

CATALOGUE OF PRODUCTS DERIVED FROM COCA LEAF IN ITS NATURAL STATE AND ITS APPLICATION IN TRADITIONAL MEDICINE



"Towards the liberation of Coca Leaf in its natural state, a product with export potential"





PRESENTATION

The Vice Presidency of the Plurinational State of Bolivia, in collaboration with the Ministry of Productive Development and Plural Economy, the Ministry of Health and Sports, the Ministry of Rural Development and Land, and the Ministry of Foreign Affairs, through the Vice Ministry of Foreign Trade and Integration, proudly presents the "Catalog of Products Derived from Coca Leaf in Its Natural State and Its Application in Traditional Medicine 2024-2025", prepared within the framework of the First EXPOKOKABOL - 2024.

This catalogue entails more than trade promotion; it constitutes an act of historical vindication. For decades, coca leaf—a millennia-old symbol of Andean and Amazonian cultures—has been stigmatized and criminalized under colonial policies that sought to sever our ancestral connection to this sacred plant. Today, however, coca leaf stands as an emblem of resistance and a resource that has proven its many medicinal, nutritional, and energizing properties in its natural state.

Through this catalogue, we highlight the efforts of traditional doctors, artisanal laboratories, national companies, and culinary experts who have worked tirelessly to revalue and transform coca leaf into high-value products. These products not only foster the well-being and health of our communities but also challenge colonial narratives that have long imposed a distorted view of coca.

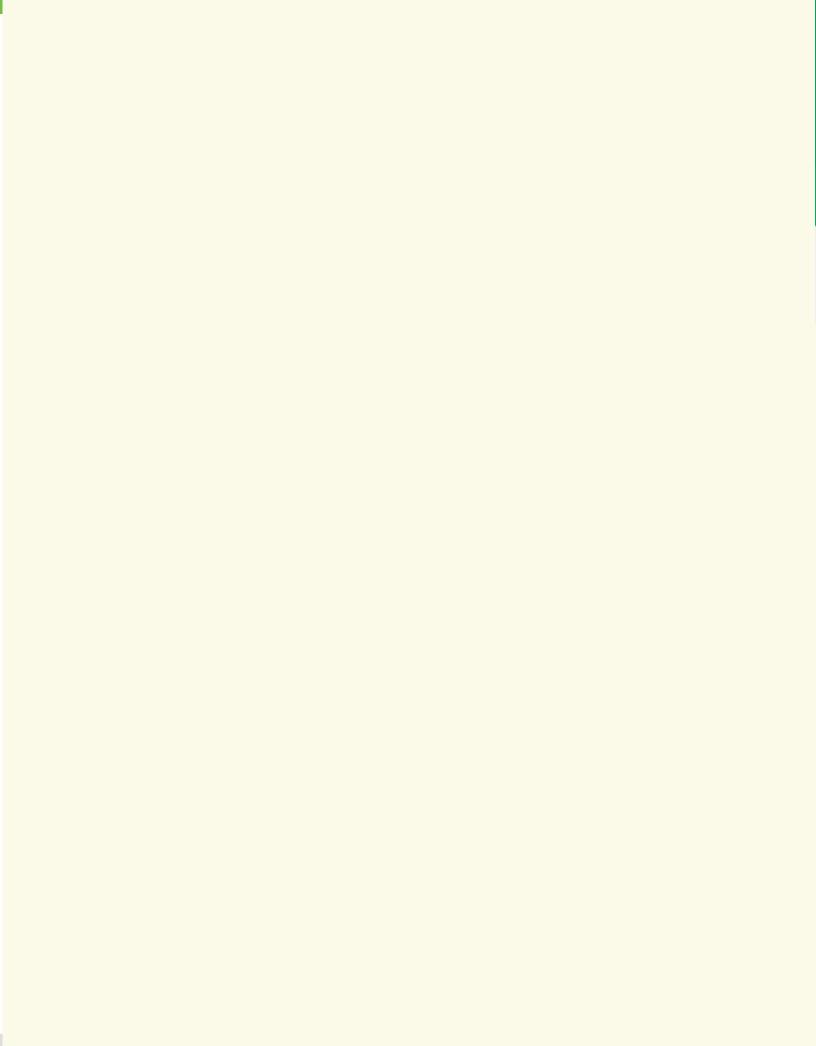
This integrated effort between the public and private sectors reflects Bolivia's commitment to decolonizing our productive policies and liberating the coca leaf as a strategic resource for the country's economic and social development. By featuring these products in the catalogue, we not only acknowledge their significance within our borders but also project their export potential, inviting international markets to see coca in a new light—as a source of life, health, and food sovereignty.

