



Valbiotis to launch Valbiotis^{PRO} Cardio-circulation on 2 June

- On track with the previously announced schedule, this launch marks the third Valbiotis^{PRO} product release, a range with high scientific value
- It coincides with an acceleration of the multichannel marketing strategy, including listings with two new supplemental insurance companies

La Rochelle, May 22, 2025 (5:40 p.m. CEST) – **Valbiotis** (FR0013254851 – ALVAL, PEA/SME eligible), a French laboratory specializing in the development and distribution of scientifically tested dietary supplements designed to support health at every stage of life, **announces that Valbiotis^{PRO} Cardio-circulation will be launched on the French market on 2 June, in line with its Q2 2025 timeline.**

Valbiotis^{PRO} Cardio-circulation is a non-drug, side-effect-free solution for managing high blood pressure and poor blood circulation (heavy legs, tingling sensations). The solution is based on Tensodrive[®] (formerly TOTUM•854), a patented, 100% natural formula, 98% derived from a synergistic blend of six plant extracts (olive, artichoke, garlic, blueberry, chrysanthellum and black pepper).

Tensodrive[®] is an active substance patented in 59 countries (patent developed jointly with La Rochelle University, Clermont Auvergne University and CNRS) and backed by robust scientific evidence: Tensodrive[®] has undergone two clinical studies involving 420 participants, including the INSIGHT study, and has been endorsed by the scientific community through 7 conference presentations since 2021.

3 Valbiotis^{PRO} products driving increased visibility in pharmacies

Following the launches of Valbiotis^{PRO} Cholesterol (May 2024) and Valbiotis^{PRO} Metabolic Health (February 2025), this third addition to the Valbiotis^{PRO} range continues to support cardiometabolic balance and well-being using scientifically validated, natural products.

The growing range is strengthening brand presence at the pharmacy counter, where Valbiotis^{PRO} Cardio-circulation will be available in two pack sizes: 90 gel capsules (RRP €22.95) and 180 gel capsules (RRP €39.95). The product will also be available via the brand's e-commerce site: <https://www.valbiotis.com>.

"The launch of Valbiotis^{PRO} Cardio-circulation expands our cardiometabolic portfolio, allowing us to respond more specifically and effectively to the expectations of healthcare professionals and end users alike. This new product reaffirms our commitment to innovation and scientific expertise. To support this rollout, we have implemented a comprehensive promotional campaign and a dedicated training program to support doctors and assist pharmacists in their role as front-line advisers", **says Sébastien Poncet, France Business Unit Director** at Valbiotis.

Listings with two new supplemental insurance companies accelerate Valbiotis' multichannel marketing strategy

The launch of Valbiotis^{PRO} Cardio-circulation will be underpinned by the multichannel marketing strategy already in place, which has recently gained momentum on several fronts: enhanced media campaigns with targeted digital marketing, training initiatives for pharmacy teams, and partnerships with pharmacy networks.

These partnerships play a key role in Valbiotis' B2B deployment strategy and have recently been expanded with two new agreements—joining the five already signed since March ([press release of 6 May 2025](#))—with Be Pharma and Pharma 10 pharmaceutical groups, which together represent more than 200 pharmacies.

At the same time, the leverage of referrals with healthcare players is accelerating with the recent signings with the complementary health insurance company Nostrum Care and the Elsee care platform specialising in the reimbursement of women's health and well-being expenses. These two players, which are very active on social networks, provide reimbursements for wellness products to more than 8,000 members of Nostrum Care. In total, after Asetys since last January, Valbiotis now benefits from referencing with three healthcare partners, a powerful vector for raising awareness among a wide audience and democratising access to Valbiotis solutions.

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About Valbiotis

Valbiotis is a French laboratory specializing in the development and distribution of scientifically tested dietary supplements designed to support health at every stage of life. Through an innovative approach combining scientific excellence, plant expertise and the richness of natural ingredients, Valbiotis offers a new generation of dietary supplements aimed at promoting cardio-metabolic balance and overall well-being, and addressing everyday health concerns such as sleep, fatigue, mood regulation, immunity and vitality. Created at the beginning of 2014 in La Rochelle, France, Valbiotis has forged numerous partnerships with leading academic centers.

Valbiotis is a member of the "BPI Excellence" network and has been recognized as an "Innovative Company" by the BPI label. Valbiotis has received major financial support from the European Union for its research programs via the European Regional Development Fund (ERDF). Valbiotis is a PEA-SME eligible company.

For more information on Valbiotis®, please visit: www.valbiotis.com

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This press release contains forward-looking statements about Valbiotis' objectives. Valbiotis considers that these projections are based on rational hypotheses and the information available to Valbiotis at the present time. However, in no way does this constitute a guarantee of future performance, and these projections can be reconsidered based on changes in economic conditions and financial markets, as well as a certain number of risks and doubts, including those described in the Valbiotis Universal Registration Document, filed with the French Financial Markets Regulator (AMF) on April 26, 2023 under number D.23-0347, as well as in its Amendment filed with the AMF on December 11, 2023 under number D.23-0347.A01. These documents are available on the Company's website (www.valbiotis.com).

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