



Fidia Pharma USA Inc Announces Expansion into the Dietary Supplement Market with Launch of CartiJoint™ FORTE

*CartiJoint™ FORTE is the First Product in Fidia's New Dietary Supplement Portfolio; Uniquely formulated with bioactive Bio-Curcumin Curcugreen™**

FLORHAM PARK, NJ, April 12, 2019 – Fidia, a world leader in the research, development, and manufacturing of hyaluronic acid (HA)-based products, is introducing CartiJoint™ FORTE, its first product in the dietary supplement category in the USA.

CartiJoint™ FORTE is a dietary supplement that supports joint health and mobility with antioxidant activity in a daily dose.*^{1,2,3} It is uniquely formulated with a bioactive* curcumin extract Bio-Curcumin Curcugreen™ which is 100% natural turmeric along with glucosamine hydrochloride and chondroitin sulfate.

Bio-Curcumin Curcugreen™ is from a natural substance with antioxidant activity*. It is a natural extract of *Curcuma longa* consisting of curcumin, curcuminoids, and oils with high bioavailability compared with standard curcumin and another formula containing curcumin in a pilot study of human volunteers receiving equivalent doses.⁴ CartiJoint™ FORTE also contains glucosamine hydrochloride and chondroitin sulfate. In the human joint, naturally occurring glucosamine and chondroitin are important structural components that provide support and promote joint mobility and flexibility. Chondroitin sulfate is also an important structural component of cartilage.

“The introduction of CartiJoint™ FORTE is the first product in the new Fidia Dietary Supplement Portfolio and reinforces our vision for Fidia’s growth in the U.S.”, said Giorgio Masetti, president at Fidia Pharma USA Inc. “Supported by over 50 years of research, Fidia’s aim is to continue to bring new top-quality products to the U.S. market, expand our product lines and evolve by diversifying into new, emerging product categories that are in line with our mission of innovating and pioneering new solutions to help people move forward through life. We are excited to offer more options than ever to patients seeking non-surgical solutions with our convenient, non-surgical quality products.”

CartiJoint™ FORTE is available in a convenient blister pack over the counter and may be purchased online at www.cartijoint.com.

Further information can be found at www.cartijoint.com and at the Fidia Pharma USA Inc. Booth #511 at the AMSSM (American Medical Society for Sports Medicine) Annual Meeting, April 12-17, in Houston.

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, cure, or prevent disease.

About Fidia Pharma USA Inc.

Fidia Pharma USA Inc. is a wholly-owned subsidiary of Italian pharmaceutical manufacturer Fidia Farmaceutici S.p.A., an established leader in the hyaluronic acid market segment.

Fidia Pharma USA Inc. is focused on expanding Fidia's position in the U.S. and Canadian market, while upholding the company's mission to provide consumers with innovative products that offer quality, safety, and performance. Fidia Pharma USA Inc. is headquartered in Florham Park, NJ.

For more information, please visit www.fidiapharma.us.

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