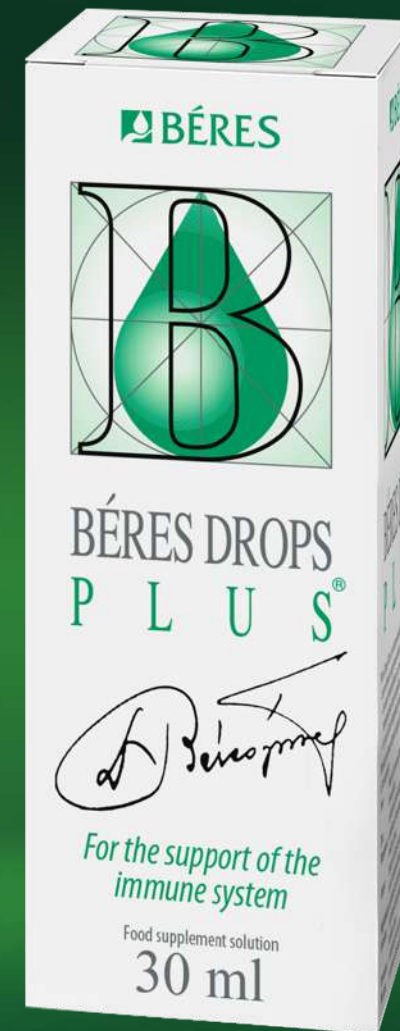


BÉRES DROPS PLUS

UNIQUE LIQUID FORMULA
FOR THE SUPPORT OF THE
IMMUNE SYSTEM

2024





To protect our health, we need essential nutrients that the body cannot produce on its own. Without them, the body's balance can be disturbed, leading to various health issues and diseases.



Hungary's no. 1 Immune-Booster*

- 💧 **Béres Drops Plus** is a unique liquid food supplement containing an optimal ratio and complex form of essential minerals and trace elements bound to organic carriers to support the immune system and the body's resistance.
- 💧 Key components such as Iron, Zinc, Manganese, Copper, Molybdenum, Selenium, and Chromium contribute to various essential metabolic processes, from energy-yielding metabolism to protecting cells against oxidative stress.
- 💧 Ideal sugar and sweetener-free solution for adults and children from the age of 4.

DISCOVER THE STORY BEHIND BÉRES DROPS:

"The solution lies right there in nature, you just have to live with your eyes and mind open to discover it." Dr. József Béres Sr. [For more details, see pages 12-14.](#)

* Source: IQVIA Pharmatrend database ATC A13A and OTC3 05F1, pharma sell-out, units and value, 2023.



The minerals and trace elements in Béres Drops Plus contribute to the proper functioning of the body:

Iron: contributes to the **normal function of the immune system** and the **reduction of tiredness and fatigue**. It contributes to normal formation of red blood cells and haemoglobin, contributes to normal oxygen transport in the body.

Zinc: contributes to the **normal function of the immune system**.

Manganese: contributes to **normal energy-yielding metabolism**, contributes to the protection of cells from oxidative stress.

Copper: contributes to the **normal function of the immune system**, contributes to normal iron transport in the body.

Molybdenum: contributes to the normal metabolism of sulphur-containing amino acids.

Selenium: contributes to the **normal function of the immune system**. It contributes to the protection of cells from oxidative stress.

Chromium: contributes to normal macronutrient metabolism, contributes to the maintenance of normal blood glucose levels.

