



# FOR THE LOVE OF HELPING PEOPLE

AN UNEXPECTED PURPOSE  
OF A PHARMACEUTICAL COMPANY



For the love of helping people

## What does that mean?

It's not often that you come across a pharmaceutical company that values a charitable ethos and offers products based on highly effective natural ingredients.

But at Cesra we do.

That's what makes us different, both as a company and as people: our commitment to improving the lives of people around the world is what drives us every day.

Let's have a look at the details.





## At CESRA we live the German inventive spirit with a global perspective

Since 1929, we have been dedicated to our customers, constantly innovating and striving for efficiency in delivering top-notch phytopharmaceuticals, medical devices, and medical cosmetics from our headquarters in Baden-Baden.





# Our facts & milestones in a few dry figures

- Established in Rastatt, Germany, in 1929
- Settled at the Baden-Baden site since 1964
- > 50 mio. € turnover with very healthy revenues
- > 150 employees, steadily growing
- Continuing to grow by strategically expanding the product range:
  - Acquisition of ocean pharma in 2018. With its Spirularin® and skinicer® brands, ocean pharma specializes in innovative products for podiatrists and medical cosmetics studios.
  - Acquisition of the Lioran® and Gasteo® product lines from Niehaus Pharma in 2022 to strengthen the German market and diversify our portfolio.



For the love of helping people

## **We aim to develop our people-focused culture.**

We believe in maintaining a positive outlook for our clients, partners, and ourselves by promoting sustained growth and taking a proactive approach.







## The Redel Foundation supports social projects in Germany and around the world.

The foundation has been established in 1988 by the owner family of Cesra Arzneimittel.

As the legal owner of Cesra, the Redel Foundation receives all revenues that are not reinvested in the future viability of the pharmaceutical company.





# We at Cesra prioritize sustainable German production

We are offering natural products via pharmacies and podologists.

Committed to ethical, well tolerated medicines, honored for social responsibility, continually improving with partner feedback.







## Our Supply is Made in Germany

- At Cesra we do our best to excel our client demands with continuous creative and innovative product development.
- Our modern, scalable production facility for solid dosage forms including packaging, can seamlessly adapt to future requirements.
- The high level of analytical expertise in the field of natural substances, built up over many decades, is our core strength.
- We provide a regulatory full service with strong expertise in natural products to support the earliest market entry of our products.
- Our expertise and production capabilities provide opportunities of custom manufacturing for medium-sized companies







# Our Marketing

is full of passion

- To grow our brands sustainably, we are driving a strategic business development programme that is unprecedented for the size of our market share.
- At Cesra, we work with renowned experts who have extensive experience in healthcare marketing worldwide to progress our brands on a global scale.
- Our long-term, partnership-based approach to distributor management is one of the foundations of our strength.
- We are agile, aware and ready to adapt to and outperform changing market conditions.
- At Cesra we are a small, but powerful team with functional, excellent communication and a proper mindset – for the love of helping people.





## Our business model is driven by corporate social responsibility

- Our passion for the love of helping people is a sustainable source of motivation as well as a truly unique selling point for our clients.
- Our passionate corporate culture leads to a high level of identification with our brand.
- Our values are at the heart of everything we do.





## Our people are our greatest asset

- At Cesra, our employees live our values and passion, resulting in a high level of job satisfaction.
- At Cesra, we offer exciting incentives for people seeking employment who share our values to become a part of our team.





## Our people are our greatest asset

- At Cesra, our employees live our values and passion, resulting in a high level of job satisfaction.
- At Cesra, we offer exciting incentives for people seeking employment who share our values to become a part of our team.



## Our people are our greatest asset

- At Cesra, our employees live our values and passion, resulting in a high level of job satisfaction.
- At Cesra, we offer exciting incentives for people seeking employment who share our values to become a part of our team.







## Brand Value

We always keep our customers in mind.

- Our phytopharmaceuticals and medical cosmetics based on natural active ingredients achieve:
  - High levels of customer satisfaction
  - Loyalty to our brands for generations
  - Client support for our charitable work

# Our values

are at the heart of everything we do

## Reliability

We stand by our word.

## Performance

Wholehearted commitment to our goals

## Agility

Quick, flexible, and open to new ideas

## Respect

We treat one another as equals





# Aescuven®

Aescuven®, in China marketed as Mei Jii Ling, excels in treating chronic venous issues with nearly one billion tablets sold annually.

**Active ingredients:**  
Horse chestnut





# Lioran<sup>®</sup>

**Sleeping disorder & anxiety?  
Lioran<sup>®</sup> can help**

- Fast action starting in 30 minutes
- Tones down irritations
- Well tolerated and suitable for long-term usage

**Active ingredient:  
Passion flower**



# Gasteo®

Effective relief for gastrointestinal issues  
with fast action due to in-mouth usage

## Active ingredient:

goose cinquefoil  
plus five further potent herbals





## ilon®

Reviving skin health naturally with ilon® Salbe classic, a renowned remedy for skin inflammation – from abscesses to inflamed mosquito bites.

**Active ingredients:**

South Tyrolean larch, maritime pine, medicinal eucalyptus





## ilon® HS

The lip cream specifically against  
Lip-Herpes

**Active ingredients:**  
Microalgae spiraline



## ilon®

ilon® products combine highly effective and tolerable treatment that feel good on the skin. These activate the skin's natural defenses and cell vitality.

With its well-known ilon® Classic Ointment for dermatitis, Cesra is the leader in its own market segment and can be found in virtually all German pharmacies.

### **Active ingredients:**

South Tyrolean larch, maritime pine, medicinal eucalyptus



# Spirularin®

Through our Ocean Pharma company stands as a top partner in professional foot care and podiatry.

The active ingredient Spiralin® combines exceptional antimicrobial properties – i.e. antibacterial, antiviral, and antifungal properties – while providing effective protection for the human skin.

**Active ingredients:**  
Microalgae spiruline





## skinicer®

The skinicer® Repair Care line was specially developed for problematic skin on the face and neck. Its remarkable efficacy is based on the broad therapeutic spectrum of the active extract from microalgae, Spiralin®, with its natural antibacterial, antiviral and cell-regenerative properties

**Active ingredients:**  
Microalgae spiraline





**We are active  
all over the world**





# Partner with passion

At Cesra, we are thrilled to be a young and passionate team with great ideas for our future.

We are dedicated to growing with committed partners – and with products that strengthen our passion.

With our expanding business model, we constantly reaching out to like-minded people who share our values.

Because we are here  
**For the love of helping people**





For the love of helping people