

SFI Awarded Prestigious ABC's Tyler Award Given Global Research Effort

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Nigel Pollard accepts this year's Varro E. Tyler Commercial Investment in Phytomedicinal Research Award from Mark Blumenthal, founder of The American Botanical Council (ABC).

In recognition of its ongoing commitment to research on natural products to help patients, Soho Flordis International (SFI) has been honored by the American Botanical Council (ABC).

SFI is a global natural medicine company committed to identifying and developing natural medicines with high levels of evidence of quality, safety, and effectiveness. For these efforts the non-profit ABC selected SFI for this year's Varro E. Tyler Commercial Investment in Phytomedicinal Research Award.

Phytomedicinal research seeks to identify, cultivate, and prepare plants for therapeutic uses.

"SFI is a company built on the research-based values that Professor Tyler promoted regarding developing and marketing clinically tested phytomedicinal products," said ABC Founder and Executive Director Mark Blumenthal. "As a research- and science-based organization, ABC is pleased to be able to recognize SFI for its many clinical trials and related research achievements."

"We are really delighted to receive this award," said Nigel Pollard, CEO of SFI. "In fact, our company's vision was inspired by Professor Tyler and Blumenthal at a conference 16 years ago in Australia. We now have 68 clinical trials published on our own products and, together with our partners, we have 8 current trials underway. Prof. Tyler's principles of rational phytotherapy underpin these investments and our vision for natural products in mainstream medicine."

"SFI has established itself as one of the leading herbal dietary supplement companies with a portfolio of products that are well-characterized not only with regard to the phytochemical composition but also their research regarding safety and efficacy," said ABC Chief Science Officer Stefan Gafner, PhD. "The number of current and past clinical studies is a testament to their commitment to high-quality products. I congratulate SFI for their outstanding work and for their well-deserved recognition of this award."

"Today, SFI operates in over 35 countries establishing the role of our products for the patients of mainstream health professionals and natural medicine practitioners," said Pollard, "Through our research company, SFI Research, together with our partners we are determined to establish clinically proven natural medicine products as a powerful global health solution. Our partners in research and marketing are other pioneers of clinically proven natural medicines, such as Ilhwa Corporation (Korea), Zeller, Madaus/Rottapharm (Meda), Steigerwald (Bayer), Bionorica, and Pharmatoka."

"We are very excited about this award because we firmly believe in the concept of 'Seed to Patient' controlled products, delivering specifically clinically proven products to the community. We will continue to invest in this area," said Wolfgang Kuchen, SFI's General Manager of the Americas.

The award is being given by ABC on March 5th during the Natural Product West and ENGREDEA gathering held in Anaheim, CA.

About SFI:

Soho Flordis International Pty Ltd was established in 2010 as a collaboration between Flordis Pty Ltd and SOHO Group. The company's brands now include Flordis®, Ginsana®, ProThera®, Klaire Labs®, and Complementary Prescriptions™. Its North American operations are centered in Reno, NV.