



BLYMUM

COMPANY PRESENTATION

2020

www.blymum.com

© BLYMUM 2020





BLYMUM is an Italian company based in Milan providing services, products and knowledge for those Companies specialized in developing, producing and marketing food supplements, functional foods, novel foods, nutraceuticals, cosmetics and medical devices, and for those Companies strategically focused on social and workplace sustainability.

Our mission

is to contribute to people's health, physical and psychological wellbeing, longevity and beauty.

smart well-being modulations



Both within our **personal mentoring** and **selected business services**,

we apply the distinctive methodology and philosophy to

self management, life habits correction, health and wellbeing improvement.

It's mindset, structured and customized under the brand Livella®,

is inspired by the physiological balance management of the human organism.

**self management, health, life habits,
and smart well-being departments**

BLYMUM SERVICES AND PRODUCTS

SERVICES

SERVICES

BLYMUM offers professional support

to Pharmaceutical, Food, Healthcare and other Clients in the following areas:

Clinical Trials Management; Regulatory Compliance; Market & Customer Insights; Sustainable Impact Modeling; Change Management & Mentoring.

PRODUCTS

PRODUCTS

In parallel, we are directly involved in product innovation processes.

The BLYMUM distinctive feature lies in the development of Physiological Modulators, that are scientifically proven solutions for specific human psychophysical problems, pathological phenomena and adverse living and working conditions:

BLYMUM Food Supplements; On-demand Formulation Development.

CLINICAL TRIALS MANAGEMENT

SERVICES

Our Clinical Trial Management is aimed at driving predictable and effective delivery of the clinical value assessment pertaining to **food supplements, functional foods, novel foods, nutraceuticals, cosmetics and medical devices**. We select professional partners, organize and directly accomplish all activities to design, develop and carry out a Clinical Investigation to fulfill the Clients' requests.

To ensure the scientific validity and reproducibility of results, all members of our **Scientific Committee** are internationally recognized Opinion Leader Scientists, from primary Italian and international Academic Institutions. The Clinical Investigations are conducted in collaboration with the most important Universities in Italy, and throughout academic collaborations in USA, UK, and Switzerland, in accordance with the worldwide requirements, in primis with the provisions of the Declaration of Helsinki (current version), the Good Clinical Practice Standards from the ICH, the Federal Data Protection Act and the Italian Personal Data Protection Code.

BLYMUM carries out Clinical Trials Design & Project Management activities, throughout all key phases:

Experimental Design; Dossier Set-up; Participant Enrollment; Treatment & Monitoring Support; Clinical Data Management.



REGULATORY COMPLIANCE SERVICES

SERVICES

Regulatory compliance deals with the set of guidelines that an organization is required to follow in accordance with the Law. Ensuring that Your products meet all applicable regulatory requirements for commerce and advertising activities is an increasingly complex and critical effort.

BLYMUM has an excellent knowledge of **Italian, EU and international legislation** to be respected for safe and legal dealing concerning food supplements, functional foods, novel foods, nutraceuticals, cosmetics and medical devices. We deliver regulatory support throughout the whole above-mentioned products lifecycle; we update, vary and renew the above-mentioned classes of products. National and European registration and maintenance procedures are available as well as due diligence activities and licensing support.

Furthermore, we provide regulatory compliance services for the above-mentioned product classes, integrated with three specific business practices: **Intellectual Property Management; Bid Management; Marketing and Communication.**



MARKET & CUSTOMER INSIGHTS

SERVICES

Within the Italian food supplements, functional foods, novel foods, nutraceuticals, cosmetics and medical devices markets, we offer our experience and skills to **identify, analyze, evaluate and interpret the data** related to: i) the potential market and the one already covered; ii) the current competition and new entrants in traditional and non-traditional sectors and segments; iii) the rational and emotional behavior of customers, with the objective of defining new opportunities for generating shared value.

In our insights, the **quantitative/qualitative upstream marketing and market intelligence techniques**, as well as a plethora of **innovative design thinking techniques** and tools are applied.

Consistent with Your strategic guidelines, we design the architecture of the data to be monitored, generating useful information for the design, innovation, content management and integrated communication processes.

BLYMUM proposes the holistic understanding and use of information, in a pragmatic and functional way. Often, insights, business development and communication are integrated and multi-lateral activities. For this purpose, we apply the original **7Is MODEL** (7IS-ALDEHYDE MBS®), developed by CINNAM SRL and based upon the following processes: **Insight, Integrate, Interpret, Inform, Inspire, Involve and Impact**.



