

HPC and

Household and Personal Care TODAY

*"We cultivate,
so your business can grow."*

- Dr. Muhammed Majeed
Founder & Owner, Sabinsa & Sami Labs

Sabinsa, a family company of over 20 years, has brought to market more than 100 botanical extracts, for use in nutritional supplements, cosmetics and in other industries. With seven manufacturing facilities and 120 scientists innovating our next product, we continue to grow.

Globally diversified cultivation and optimized sustainability programs is the key to our existence going forward... helping you grow your business.

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SABINSA

Another year of success

Two thousand eleven will be reported in future as a one of the most challenging year of our recent history. The chronicle of these days needs no explanation. In this year, all enterprises had to work harder in order to face an extremely difficult economical trend in an overall global scenario dominated by dark clouds. Nevertheless history teaches us that even the darkest period of crisis can be turned into a great opportunity: a time to look inside ourselves, a time to re-discover positive values, a time to look for new ideas, a time for new creativity.

As we already reported in our pages the experience of SABINSA is in this sense a very positive one. A man, Dr. Muhammed Majeed, who trusted and followed persistently his dream, moved from India to the US, since ever land of dreams and opportunities, and made one of the many "American dreams" become a reality. Every enterprise is made up by the stories of men, women and of families. No doubt that the roots of Dr. Majeed gave him the inner resources to do something important not only for his personal return, but also for us - the human community - in a wider concept. This because every human activity is part of global "puzzle", which is not simply a home game, but a contribution to our daily life, and, consequently to our future and progress. In this case we refer to pharmaceuticals, nutraceuticals, cosmetics and personal care ingredients. R&D and innovation, investments in human resources, worldwide presence and, last but not least, sustainability are pillars of the SABINSA philosophy.

INNOVATION, GLOBAL PRESENCE, SUSTAINABILITY

2011 reported new entries in the SABINSA product portfolio as Silbino[®] (Pterostilbene), Curcumin C3 Complex, probiotics such as LactoWise[®], cosmeceuticals such as SabiWhite[®] skin whitener and antioxidant 95% Tetrahydrocurcumin, pTeroWhite[™].

In 2011 SABINSA has been granted its 67th patent on its selenium containing dipeptides. L-selenocysteine represents a 21st natural selenium containing amino acid, which is a constituent amino acid of several important enzymes including anti-oxidant enzymes such as glutathione peroxidases. The selenium containing nutrients contribute to the biosynthesis of seleno-enzymes and seleno-amino acids, which have anti-cancer and other useful properties. A leading player, since many years, both in the research on selenium and in the sales of selenium based products, SABINSA continues to innovate and introduce new selenium products for nutrition and cosmetics. The main products include SeleniumSeLECT[®], SelenoForce[®], and Methyselene[®]. The newer products PeptiSeLect[®] and PeptiSelene[®] will add new versatility to SABINSA's selenium products range. The investments in human resources made during the course of this year reinforced the technical team of SABINSA and a new office was opened in



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Korea, one of the most promising Market of the Far East - the other offices are located in Europe, China, Australia, South Africa, Japan, USA. In addition to that, seven facilities located in India are devoted to R&D and manufacturing. An example of the concern for sustainability is well witnessed by SABINSA's extensive cultivation programs dedicated to grow the highest quality coleus. SABINSA pioneered the use, and owns a number of patents on it, of coleus when the company introduced ForsLean[®] nearly a ten years ago. SABINSA has developed partnership programs with farmers in several parts of the world in order to ensure that product supply will meet customer demand while improving the quality of life of the farmer and their families.

CONCLUSION

During the many talks we had in the last years with Shaheen Majeed, son of Dr. Muhammad Majeed and Marketing Director of the Company, we have always perceived that the human factor is at the center of SABINSA. Shaheen himself during his career, before his MBA, worked as a worker in the company. An important lesson! Probably our economies in the recent years built themselves in an artificial, self-confident way, losing the contact with the real life, which is made by men and women and by their lives and stories. We are re-discovering now that there is no real progress without a focus on the person. Probably this is one of the most important "ingredients" (talking of chemicals!) in the successful story of SABINSA.