This catalogue is part of our "specialized commercial promotion" strategy, but it is also a cornerstone of Peoples' Diplomacy and Coca Leaf Diplomacy. In alignment with the Critical Review of the Coca Leaf promoted before the World Health Organization (WHO), Bolivia leads the charge in correcting the historical injustice that condemned coca leaf on the basis of a false classification. This review is another step toward righting a colonial wrong, and this catalogue serves as a tool to showcase the cultural, economic, and medicinal value the plant has held since ancient times.

Coca leaf is a symbol of our identity, dignity, and resistance, and its decolonization is crucial for the well-being of our peoples. This catalogue is not just a display of products; it is the manifestation of our struggle to reclaim what has always been ours. In every product derived from coca leaf, and in every medicinal and nutritional application, we see the strength of our roots and the vision of a future where coca industrialization brings prosperity to our communities and justice to our history.

This catalogue will be disseminated both nationally and internationally, accompanied by our diplomatic missions, which will play a pivotal role in opening new markets and securing export opportunities. No longer subject to criminalization, coca leaf now stands as a symbol of liberation and transformation. Together with the peoples of the world, Bolivia will continue to champion the defense of this sacred resource, which today more than ever is poised to become a driving force of development and well-being.

Vice Presidency of the Plurinational State of Bolivia



COCA LEAF A PRODUCT WITH EXPORT POTENTIAL



COCA CONCENTRATE PROCESSING AND EXTRACTING PLANT S.R.L.





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Trade name of the company and/ or laboratory	COCA CONCENTRATE PROCESSING AND EXTRACTING PLANT S.R.L.
Year of creation:	2014
Department:	Santa Cruz
Address:	Calle Francisco b. Ibañez s/n Villa Warnes neighborhood, Uv 50 Mzno 19
Email:	Juanmanuelrivero1@hotmail.com
Cell phone number:	77287211 - 71907331
Page link (social networks):	www.facebook.com/p/COCA-REAL-100063641305325/
Brief general information on the company, laboratory, association and/or organization referred to	Company dedicated to the production of coca concentrate

II. Product Information

Name of Product 1	COCA REAL
Sector	Foods
Product overview	Non-Alcoholic Carbonated Beverage Made from Natural Coca Leaf Concentrate
Recommended product use	Non-Alcoholic Carbonated Beverage Made from Natural Coca Leaf Concentrate
Geographical distribution	BOLIVIA'S MAIN AXIS THROUGH DIRECT SALES
Certifications (if any)	RS 08-03-03-01-0026
Target markets	SUPERMARKETS. HORIZONTAL SALES TO BE CONSOLIDATED
Potential markets (optional)	SOUTH AMERICAN MARKET
Additional information	Optional field



COCA SOCIAL



Trade name of the company and/or laboratory	COCA SOCIAL
Year of creation:	2004
Department:	Santa Cruz
Address:	Avenida Mutualista 2055
Email:	cocasocial@gmail.com
Cell phone number:	77078910
Page link (social networks):	Coca Social – Lead Agency
	The company sells coca in its natural state and a variety of derived products such as flour, oils, medicinal products, among others.

II. Product Information

Name of Product 1	Coca leaf flour	
Sector	Foods	
Product overview	This product is a derivative of coca leaves, with high nutrient content.	
Recommended product use	High calcium content. It improves concentration and physical and mental strength, as well as cardiovascular health.	
Geographical distribution	Santa Cruz Avenida mutualista 2055	
Certifications (if any)	SENASAG	
Target markets	The products are distributed in Santa Cruz, Beni, Oruro, Potosí, La Paz, Cochabamba, Tarija, and Chuquisaca.	
Potential markets (optional)	Salta (Argentina)	
Additional information		

Name of Product 2	Coca leaf fiber
Sector	Foods
Product overview	This product is a derivative of coca leaves, with high nutrient content
Recommended product use	It detoxifies, strengthens the digestive system, eliminates fats, fights colitis and prevents constipation.
Geographical distribution	Santa Cruz, # 2055 Mutualista Av.



