

Colorado Biolabs, Overseas Healthcare Pvt form strategic alliance for 5 countries

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Colorado Biolabs, Inc.

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Colorado Biolabs, Inc. (CBL) and Overseas Healthcare Ltd (Overseas) are pleased to officially announce a strategic alliance designed to bring **Proferrin®**, a unique iron supplement, to residents of India. The product, known as Fe Daily, will contain CBL's Proferrin® brand Heme iron polypeptide and will be available for purchase this year. Overseas has also been granted exclusive distribution rights to Proferrin ES®, Proferrin Forte®, and Proferrin Clear® in Thailand, Vietnam, Myanmar, and Uzbekistan.

"Our goal has always been to bring Proferrin® to those who need it most, and we believe Overseas Healthcare is the right partner to do so in their region. We're pleased to work with an organization with a strong sales force and over 20 years' experience. Together, we can help a lot of people." says Colorado Biolabs CEO Adam Kashenberg.

D.P. Soni, Founder and Managing Director of Overseas Healthcare, added "We at Overseas wish to bring the best pharmaceutical and nutraceutical products to India. We are happy to partner with CBL as they resonate with our values - Quality and Ethics."

CBL's Proferrin® brand HIP has demonstrated the ability to increase serum iron up to 23x greater than does a traditional iron salt on a mg. per mg. basis.[1] This allows for excellent iron supplementation using far less iron, leading to a stellar GI side effect profile. Additionally, HIP absorption does not require acidification via addition of Vitamin C. This fact is important because co-administration of Iron and Vitamin C have been associated with oxidative stress in the gastric mucosa, which can lead to ulceration. [2]

Proferrin® brand HIP is manufactured in the United States by Colorado Biolabs, Inc. and Proferrin® iron supplements were introduced into the U.S market in 2001. Proferrin® is also available in the US, Canada, UAE, Puerto Rico, and the Philippines.

Overseas Healthcare, established in 1994, is a leading pharmaceutical company in India and a WHO GMP certified, ISO 9001:2015 Company with product presence in gynecology and obstetrics, Orthopedics, Gastroenterology, Urology, and Rheumatology.

For more information about Proferrin® and Colorado Biolabs, Inc., visit <http://www.proferrin.com>.
To learn more about Overseas Healthcare, please visit <https://www.overseashealthcare.co.in>

1 – Seligman, P.A., et al, Nutrition Research, 2000. 20(9):1279-86.

2 – Fisher, A. EO and Naughton, D.P., Nutrition Journal 2004, 3:2