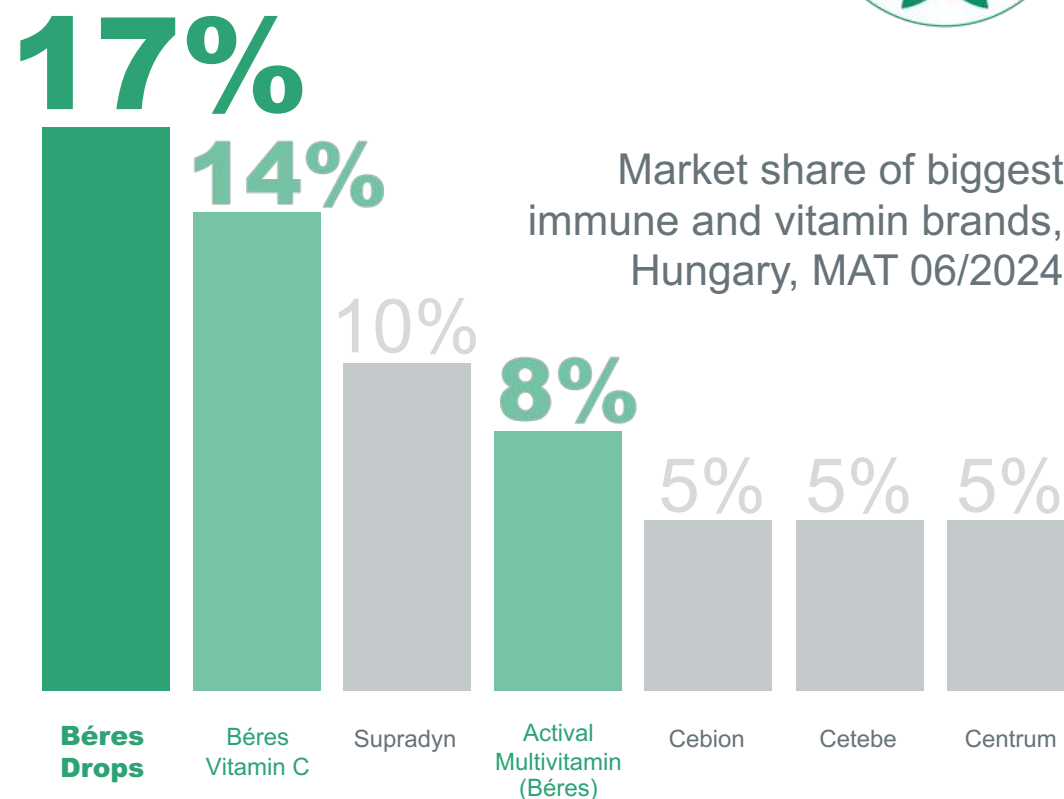
Fluoride: contributes to the maintenance of tooth mineralisation.

Market performance



According to market surveys 9 out of 10 Hungarian vitamin users know Béres Drops.

Béres Drops has been Hungary's No. 1 immune-boosting product* for years, even ahead of major international brands.



*Source: IQVIA Pharmatrend database, pharma sell-out value, MAT 06/2024.

Recommended use of Béres Drops Plus

Replenishing micronutrients is essential for



Immune support



Weakness, fatigue



Intense physical
exertion



Lack of appetite,
malnutrition
(e.g. diets, vegetarianism)



Certain ages (elderly)



Small drops, big strength for your body

The strength of Béres Drops Plus lies in its unique formulation and its active ingredients.



Key Micronutrients: its active ingredients are some of the most important micronutrients for the support of the immune system.



Optimal Stability & Absorption: its active ingredients are in a special form, in optimal proportions coordinatively bound to organic carriers, for enhanced stability and absorption.



Outstanding Bioavailability: the dissolved form of the active ingredients ensures rapid and easy absorption.



Easy to Swallow: ideal for children, elderly people and individuals with swallowing difficulties.

Active ingredients of Béres Drops Plus



Active ingredients:	Amount in 1ml (18 drops):
Iron	2.01 mg
Zinc	2.23 mg
Manganese	0.30 mg
Copper	0.25 mg
Molybdenum	190 µg
Selenium	11.9 µg
Chromium	17.8 µg
Fluorine	0.09 mg





Registration category: Food supplement

Dosage: The preparation is taken as drops; therefore the dosage can be easily adjusted to the needs of different age groups; adults and children from 4 years of age.

Product form: Oral drops, solution

Pack sizes: 30 ml, 100 ml, 4×30 ml

Good to know:



Gluten-free

Suitable for people with gluten intolerance



Lactose-free

Suitable for people with lactose intolerance



Can be taken by
Vegetarians



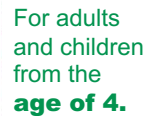
Suitable during
Pregnancy or Breastfeeding

The trademark "BÉRES DROPS PLUS" is a registered trademark of Béres Gyógyszergyár Zrt. (Béres Pharmaceuticals Ltd.).