Certifications (if any)	SENASAG
Additional information	

Name of Product 3	Coca herbal tea
Sector	Pharmaceutical
Product overview	Coca herbal tea is a natural source of vitamins A, B1, B2, B3, C and E and minerals such as calcium, iron, sodium, potassium and phosphorus. It has 14 alkaloids and several tannins, which help to alkalize the body.
Recommended product use	
Main destination market for its commercialization	Natural product stores
Geographical distribution	Santa Cruz Avenida Mutualista nº2055
Certifications (if any)	SENASAG
Additional information	

Name of Product 4	Coca leaf cookies
Sector	Food
Product overview	Coca leaf derivate
Recommended product use	Combination of coca, sesame and chocolate.
Main destination market for its commercialization	Natural product stores
Geographical distribution	Santa Cruz Avenida Mutualista nº2055
Certifications (if any)	SENASAG
Additional information	

Name of Product 5	PPG Syrup
Sector	Pharmaceutical
Product overview	Coca leaf derivate with a high nutrient content
Recommended product use	Pre-geriatric product; relieves pain, obstructions, prostate hypertrophy; regulates excretions and glandular secretions; cleans veins and arteries; reduces inflammation of the urethra and bladder in cystitis.
Main destination market for its marketing	Natural product stores
Geographical distribution	Santa Cruz Avenida Mutualista nº2055
Certifications (if any)	SENASAG
Additional information	

GREEN COCA S.R.L.





I. Relevant Information

Trade name of the company and/ or laboratory	GREEN COCA S.R.L.
Year of creation:	2019
Department:	La Paz
Address:	Nº 35, Street 5, extended passageway, Obrajes, half a block from Camacho passageway
Email:	
Cell phone number:	70551605 – 70108576
Page link (social networks):	https://www.facebook.com/profile.p hp?id=100069467434259
Brief general information on the company, laboratory, association and/or organization referred to	Green Coca S.R.L. is dedicated to the elaboration of concentrate, production and packaging of a 100 percent natural non- alcoholic carbonated drink made from coca leaf in its natural state. It bets on and adheres to the review of this ancient plant and its industrialization, leveraging its ancestral properties.

II. Description of the Application of Coca Leaf in the Production Process and/or Traditional Medicine

After discovering the numerous benefits of coca leaf in its natural state, we set out to extract its concentrate and create a natural energy drink, now known as Green Coca. This vision became a reality in 2019, marking the beginning of several points of sale in the city of La Paz, where we introduced the product to the public. This allowed the community to experience, share, and promote the benefits of Green Coca.



Product Benefits:

- Controls appetite without causing malnutrition
- Powerful natural energizer
- Relieves headaches
- Eases the discomfort of altitude sickness (sorojchi)
- Regulates blood pressure

• Enhances focus for work, study, sports, and other activities

Nutritional Value of Our Product:

Energy value	404.75 kcal
Protein	0.26 g
Carbohydrates	95.27 g
Fat	0.85 g
Ash	0.80 g
Total Solids	2.32 g
Vitamin A	1.41 ug
Vitamin C	96.98 g

III. Product Information

Name of Product 1	Green Coca
Sector	Foods
Product overview	Non-alcoholic carbonated beverage made from coca leaf concentrate
Recommended product use	Green Coca is a versatile drink made from coca extract, offering natural energy while alleviating headaches and helping to regulate high blood pressure. One of its key advantages is its ability to stabilize blood pressure. A fundamental feature of Green Coca is that it contains no sugar, making it suitable for work, sports, study, or any activity that demands physical exertion.
Geographical distribution	La Paz. The local market is to be consolidated
Certifications (if any)	R. S. SENASAG: 04-02-03-01-0085
Target markets	Green Coca has a market with specific points of sale in the city of La Paz where we offer tasting, promotion and marketing of the product.
Potential markets (optional)	The central axis and the South American market
Additional information	Natural productSugar-free

VICE MINISTRY OF COCA AND INTEGRAL DEVELOPMENT







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Trade name of the company and/ or laboratory	Vice Ministry of Coca and Integral Development
Year of creation:	March 8, 2006
Department:	La Paz
Address:	Sánchez Lima Avenue and Ecuador Street Orion Building - Ground Floor
Email:	vcdi@ruralytierras.gob.bo
Cell phone number:	2-2114255-2413366-2422310-2426560
Page link (social networks):	https://www.facebook.com/ViceministeriodeCoca/?locale=es_ LA
Brief general information on the company, laboratory, association and/or organization referred to	The Vice Ministry of Coca and Integral Development developed 3 products derived from coca: 1 carbonated beverage product made from coca extract; 2 analgesic products made from hydroalcoholic extract in liquid and solid form.

II. Description of Coca Leaf Application in Production and Traditional Medicine

Industrial Use (Carbonated Beverage)

The carbonated beverage Cokal, made with coca extract, is officially registered with SENAPI under the Nice International Classification 32. It has undergone comprehensive laboratory testing (physicochemical, toxicological, and nutritional analysis) at INLASA under registration N° LCA-FR-38-0012-16, and it holds sanitary approval from SENASAG under registration N° 020203180001, issued by Lab. Valencia.