SUSTAINABLE IMPACT MODELING

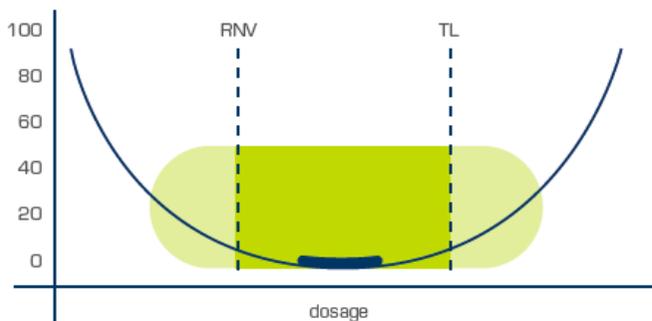
SERVICES

Our goal is to help enterprises to achieve a sustainable development, to find the right balance between resilience, efficiency and innovation. We give support to companies and organization focused on sustainable strategic development, in terms of profitability, ethical behavior, social justice and environment.

Within the food supplements, functional foods, novel foods, nutraceuticals, cosmetics and medical devices markets, we design and develop Your business models according to **UN Sustainable Development Goals**.

Our distinguishing competency is the ability to work within complex systems and to model strategic and operational business solutions in a very short time, activating a vast range of creative and scientific techniques, collaborative innovation methods, management knowledge and specific sector competencies.

BLYMUM approach exploits business modeling based upon modular systems that are both product-oriented and people-oriented and their combinations: found on the **Sustainable Value Innovation methodology** (SVI-ALDEHYDE MBS[®], by CINNAM SRL) and aimed at contributing to the harmony between the company's internal and external environment, people's wellness, business development and the overall sustainable economic and human growth.



CHANGE MANAGEMENT & MENTORING

SERVICES

Do You spend a lot of time on developing business strategies that remain only a priority of Your senior management? Do Your people need empowerment in areas such as green economy, social responsibility, stress management, general wellbeing and nutrition? Are You aware of the need to continuously face new business challenges in a structured and systemic way, unlocking the technical, managerial and creative potential of Your human resources?

We help You to design and carry out engaging transformation projects and programs that could face and resolve Your problems. Our experts have a wealth of experience in designing, projecting and managing different scales of Change Management Projects, based upon the integration of three parallel paths: **Team Collaborative Workshops**, **Individual Mentoring** and **Knowledge System Building**. Our Change and Innovation Programs ensure the internal alignment and the creation of multidisciplinary teams that can break through silos and foster cross-disciplinary collaboration.

Innovation Team Working Programs are oriented on identifying, developing and deploying the innovation skills and creative talents of participants, starting from the assessment approach adopted by Tom Kelley (Ten Faces of Innovation, 2008). The goal is to create the "optimal" teams for Your innovation projects.



BLYMUM FOOD SUPPLEMENTS | RUBENFLUX® Donna

Food Supplement to Counteract Anemia

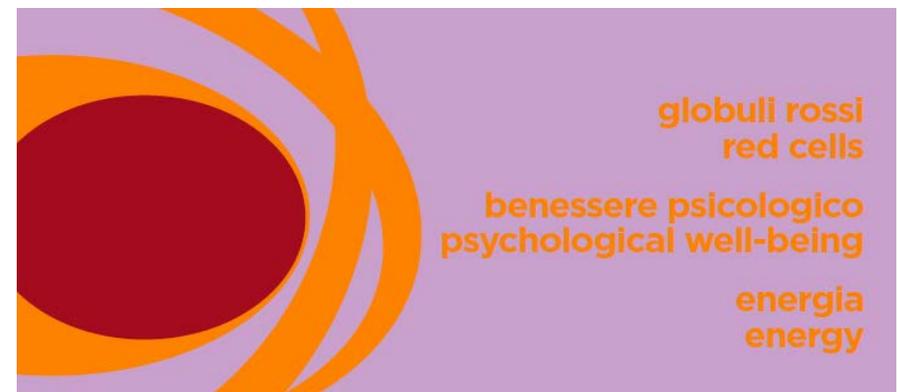
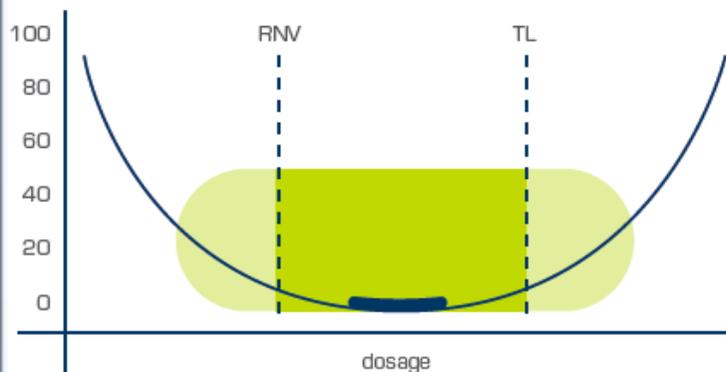
PRODUCTS

Target: Females

Characteristics: In particular, RUBENFLUX® contains: Vitamin C that increases the absorption of iron, Thiamin (Vitamin B1) that contributes to normal psychological functions, Riboflavin (Vitamin B2) that contributes to normal iron metabolism, Niacin (Vitamin B3), Vitamin B6 and Vitamin B12 that contribute to the reduction of tiredness and fatigue, Folate (Vitamin B9) that contributes to normal hematopoiesis and Iron which contributes to the formation of red blood cells and hemoglobin.