BÉRES

Naná!



MAGYARORSZÁG
ELSŐ SZÁMÚ
IMMUNERŐSÍTŐJE*

"Alkalmazása javasolt nyomelempótlásra az immunrendszer megerősítésére, az emésztőrendszer működésének támogatására. Forrás: IOVIA Pharmatree (rotatorioló gyógyszerek) és OTC3 DSF1 (immunerősítők) kategóriájú kimerő doboz- és értékelési forgalom 2022.01.01 – 2023.06.01.

Béres Csépe Extra belsőleges oldatos cseppek. Vény nélkül kapható.

Forgalmazó: Béres Gyógyszergyár Zrt. 1037 Budapest, M. Kovács u. 12.

CSF20231102

Target audience and media support

Primary target group: health-conscious urban adults (30+) who put quality first when shopping for themselves and their families. This includes parents with children aged 4-14 who place a particular emphasis on the health and well-being of the family.

Secondary target group: over 50s, who are more likely to have nutritional deficiencies and swallowing difficulties.

The brand is supported by a 360-degree integrated campaign in Hungary, offering a wide range of creative tools and campaign concepts.

A KOCKÁZATOKRÓL ÉS A MELLÉKHATÁSOKRÓL OLVASSA EL A BETEG VAGY KÉRDEZZE MEG KEZELŐORVOSÁT, GYÓGYSZERÉSZÉT

Promo materials

Digital ads

Video ads

Brochure

Radio spots

TV commercials

TV commercials

OOH ads

Posters

Print media

360°





Béres Drops

the story of a legendary product



Hungarian agricultural researcher Dr. József Béres Sr. noticed that the growth of potato plants showed a striking difference under different soil conditions. As a result of years of persistent scientific work, he identified missing trace elements as the cause.

His research demonstrated the critical role of trace elements in plant and human health, leading to the creation of Béres Drops in 1972 – the first complex solution of essential trace elements for human use.



Béres Drops

the story of a legendary product



Today Béres Drops is more relevant than ever: the problems that once impoverished our soils and reduced the nutritional value of our plants have now become even greater. The appearance of many diseases can be linked to the deterioration of the quality of our diet and the decline in the nutritional value of our food.

More than 50 years after its discovery, Béres Drops has been still Hungary's leading immune-boosting product.

Dr. József Béres Sr. received the highest Hungarian scientific recognition, Széchenyi-prize for his work and is still highly respected in Hungary. His name has been preserved in numerous institutions, public spaces and monuments. His life story has been told and re-told in numerous books, plays and documentaries. In 2020, his story was made into a feature film called "The Inventor".

In 1993, Dr. József Béres and Béres Pharmaceuticals established the Béres Foundation in the spirit of an unwavering desire to help.

Since its foundation, the
**Béres
Foundation**
has:

The Béres Foundation was founded in 1993 by Dr. József Béres and the Béres Pharmaceutical Company in the spirit of an unwavering desire to help.



supported those in need with more than
3 million
bottles of Béres Drops,



over
half a million
boxes of other Béres products worldwide,



organized **11**
charity concerts for the benefit of cancer patients,



supported more than
200
healthcare institutions,



collaborated with over
2600 civil
organizations,



supported the studies of more
than **300**
young people,



assisted in the publication of over
250 cultural
publications,



contributed to the creation of more than
350
cultural events.

**The total value of
its product and
financial support
exceeds
20 million
EUR.**

At the forefront of healthcare innovations

Béres Pharmaceuticals is the No. 1 consumer healthcare company in Hungary.

Founded in 1989 to manufacture and distribute Béres Drops, Béres has grown into an internationally recognized company.

As a dynamic, family-owned European pharmaceutical company, we specialise in the development, production, and distribution of high-quality healthcare products; OTC medicines and food supplements.

For more details about Béres Pharmaceuticals, please see our company presentation.



Commitment to excellence

The key principle underlying Béres Pharmaceutical's approach to quality is that all Béres products should be characterised by the highest level of quality and safety attainable.

In 2021, the production of Béres Drops, was renewed with the installation of a state-of-the-art robotic production line.

QUALITY STANDARDS:

GMP

HACCP

EU Medicines Legislation

EU Food Supplement Directive





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