

Innovet launches Oleea®, a new product to protect the health and wellbeing of overweight dogs and cats

Innovet, a subsidiary of Swedencare, and one of Italy's leading and most profitable supplement companies focused on the veterinary segment, enters a new therapeutical area, Metabolism, with the launch of Oleea®.

Oleea® is the new complementary feed that reduces the risk of developing overweight/obesity related disorders. Oleea® is specially developed from Innovet's Research to protect the health and wellbeing of overweight dogs and cats. In association with a well-balanced diet and regular physical activity, Oleea® decreases meta-inflammation and improves lipid and glucose metabolism, protecting the body against injuries resulting from an excess of body fat.

The product helps to maintain the homeostasis of the adipose tissue of dogs and cats by supporting the endocannabinoid system.

Oleea® contains:

- **Olaliamid®:** Patented olive oil derivative consisting of a mixture of NAEs (N-acylethanolamides). NAEs are endogenous compounds, produced "on demand" in order to protect cells against stress of different nature. NAEs are involved in maintaining an ideal body condition. In obese patients, NAE'S are found to be reduced.
- **Vitamin E:** Neutralises free radicals (antioxidant)

According to recent estimates, more than half of pet dogs and cats are overweight. It is not merely a matter of aesthetics, but of actual health problems: obesity and overweight cause meta-inflammation (low-grade chronic inflammation based on metabolic dysfunction), increasing the risk of diseases like diabetes, osteoarthritis, cardio-respiratory deficits, tumors, to name a few. Oleea® and its ingredients decreases meta-inflammation, improves lipid and glucose metabolism and helps to maintain the homeostasis of the adipose tissue of dogs and cats.

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About Innovet

Innovet Italia (www.innovet.it), founded in 1996, is a pet healthcare company with a portfolio of premium science-based products for the wellbeing of pets. The development strategy is to transfer to the animal health field the innovation generated from the research. Innovet products replicates the body's natural defense mechanisms with the aim to maintain health and wellbeing of pets. The main development field is based on bioavailable PEA (i.e., um-PEA) and related compounds (ALIAmides), acting on the endocannabinoid system. The product offering, covering multiple categories e.g., joints (Condrogen®, Condrostress®, Glupacur®), dermatology (Redonyl®, Retopix®), and pain relief (Alevica®), are marketed and sold to Italian vet clinics, pharmacies and online. The company has offices and in-house development facilities in Saccolongo, Italy.

About Swedencare

Swedencare, a listed company on NASDAQ First North Growth Market, specializes in pet healthcare and produces, markets and sells premium products in the global and fast-growing market. The company has a wide range of strong brands and products within most therapy areas, including Animal Pharmaceuticals®, Nutravet®, NutriScience, Pet MD®, Stratford®, VetWELL®, NaturVet® as well as ProDen PlaqueOff® for oral health to dogs and cats. Swedencare's headquarter is in Malmö, Sweden with subsidiaries located in nine countries with products sold in more than sixty countries. Swedencare's sales have increased significantly over the last few years with strong margins and profits.