Pack: Ten 3 g sachets

Daily Dose: One/two sachets



BLYMUM FOOD SUPPLEMENTS | PROBENTIROX® Donna

Food Supplement Reducing OS Associated with Levothyroxine Consumption

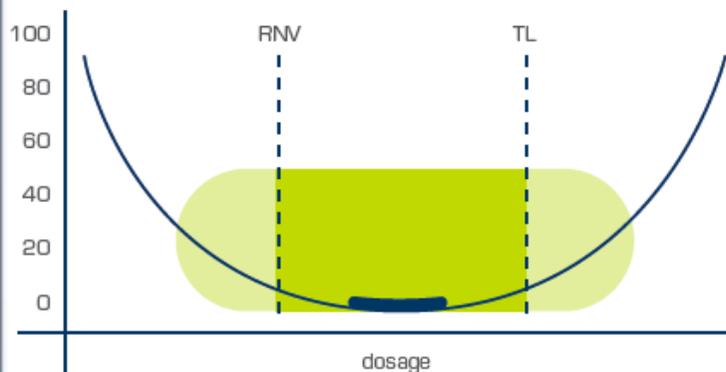
PRODUCTS

Target: Females

Characteristics: PROBENTIROX® is an antioxidant composition comprising oligomeric proanthocyanidins, Lipoic Acid, Vitamin E, Vitamin C, Lycopene and Astaxanthin. The synergistic combination of these components enables the oxidative stress reduction and the side effects ascribable to hormone replacement therapy (anxious state/agitation, sweating, palpitations, headaches), which separately did not demonstrate an appropriate efficacy (Physiological Modulation). The treatment with PROBENTIROX® is highly tolerable by the female body.

Pack: Thirty 500 mg capsules

Daily Dose: One capsule



BLYMUM FOOD SUPPLEMENTS | FLORITMIC® Donna

Food Supplement Aimed at Improving Intestinal Flora, Immune System and Hormonal Activity Regulation

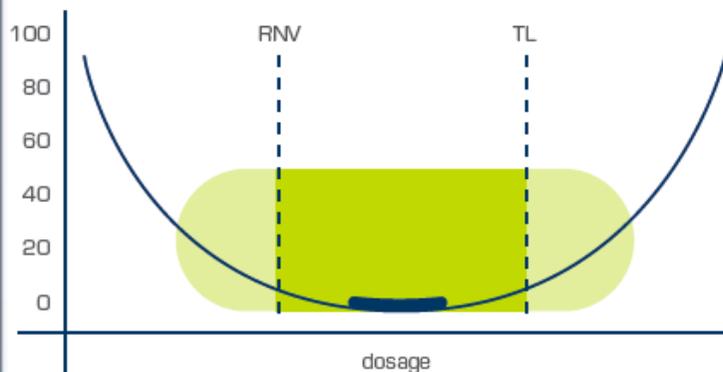
PRODUCTS

Target: Females

Characteristics: FLORITMIC® contains: Lactobacillus Rhamnosus and Bifidobacterium Lactis to ameliorate the equilibrium of the intestinal flora; Vitamin B1 which contributes to normal energy-yielding metabolism; Vitamin B2, Vitamin PP, and Vitamin A contribute to the maintenance of normal mucous membranes; Vitamin B6 contributes to the regulation of hormonal activity; Vitamin B12, and Vitamin D contribute to the normal function of the immune system.

