

## Presskit CEDEM AG | Short version | July 2023

### CEDEM AG

Every person's partner in wellbeing

**Swiss Nutraceuticals supplier CEDEM AG provides modern and functional nutrition supplements focusing on longevity and health improvement beyond common micronutrients. Founded in 1991 by Swiss vitamins formulator Dr. Martin Schmid and acquired by Jordan businesswoman Rasha Oudeh in 2016, the company is currently targeting the US and Swiss market.**

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. The product line ranges from traditional supplements to high-performance, functional formulas dedicated to individual needs, covering clients in more than 25 countries including emerging markets. Managed from its headquarters in Zurich (Switzerland) with branches in Jordan, Germany, the UK, Nigeria, and the USA, 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.

### PRODUCTS

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

Besides traditional nutrition supplements, the product range pays special attention to personalised requirements for men, women and children, providing solutions for particular needs by specific, targeted formulas, such as fertility and pregnancy support, life extension, sexual support and prostate support, digestive health, skin health, immunity or brain performance.

### HISTORY

CEDEM AG emerged in 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. In 2016 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 and enrolled her vision of developing outstanding, premium-quality supplements for a healthier and happier global community, improving every person's individual life.



Having grown internationally ever since and covering markets in Middle East, Africa, China & Vietnam CEDEM AG's goal is to be present worldwide.

### **MISSION, VISION & ETHICS**

CEDEM AG's vision is to enhance and improve every person's life in well-being. By offering dedicated and functional Nutraceuticals. Our mission is to provide premium state-of-the-art Swiss quality products, which meet current and future tailor-made requirements, following our six core values of **Quality, Innovation, Passion, Integrity, Fun, and Giving back by Responsibility.**

CEDEM AG takes pride in providing ethical products. Built on scientifically and clinically collected data, our products avoid foreign substances such as artificial preservatives, colourings, GMO's, flavors or any other ingredients with harmful effects.

We are aware of the challenges of remote and underserved areas and we aim to bridge the gap, providing optimal health and performance hinge on essential micro countries. Furthermore, we support a healthy lifestyle by sponsoring athletes with our products. In order to be conscious of all our future and a greener planet, we commit in planting a tree with each successfully closed business deal. All in all we are dedicated to having a positive impact on communities in the world.

CEDEM AG's CEO Rasha Oudeh sees it as her responsibility to give back to society. Following her own heritage, career path, and experience she founded "Amali Mentorship Program", a mentorship program to guide and advise less experienced entrepreneurs as well as to empower women in Business. Further information: [www.amaliprogram.com](http://www.amaliprogram.com)

### **Further information**

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

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

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