

PRESS RELEASE

OptiPEA® from Innexus Nutraceuticals offers an alternative to ‘problem child’ CBD

OptiPEA®, the pain-relieving natural nutraceutical, could meet the needs of companies seeking a proven alternative to cannabidiol (CBD).

CBD and products containing CBD have now been reclassified by the EU as ‘Novel Foods’ and require authorisation for use. As a result, there is uncertainty around their status in the supplements sector. There is also reluctance to include CBD and hemp-based ingredients in pain relief products as they frequently do not meet quality and regulatory standards, or the requirements of R&D departments.

However, OptiPEA® by Netherlands-based Innexus Nutraceuticals offers a proven natural alternative that is available immediately. OptiPEA® is a safe and reliable nutraceutical solution backed by over 60 years of research. It is formulated from palmitoylethanolamide (PEA), a naturally occurring bioactive lipid which has consistently been shown to deliver positive results without negative side effects.¹

Innexus will showcase OptiPEA at Vitafoods Europe 2019 at the booth of its new distributor IMCD on Stand H64.

Samuel Zonneveld, CEO of Innexus, said: “With OptiPEA® we offer companies the opportunity to benefit from the current worldwide interest in the endocannabinoid system. It also meets the rising demand for a safe solution for chronic pain, and the consumer trend toward branded, transparent and sustainable ingredients.”

He continued: “CBD has always been a ‘problem child’ of the nutraceuticals industry, due to its varying legal status around the world and ongoing regulatory issues. But when everyone else was focusing on CBD we had a clear vision for OptiPEA® as a viable alternative. Its potential as a nutraceutical is almost unlimited and with the uncertainty around the status of CBD likely to continue, manufacturers can be reassured that there’s an effective alternative already available.”

Demand for nutraceutical pain relief solutions is on the rise, partly because of a desire to move away from opioids and the serious issues their misuse can cause.^{2,3} PEA is a cannabimimetic, which means it mimics the process of CBD in the body. It could even be considered a better alternative to hemp cannabinoid products because it is a single molecule and therefore much easier to measure into precise doses.

In addition, OptiPEA® is produced sustainably from RSPO-certified palmitic acid and manufactured entirely in Europe using a patented GMP production process. It offers consistent quality and its origin is completely transparent and sustainable.

ENDS

¹ Artukoglu BB, Beyer C, Zuloff-Shani A, Brener E, Bloch MH. 'Efficacy of Palmitoylethanolamide for Pain: A Meta-Analysis'. Pain Physician: 2017 Jul;20(5):353-362

² Mark R. Jones, Omar Viswanath, Jacquelin Peck, Alan D. Kaye, Jatinder S. Gill, Thomas T. Simopoulos. 'A Brief History of the Opioid Epidemic and Strategies for Pain Medicine'. Pain and Therapy: June 2018, Volume 7, Issue 1, pp 13–21

³ Mark D Neuman, Brian T Bateman, Hannah Wunsch. 'Inappropriate opioid prescription after surgery'. The Lancet: April 13, 2019, Vol. 393, No. 10180, p1547–1557

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About palmitoylethanolamide: A natural painkiller

PEA is vital to many chemical signalling processes and is produced when we need to ease pain and inflammation. It has several mechanisms of action and indirectly activates the endocannabinoid system, directly activates the nuclear PPAR-alpha receptor, and down-modulates glial and mast cells. However, in the case of chronic pain and inflammation, the body simply cannot make enough PEA, which is when supplementation can help.

PEA supplementation restores balance

Under normal circumstances, enough PEA is produced by on-demand synthesis. However, the body is not able to synthesize adequate levels when chronic pain and inflammation create an imbalance. Supplementation increases the amount of PEA wherever shortages occur, thus resolving unbalanced biological processes.

A safe alternative strategy in pain treatment

PEA is not only very effective but also very safe. Human studies and extensive literature reviews have not reported adverse effects. Nor are there known negative interactions with other food supplements or prescription medications. Moreover, there is no risk of addiction or tolerance. Overdosing is not possible as enzymes effectively break down excess PEA to its building blocks; palmitic acid and ethanolamine. These compounds are then re-used in a myriad of cellular processes.

About Innexus Nutraceuticals

Innexus Nutraceuticals is a developer of specialty nutraceuticals, founded in the Netherlands in 2015. The company works with talented PhD chemists and experts in the nutritional field to develop and market exciting ingredients. Innexus conducts extensive research before adding an ingredient to its portfolio so customers can be certain that it is both safe and high in quality. Integrity is one of Innexus' core values and the company strives to meet the highest ethical standards in its daily business. OptiPEA® is the registered logo and trademark for high-quality, pure, safe-to-use PEA.