Box: 10 mL RewCap® vials

Administration: 1 vial per day



- hormonal activity regulation
regolazione attività ormonale
- normal mucous membranes
membrane mucose normali
- immune system support
supporto sistema immunitario

BLYMUM FOOD SUPPLEMENTS | VIGORBITAL® Donna

Food Supplement Aimed at Improving Energy Yielding Metabolism, Muscle and Cardiac Functions, and Protein Synthesis

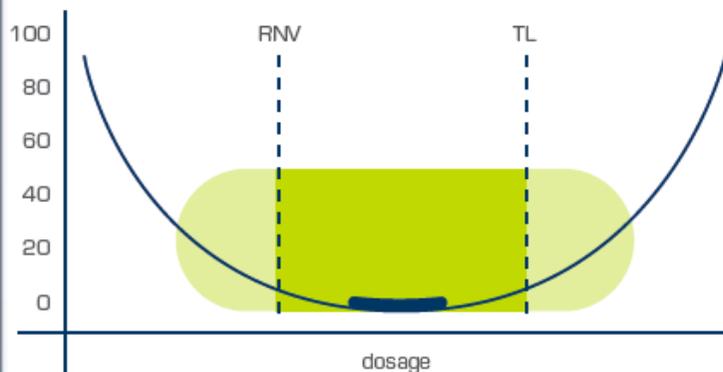
PRODUCTS

Target: Females

Characteristics: VIGORBITAL® contains: Ginseng to invigorate from tiredness and fatigue; Vitamin B1 contributes to the normal function of the heart; Vitamin D, Magnesium, and Potassium contribute to the maintenance of normal muscle function; Vitamin B2, Vitamin PP, Vitamin B6, Vitamin B12 and Iron contribute to normal energy-yielding metabolism; Zinc contributes to normal protein synthesis; Vitamin A contributes to the normal function of the immune system.

Box: 10 mL RewCap® vials

Administration: 1 vial per day



BLYMUM FOOD SUPPLEMENTS | CELLULOX® Donna

Food Supplement to Contrast Cellulite, Contribute to Normal Collagen Formation in Blood Vessels and Regulate the Microcirculation Functionality

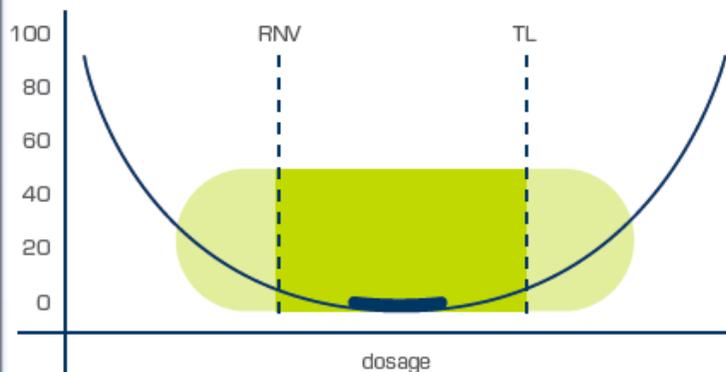
PRODUCTS

Target: Females

Characteristics: CELLULOX® contains: Centella asiatica: to contrast cellulite imperfections and improve microcirculation; Vitamin C: to support collagen formation and protect from oxidative damage; Vitamin B6 (Pyridoxine): to regulate the hormonal activity; Vitamin B2 (Riboflavin): for the maintenance of normal skin; low molecular weight Chitosan: to bind fats taken with foods that can generate endotoxiosis.

Pack: 30 Tablets 580 mg

Administration: 2 capsules twice a day



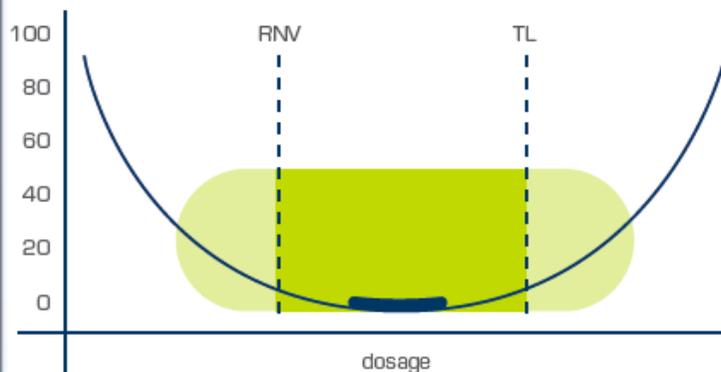
ON-DEMAND FORMULATION DEVELOPMENT

PRODUCTS

Blymum distinctive approach regarding the research and development of food supplements lays on the concepts of Physiological Modulation (Livella®).

We offer skills and competencies for the preparation of new customized formulations, using single natural components or combination of natural components. A vast range of diseases/psycho-physical problems can be studied. In particular, our proposals are pointed at the prevention of chronic pathologies and life expectation/quality enhancement.

The list bellow refers to the steps of our general offering: **Formulation Designing** (Basic Offer); **Formulation Registry & Clinical Trials** (Optional); **Scientific Publication** (Optional).



CONTACTS

BLYMUM SRL

Via G.B. Piranesi 7
20137 Milano
Italy

www.blymum.com

info@blymum.com

Skype: blymum

