

## Presskit CEDEM AG | Long version | July 2023

### CEDEM AG

Every person's partner in wellbeing

**Swiss international Nutraceutical supplier CEDEM AG has one claim: better living for everyone. With its Swiss formulas, the global company is providing modern and functional nutrition supplements focusing on longevity, health, and performance by offering dedicated products for men and women beyond common micronutrients. Founded in 1991 by Swiss vitamins formulator Dr. Martin Schmid, the company has been acquired by Jordan businesswoman Rasha Oudeh in 2016, has been growing ever since, and is currently targeting the US and Swiss markets.**

Offering a wide product range made from micronutrients such as vitamins, minerals, and trace elements, CEDEM AG offers premium quality Swiss-formulated, powerful Nutraceuticals to a global audience. Beyond common products, the line ranges from traditional supplements to high-performance, functional formulas dedicated to individual needs. Covering clients in more than 25 countries including emerging markets and managed from its headquarters in Zurich (Switzerland), today CEDEM AG has branches in Jordan, Germany, the UK, Nigeria, and the USA. Continuing to develop further, CEDEM AG is currently targeting premium markets USA and Switzerland, with the full product line gradually being introduced while having powerful patent-pending products lined up. Furthermore, the company plans to utilize its own as well as Amazon platform to adopt e-commerce in its sale approach.

### PRODUCTS

With a wide product range and continuously developing new formulas, CEDEM AG Nutraceuticals supports every person during times of special challenges, providing functional supplements dedicated to individual needs.

Besides traditional products, the product range pays special attention to personalized requirements for men, women, and children, providing solutions for particular needs with specific, targeted formulas.

**Women's Health:** Covering the most fundamental segments including fertility support, pregnancy support, life extension, urinary tract infection and vaginal health.



**Men's Health:** A range of fundamental segments including fertility & sexual support, prostate support, life extension and urinary tract infection.

**Longevity & Lifestyle:** Daily essentials of adults with a group assortment of specifically formulated products to support brain performance, digestive health, skin health, immunity, and bone health. Additionally, CEDEM AG provides a collection of lifestyle enhancement products to complement its longevity portfolio.

**Kids:** A variety of syrups & liquids to cover children's needs at different ages in order to benefit health and provide optimal development: strengthen bones, support of blood formulation, improve of immunity, and support of brain function and performance.

Full product range: <https://cedemag.com/products/>

## HISTORY

CEDEM AG emerged 1991 as the brainchild of Swiss vitamins formulator, Dr. Martin Schmid, laying the foundation for what would become an extraordinary venture in the realm of health, longevity and nutrition supplement-improved life quality. When pharmaceutical expert Rasha Oudeh, a Jordanian self-made businesswoman and serial entrepreneur with a substantial academic career and industry-related track record, acquired the company in 2016 and enrolled her vision, the traditional Swiss company took a turn: Her dream of developing outstanding, premium-quality supplements for a healthier and happier global community, empowering every person's individual life, led to international growth by covering markets in Middle East, Africa, China & Vietnam and aiming to be present worldwide.

## MISSION & VISION

CEDEM AG's vision is to enhance and improve every person's life in well-being. By offering dedicated and functional Nutraceuticals, tailored to specific needs and requirements our mission is to provide premium state-of-the-art Swiss quality products, which meet the current and future requirements of well-being. Our innovative products and our company follow six core values:

- **Quality:** only the best formulas and products
- **Innovation:** current and futuristic function
- **Passion:** our hearts, minds, and souls are our driving force
- **Integrity:** we honor life and we act ethically
- **Fun:** we enjoy what we are doing
- **Giving back:** we give back to society, we share our experience and we empower people

## ETHICS, SUPPORT & COMMITMENT

**Quality formulas & non-harmful ingredients:** One of the reasons for CEDEM AG's immaculate reputation and global success lies within the focus on high-quality ingredients and decades of expertise



regarding formulation. Built on scientifically and clinically collected data, CEDEM products avoid foreign substances such as artificial preservatives, colourings, GMO's, flavors, or any other ingredients with harmful effects.

**Awareness and responsibility:** We are aware of the challenges, which remote and underserved areas – such as the Middle East and Africa – are facing regarding scarce regular diet, limited general healthcare, and accessibility of relevant products. CEDEM AG CEO Rasha Oudeh aims to bridge the gap and to help provide optimal health and performance hinge on essential micro countries.

Additionally, CEDEM AG is sponsoring sports clubs by providing dedicated functional products for athletes.

Furthermore, CEDEM AG contributes to a greener future by planting a tree with each successfully closed business deal, having a positive impact on communities in the world.

**Giving back to society:** Following her own heritage, career path, and experience, CEDEM AG CEO founded the “Amali Mentorship Program”, a mentorship program to guide and advise less experienced entrepreneurs with an additional focus on women empowerment in Business. Her aim is to support people in taking the necessary steps towards successful self-employment, reclaiming their rights and freedoms, and achieving a better life with the end goal of helping families to flourish, communities to prosper, and economies to grow. Further information: [www.amaliprogram.com](http://www.amaliprogram.com)

#### Further information

**CEDEM AG Webiste:** <https://cedemag.com/>

**International Online Shop:** <https://switzerland.cedemonline.com/>

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