PRESS RELEASE

**BELLAVIE AT ARAB HEALTH 2022**

### **French Version**

**UN PAS DE PLUS VERS LE SUCCÈS POUR LE LABORATOIRE BELLAVIE**

Ce mercredi 26 janvier 2022, Le Laboratoire BellaVie a signé un contrat de partenariat avec le Dr. Ehsan Aali de la société ARYA DARU pour la distribution de ses probiotiques en Iran

<http://aryadaru.com/>

****La signature de ce contrat, dont le montant s’élève à 1,5 M d’euros, intervient dans le cadre du salon Arab Health 2022 à Dubaï, auquel sont présents les deux fondateurs de BellaVie : Benoît Ligot et Olivier Raimond.

<https://www.arabhealthonline.com/en/Home.html>

Nous remercions l’AWEX (Agence wallonne à l’exportation et aux investissements), et plus particulièrement Mme Farahi présente lors de la signature du contrat, mais également toutes les personnes sans qui cette nouvelle signature de contrat n’aurait pu être possible.

<https://www.awex-export.be/fr/contacts/conseillers-economiques-et-commerciaux/teheran-iran>

### **English Version**

**ONE MORE STEP TOWARDS SUCCESS FOR BELLAVIE LABORATORY**

This Wednesday, January 26 - 2022, BellaVie Laboratory signed a partnership contract with Dr. Ehsan Aali of the Iranian-based company ARYA DARY

<http://aryadaru.com/>

The signing of this contract, worth 1.5 million euros, took place during the Arab Health 2022 trade show in Dubai, which was attended by the two founders of BellaVie: Benoît Ligot and Olivier Raimond.

<https://www.arabhealthonline.com/en/Home.html>

We would like to thank AWEX (Walloon Export and Investment Agency), and more particularly Sahba Farahi, who was present at the signing of the contract, but also all the people without whom this new contract signing would not have been possible.

<https://www.awex-export.be/fr/contacts/conseillers-economiques-et-commerciaux/teheran-iran>

### **About BellaVie**

After 25 years of experience in the health industry, Benoît Ligot and Olivier Raimond, two passionate scientists, have embarked on the development of a unique and innovative range of 100% Belgian Synbiotics focused on current global health issues.

Composed of carefully selected probiotics, prebiotics and nutraceuticals, BellaVie products, also called "Synbioceutical®", bring together all the necessary ingredients to improve your microbiota and your well-being.

The food supplement market is constantly growing. The world population is more and more concerned about being treated with natural products and the health crises of COVID-19 has a significant impact on consumer behavior. In 2020, we see a 9,2% increase in global sales of probiotics compared to 2019\*. These products are widely prescribed and recommended by practitioners. \* Global market Insights Inc.2021.

BellaVie is able to meet a large number of demands on the world market and for this reason the Laboratory participates in Arab Heath. Having already twenty partners in the world, BellaVie remains in constant search of expansion.

### BellaVie Range

BellaVie places global health at the heart of its priorities and is committed to contributing to the improvement of well-being and health for all by developing products suitable for the whole family.

BellaVie offers an innovative and unique range of synbiotics combined with nutraceuticals, which help: strengthening the immune system, stress management, cholesterol regulation, reducing diabetes and overweight, improving vaginal flora and reduce urinary tract infections, promoting child growth and prevent infectious diseases.