Nutritional Value of Coca Leaf (Carbohydrate Beverage) EIA

300 ml serving of Cokal contains 140 calories, with 0 fat calories. It has no total fat (0%), 34 grams of total carbohydrates (11%), vitamin A (1%), vitamin C (0%), calcium (5%), and phosphorus (2%). These daily value percentages are based on a 2,000-calorie diet. Source: INLASA analysis N° LCA-FR-38-0012-16.

Pharmaceutical Use (Liquid and Solid Analgesics) Coca

leaf-derived analgesics, produced using hydroalcoholic extracts, are employed topically as anti-inflammatory agents. They are effective for the treatment of bruises, dislocations, subluxations, and sprains.

I. Product Information: Cokal Carbonated Drink

Name of Product 1	Cokal Carbonated Drink
Sector	Non-Alcoholic/Soft Drinks Industry
Product Overview	Cokal is a carbonated beverage made with coca leaf extract, packaged in 300 ml PET bottles. It offers high nutritional value, as confirmed by the INLASA Laboratory analysis. The drink serves as an energizing soft drink with a distinct coca flavor.
Recommended Use	For optimal taste and effect, it is recommended to consume one 300 ml bottle of Cokal daily, served ice-cold.
Geographic Distribution	Distributed by the Vice Ministry of Coca and Integral Development, located at Av. Sánchez Lima and Calle Ecuador, Orion Building, ground floor No. 2072.
Certifications (if any)	Cokal holds a SENASAG health registration, an INLASA Laboratory analysis, and is registered with SENAPI.
Target Markets	The current market for Cokal is primarily promotional within the department of La Paz.
Potential Markets (optional)	Once fully established in the commercial market, Cokal's potential expansion includes regional and national distribution in La Paz, Cochabamba, and Santa Cruz.
Additional information	Optional field

II. Product Information: Liquid Analgesic

Name of product 2	Liquid Analgesic for Topical Use
Sector	Traditional Medicine/Pharmaceutical Industry
Product Overview	This liquid analgesic is a topical solution, made from hydroalcoholic coca leaf extract, and is available in a 100 ml spray bottle. Its primary benefits include anti-inflammatory properties, making it ideal for treating pain and inflammation caused by sports injuries, accidental trauma, and muscle strains affecting tendons, ligaments, and joints.
Recommended Use	The product is recommended for topical application to areas affected by bruises, dislocations, subluxations, and sprains. Its potent anti-inflammatory effects are derived from its analgesic and anesthetic properties, making it an ideal treatment for pain and inflammation.



Geographic Distribution	The product is distributed by the Vice Ministry of Coca and Integral Development, located at Av. Sánchez Lima and Calle Ecuador, Orion Building, ground floor No. 2072.
Certifications (if any)	While there are no official certifications, users who received the product as a gift at fairs have reported its effectiveness as an analgesic.
Target Markets	Currently, the market for the liquid analgesic made from hydroalcoholic coca extract is limited to promotional activities within the department of La Paz.
Potential Markets (optional)	Once established in the commercial market, this coca-based analgesic has the potential to expand regionally and nationally, with target markets in La Paz, Cochabamba, and Santa Cruz.

Name of product 3	Solid Analgesic for Topical Use
Sector	This solid analgesic, formulated from hydroalcoholic coca leaf extract and available in a 100 ml spray bottle, is recommended for use on bruises, dislocations, subluxations, and sprains. It serves as an effective anti-inflammatory treatment due to its analgesic and anesthetic properties, providing relief from pain caused by sports injuries and accidental trauma affecting tendons, ligaments, joints, and muscles.
Product Overview	It is recommended to apply it for bruises, dislocations, subluxations and sprains, as it is a potential anti-inflammatory due to its analgesic and anesthetic properties.
Recommended use	It is recommended to apply it for bruises, dislocations, subluxations and sprains, as it is a potential anti-inflammatory due to its analgesic and anesthetic properties.
Main target market for its commercialization	The market for Liquid Analgesic based on hydroalcoholic coca extract is in the department of La Paz and is currently at the promotional level only.
Geographic distribution	It is distributed by the Vice Ministry of Coca and Integral Development No. 2072 Sánchez Lima Av. and Ecuador Street, Orión bldg. ground floor
Certifications (if any)	There are no certifications, however the population that used the product as a gift at fairs indicate that the analgesic is effective.

