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Cutting-Edge Animal Health and Nutrition Company, Addix, Launching at IPPE 2025

Reimagining the Approach to Animal Health and Nutrition

ATLANTA, Ga. (Jan. 24, 2025) – Addix, a new leader in the animal health and nutrition industry, is launching its company at the 2025 International Production and Processing Expo (IPPE). The company will be at the Georgia World Congress Center from Jan. 28-30, 2025, to share innovative feed additive solutions with the community of poultry and swine producers at IPPE.

“As the world’s leading event for the poultry, meat and feed industries, IPPE is the ideal place to officially launch Addix to poultry and livestock producers around the world,” said Leonardo Cerro, President of Addix. “It will give our team an unparalleled opportunity to showcase our long-term commitment to delivering innovative feed additive solutions to our customers.”

Addix is set to debut its flagship product line, Lifos™, a series of feed additive products that maximize energy extraction from dietary fat while promoting liver health. The line includes Lifos™ 6.0 and Lifos™ 10.0, products that can boost fat digestion, minimize energy loss, reduce costs, improve efficiency and support sustainable livestock production.

IPPE visitors will have an opportunity to meet the Addix team and discover the flagship product line live at the event at **Booth #B21041**. Attendees can explore how Addix combines scientific expertise, holistic vision, responsibility, efficiency and innovation to deliver feed additive products that customers can rely on.

“We’re looking forward to the opportunity to engage with producers and industry leaders throughout the event,” Cerro added. “Our team is excited to bring a new and fresh perspective on animal feed additive solutions for the animal production industry to the community at IPPE.”

For more information about Addix and its feed additive solutions, visit www.addix.bio.

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ABOUT ADDIX

Addix is committed to a healthier future for animals, people, and the planet. We create science-backed feed additive solutions that advance animal health, nutrition, and a more sustainable performance. As a family-owned company, we honor our founder's legacy while driving progress across industries to improve productivity and well-being.

For media inquiries or more information, please contact:

Kindra Vickers

Public Relations and Content Specialist, AdFarm

kindra.vickers@adfarm.com

479-445-4565

Maria Fernanda Rios

Director of Corporate Affairs, Addix

(+57) 321-803-4001

fernanda.rios@grupocarval.com