



sanolabel

From the Heart of Transylvania

*The **EU R&D partner** for
European supplement brands.*

*In-house formulation, every ingredient EU-verified, two
own factories, clinical evidence, compliance-first.*

FOR THE ATTENTION OF

Buyers & category managers
of European retail pharmacy networks.

SINCE
1995

SKUS IN MARKET
270+

OWN FACTORIES
2

MOQ / SKU
2,000 pcs

BRIEF · FORMULA
30 days

OUR STORY

Thirty years of refusing to *cut corners.*

Sanolabel was built over three decades by **Tudor Ilie** and a team of doctors, pharmacists and formulators who believed natural remedies should earn their place *alongside* classical medicine — not replace it.

That discipline shaped a category in Romania: responsible natural remedies, scientifically validated, complementary to clinical treatment. Today it shapes every formula we ship to a private-label partner.

1995

FOUNDED

270+

SKUS IN-MARKET

2

OWN FACTORIES

4

HERO RANGES

FACTORY • PREJMER • BRAȘOV



WHERE IT'S MADE

“A region shaped by centuries of German-Saxon industrial discipline. EU-made where rigour is in the soil.”

POSITIONING STATEMENT

Sanolabel is the *EU R&D partner* for European supplement brands – in-house formulation, every ingredient EU-verified, two own factories, clinical evidence, compliance-first.



USP 01

Real R&D, not catalog resale

~30 days from brief to a custom formula, based on our preclinical and clinical work.



USP 02

EU-verified, traceable

Every raw material is EU-produced or certified by an EU-accredited laboratory.



USP 03

Two own factories

Both in Braşov, Transylvania. One chain of custody. One accountable partner.



USP 04

Clinical evidence

Published preclinical and clinical work on hero ranges. Audit-proof by design.



USP 05

Start at 2,000 pcs

Test a launch before you scale. 20–60% below EU industry norm MOQ.



USP 06

Compliance-first

ISO 9001 & 22000. EU 1169/2011 end-to-end. EFSA-defensible claims only.

THE PROMISE

“We want your customers to come back for a second and a tenth time.”

FROM BRIEF TO WAREHOUSE • 60 DAYS

How we work.

Five steps. Fixed windows. Reorder conversation starts on day one.

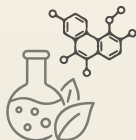


01

DAY 0

Brief

Tell us what you want to sell, in which markets, by when.



02

DAY 7

Formula

Dosage, fill, EFSA-defensible claims, 2–3 naming options, indicative price ($\pm 30\%$).



03

DAY 14

Samples

Physical samples shipped within a week of formula approval.



04

DAY 21

Sign

Contract, first PO, payment. Artwork & labeling locked.



05

DAY 60

Ship

30 days PO-to-delivery at MOQ. Reorder conversation already open.

WHAT YOU BRING

A category, a target market, a launch date. Or a finished formula you want manufactured to spec.

WHAT WE BRING

Formulators, factories, clinical library, EFSA claims engine, and the paperwork no one else wants to chase.

WHAT WE CAN PRODUCE

Five forms. Eight *categories*.

Pick any format on the left with any category on the right. New combinations possible — we'll tell you honestly if a target dosage makes sense in that form.

FORMS



Capsules

powder or oil



Syrups

liquid base



Essential oils

& blends



Carrier & massage oils

topical



Apiphytotherapy

propolis, royal jelly



CATEGORIES



Microbiome optimisation

Pre & pro-biotic protocols.
Clinical-grade strains.



Inflammation control

Natural & standardised extracts.



Clean-label multivitamins

Natural base, no synthetic fillers.



Essential-oil therapeutics

Proprietary LIFE study.



Nootropics & adaptogens

Cognitive & stress response.



Immune support

Seasonal & chronic.



Integrative medicine

Complementary to classical treatment.



Medicinal mushrooms

Adaptogenic & immune.



PROOF IN-MARKET

Four ranges. *Two hundred and seventy SKUs.*

We don't theorise private label. These ranges ship today, under DVR Pharm's own brands — each one a library you can draw formulations from, or white-label at MOQ.

CLINICAL

TELOM-R

Regeneration from telomeres level. Research-backed anti-ageing protocols.

30

SKUS



APITHERAPY

ApicolScience

Apiphytotherapy. Propolis, royal jelly, bee-bread standardised extracts.

60

SKUS



AROMATHERAPY

LIFE Essential Oils

150 SKUs. Proprietary essential-oil study library spanning 30 years.

150

SKUS



ADAPTOGEN

Medicinal Mushrooms

Adaptogenic & immune. Reishi, cordyceps, lion's mane, chaga.

30

SKUS



CLIENT STORIES

Partners who scaled with us.

CASE 01 · HERBAL RETAIL CHAIN

“A 48-location herbal-retail chain built a 17-SKU private-label range with us and strengthened its shelf presence across the country.”

48

LOCATIONS

17

PL SKUS

3 yrs

PARTNERSHIP

CASE 02 · RETAIL PATRONAT

“A 52-member association of retail networks launched their private-label line with our core SKUs as the quality anchor.”

52

MEMBERS

Core

ANCHOR SKUS

RO

LAUNCHED IN

COMPLIANCE & DOCUMENTATION



ISO 9001

Quality management system. Audited.



ISO 22000

Food-safety management, end-to-end.



EU 1169/2011

Labeling compliance, every SKU.



EFSA-defensible

Claims library. No unproven medical outcomes.

MEET US IN BARCELONA

Let's talk at the stand.

*Twenty minutes. We'll show samples, walk you through a
formulation brief, and leave you with a price window
before you leave the hall.*

FAIR

Infosalus Barcelona

Fira de Barcelona · Gran Via ·
5-7 May 2026

STAND

4C116I · 4C116J

New Exhibitor Pavilion.
Samples on-site.

PRIMARY · BOOK A CALL

Book a 20-min intro.

At the stand or after the fair. Calendly link or QR.



SCAN
sanolabel.com/meet

SECONDARY · SAMPLE KIT

Request a sample kit.

We ship within a week of your request.

→ SANOLABEL.COM/SAMPLES

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