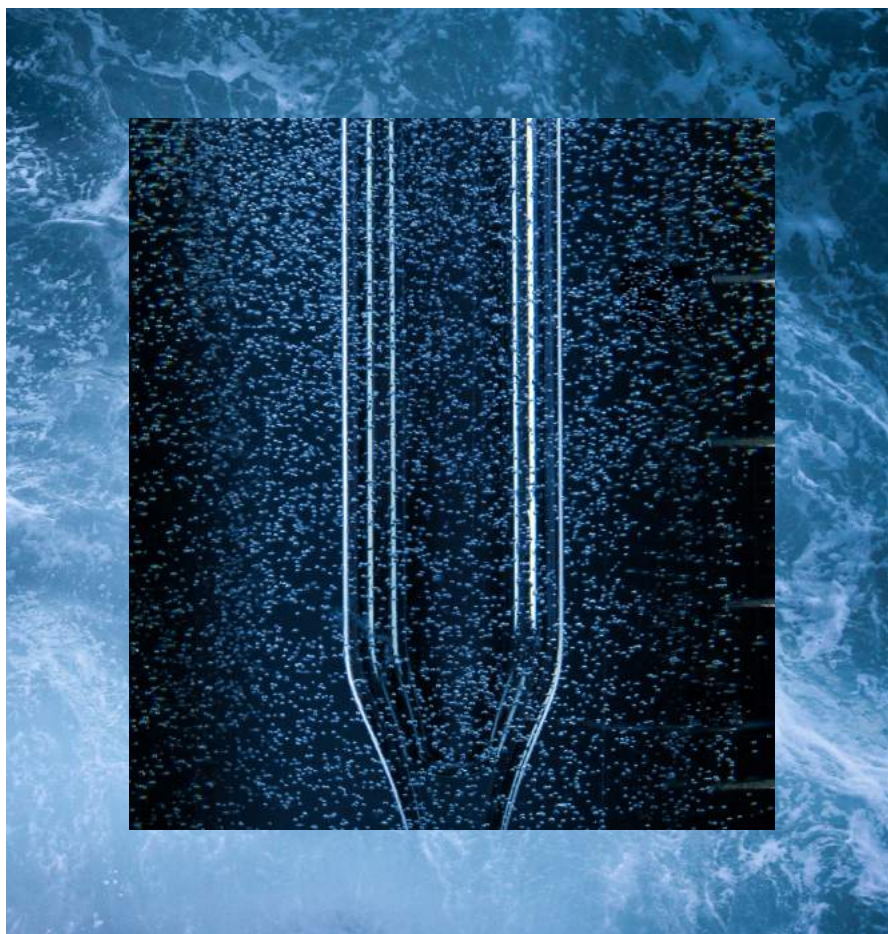


THE REBRANDING COINCIDES WITH THE EVOLUTION OF MYCELL™ TECHNOLOGY

The rebranding coincides with the evolution of Swiss PharmaCan's MyCel™ Technology. Swiss scientists have achieved a long-sought after goal of taking essential substances that traditionally have from low or non-existent absorption capabilities and transformed them into powerful extracts that can be taken directly into to nourish the cells – a process that delivers near-complete, pure bioavailability.

"When we look at the anatomy of the human body, we understand how complex it is," Swiss PharmaCan CEO Michael Fässler says. "Trillions of cells form tissues, these tissues create organs. And these are interacting with each other in the most splendid way. Today, we are witnessing an absolutely fantastic moment in terms of technology. The apogee of this unique Swiss MyCell technology is that today we achieved to mimic the same processes of the human body, but much more efficiently, and in the most safe and natural way."

The ingredients are all sourced directly from nature, a reflection of the Swiss harmony with the world around us, and the dedication to keeping it as pure and untouched as possible. Swiss PharmaCan combines those pure ingredients with the latest cutting-edge Swiss technology to unlock the secrets of mankind's own DNA that will guide the way towards healthier living, better regeneration, and longevity.



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A significant boundary has been crossed,
and Swiss PharmaCan is the pioneer that has not only brave this
strange new world, but indeed created it as well. The only thing set
in stone about the way forward, is that the possibilities are limitless.

"We are witnessing a time when science exceeds the limits of what was unimaginable yesterday, and today it is becoming a reality," said Tatiana Denisenco of Swiss PharmaCan marketing and communication. "Celebrating Swiss heritage and science and paying tribute to this reach, we bring the Swiss science to humanity for longevity and shape a new dimension of time and wellbeing."

The company's new logo is a fierce reminder of all that is yet to be achieved but is now closer than ever at becoming a reality. "The best made better" speaks of the remarkable process that Swiss PharmaCan undertakes for each and every natural ingredient it selects. There is no ordinary sourcing or willingness to settle for anything less than the absolute best; the company demands the highest standards for its house and for its customers. Only the most unique, precious extracts are used as the base for its products. When these are properly sourced, they provide the foundation for Swiss researchers and scientists to unlock how those extracts interact with the human body, developing water-soluble formulations that have the capability to begin working immediately at revitalizing entire systems. This is the dawning of a new age of prevention and wellness industry, eager to share with both its customers and the worldwide nutraceutical industry. Swiss PharmaCan products are available as ingredients, as well as ready formulations, and offer extraordinary opportunities to the nutraceutical industry.

SWITZERLAND, 1ST AUGUST 2022

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