

Press Release | Rueil Malmaison, France, 1st October 2024

UPSA acquires Séréllys Pharma® and commits to women's health

UPSA announces it has finalized the acquisition of Séréllys Pharma®, a leading French company specializing in women's well-being. With this move, UPSA positions itself in a historically underserved sector with strong growth potential.

Hormonal changes experienced by women throughout their lives—whether related to premenstrual syndrome, post-partum discomfort, or, most notably, menopause—are becoming less and less taboo, and that's good news. In France alone, 80% of women over the age of 45 suffer, to varying degrees, from menopause-related symptoms such as hot flashes, mood swings, and sleep disturbances. According to the World Health Organization, more than 1 billion women are affected worldwide. These women have often been left without viable solutions, especially since the concerns raised in the 2000s about the side effects of hormone replacement therapies. **As a specialist in pain management and self-medication for nearly 90 years, UPSA sees it as its responsibility to take on this major public health challenge for all these women.**

Séréllys Pharma® has developed a unique patented technology based on the extraction of natural active ingredients from pollen: the CyTonin® technology. Since Antiquity, pollen has been recognized as a superfood, a natural reservoir of numerous nutrients—amino acids, vitamins, fatty acids, trace elements—beneficial to both physical and mental health. For the first time, thanks to CyTonin®, these nutrients are extracted from the hard outer shell of pollen grains, making them more easily absorbed by the human body. Clinical studies have demonstrated statistically significant effectiveness: after two months of use, hot flashes are reduced by 50% compared to placebo in patients¹. The resulting treatments are **100% natural, hormone-free, and contain no phytoestrogenic substances, thereby minimizing the risk of side effects.** Their efficacy is scientifically validated and supported by more than thirty clinical studies. It is recognized by leading medical societies and recommended by the International Society of Gynecological Endocrinology.

“Today, women no longer want to endure the symptoms associated with the hormonal changes that mark their lives,” says Isabelle Van Rycke, President and CEO of UPSA. “As a female leader, the idea that I could contribute to addressing such a fundamental issue as women’s health and well-being felt like an obvious responsibility. As a family health specialist for nearly 90 years, UPSA had to respond to this need, which is now being voiced more clearly thanks to a shift in societal attitudes. With the acquisition of Séréllys Pharma®, UPSA is proud to stand with women by offering safe, natural, and effective solutions.”

¹ Source : Tomas Fait, Manuela Sailer & Pedro-Antonio Regidor (Gynecological Endocrinology 2019; 4:360-363)



*“At this stage of its development,” **explains Sossio Morra, CEO of Séréllys Pharma®**, “our SME needed to partner with a laboratory that is more widely recognized by the general public in order to continue growing. Being acquired by UPSA is a wonderful opportunity for our exclusive technology to benefit a greater number of women, while continuing to evolve within a human-sized company.”*

Present in around fifty countries, Séréllys Pharma® generates three-quarters of its sales outside of France, thereby opening new markets for UPSA in the Middle East, North and South America, and notably China.

This promising acquisition—the first for UPSA in over thirty years—is part of its growth strategy and will help establish the company as a major international player in family health and women’s well-being.

About UPSA:

UPSA is a French pharmaceutical company owned by the Japanese pharmaceutical group Taisho Pharmaceutical. Founded in 1935, UPSA is today both a mid-sized company (ETI) with one of the largest pharmaceutical manufacturing sites in France, located in Agen, and a committed brand that has served patients and pharmacists for nearly 90 years.

With its range of over-the-counter products and medical devices, UPSA enables patients to treat common minor ailments. Its expertise covers five therapeutic areas: pain and fever (its historic specialty), ENT and respiratory pathways, digestion, sleep disorders, and vitality.

UPSA embodies strong regional roots and champions “Made in France” expertise with an international reach. As the largest private employer in the Lot-et-Garonne department, the company employs 1,700 people, including 1,600 in France, and generates 3,500 indirect jobs. Present in over 60 countries—mainly in Europe, Francophone Africa, China, and Vietnam—UPSA, awarded the 2023 BFM Business Prize for Best Mid-Sized Company in the “Made in France” category, achieves nearly €500 million in revenue and exports more than 55% of its production from Agen each year.

Since 2021, UPSA has been implementing its strategic plan—Conquête 2027—aimed at sustainably supporting the company’s growth and development. In 2024, UPSA earned the B Corp certification, which recognizes companies meeting high standards of social and environmental performance, transparency, and accountability.

You can also find UPSA on [LinkedIn](#) and at www.UPSA.com

About Séréllys Pharma®:

For over 15 years, Séréllys Pharma® has been marketing and distributing its Séréllys® products, which are based on its key ingredient: purified cytoplasmic extracts from pollen sourced from carefully selected plants, obtained through an exclusive technology called CyTonin® Technology.

Séréllys® specifically supports women during phases of hormonal fluctuations and bodily changes. Its flagship products help relieve menopause-related discomforts such as hot flashes and mood disorders, without using phytohormones.

Based in Monaco and present in more than 50 countries through its distributors, Séréllys Pharma® has significant growth potential due to its exclusive technology and the substantial unmet needs in the natural women’s well-being market.

More details are available on the website: SéréllysPharma.com

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