BUNNY COCA







Trade name of the company and/or laboratory	BUNNY COCA
Year of creation	2020
Department	Santa Cruz
Address	574 Mandeyapecua Street
Email	labunnycoca@gmail.com
Cell phone number	77004422
Page link (social networks):	www.tiktok.com/@bunnycocaoficial
Brief general information about the company, laboratory, association and/or organization referred to	We are a company that makes products derived from coca leaf

II. Product information

Name of product 1	BUNNY COCA (Executive bolus)
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Sector	Industry
Product overview	These are premium boluses made from coca leaves, available in single-unit packaging or boxes containing five units.
	Benefits: Bunny Coca boluses are rich in essential vitamins (A, C, E) and minerals such as calcium, potassium, phosphorus, and magnesium. They provide a good source of calories, proteins, fats, fibers, and carbohydrates, making them highly nutritious.
Recommended Use	To use, place the bolus in the mouth and let it rest against the cheek for slow absorption. The product helps alleviate stress, anxiety, depression, altitude sickness, and headaches, while also aiding in digestion. It restores energy, regulates appetite, and supports a balanced metabolism.
Geographic Distribution	Produced in the Department of Santa Cruz, located at Madeyapecua Street No. 574, South Zone
Certifications (if any)	Currently undergoing the SENASAG certification process, with a qualification rate of 94.19% out of 100%.
Target Markets	Distributed across Santa Cruz, La Paz, Cochabamba, Oruro, Tarija, Potosí, and Sucre, available through Tiendas Tada (CBN) and DeLicor supermarkets
Additional information	Optional field











I. Relevant information about the company and/or laboratory

Trade name of the company and/or laboratory	TU MIEL
Year of creation	2019
Department	La Paz
Address	C. Jorge Cordoba No 15 Z.Said
Email	tumiel.bo@gmail.com
Cell phone number	72051001
Page link (social networks)	
Brief general information about the company, laboratory, association and/or organization referred to	Transformation of bee honey as the basis of a natural line with coca extracts and oleates.

II. Product information

Name of product 1	Identify the name of the product as accurately as possible Coca soap Coca shampoo Coca and honey candies Coca oil facial creams
Sector	Identify the sector to which the productive activity belongs (cosmetics, food, pharmaceutical industry, etc.) COSMETICS AND FOOD
General description of the product	We produce coca oil oleate, a key ingredient for cosmetic use in products such as soaps, facial creams, and shampoos.
	This oil is renowned for its hydrating and revitalizing properties, promoting healthy skin and hair.
	In the food sector, we combine coca hydrolate with honey to create anti-inflammatory candies. These candies are highly effective in relieving altitude sickness, offering a natural and soothing remedy for discomfort caused by high altitudes.
Recommended use	Describe the benefits and advantages of using the product COSMETICS AND FOOD

Geographical distribution	Mention the production areas or establishment of the company and/or laboratory (in case of several places, mention them) Candies for altitude sickness and throat inflammation Facial cream: it removes stains and nourishes the skin, in addition to providing antioxidants to the skin. Coca hair shampoo with a detox effect for treatment. Coca soap antioxidant and muscle pain reliever.
Certifications (if any)	Main certifications granted, for example certification issued by SENASAG
Target markets	Identify the main destination markets
Potential markets (optional)	Identify potential (new) markets for future exports
Additional information	Optional field
Name of product 2	Identify the name of the product as precisely as possible
Sector	Identify the sector to which the productive activity belongs (cosmetics, food, pharmaceutical industry, etc.)
General description of the product	Describe the specific characteristics of the product such as type of product, benefits, uses, etc.
Recommended use	Describe the benefits and advantages of using the product.
Main destination market for its commercialization	
Geographical distribution	Mention the production areas or establishment of the company and/or laboratory (in case of several places, mention them)
Certifications (if any)	Main certifications granted, for example, certification issued by SENASAG

Optional field



Additional information

COCA SAGRADA





Trade name of the company and/ or laboratory	COCA SAGRADA [Sacred Coca]
Year of creation	2020
Department	Cochabamba
Address	Av. Libertador Simón #1156, Cochabamba Bolívar
Email	myzrepresentaciones@gmail.com
Cell phone number	76433008
Page link (social networks)	https://cocasagradabol.com
Brief general information about the company, laboratory, association and/or organization referred to	Sagrada is a state-of-the-art processing plant dedicated to producing high-quality chewable infusions. To ensure product safety and excellence, we implement rigorous quality control measures at every stage of the production process.

II. Description of the application of Coca Leaf in the production process and/or application of traditional medicine

- Selected, disinfected and prepared coca leaf from La Paz with an extensive process to obtain the best chewable coca infusion.
- SAGRADA is an inexhaustible source of energy. The ancient and traditional coca leaf, selected, disinfected and prepared for direct consumption.
- Make the consumption of coca leaf a daily practice that allows you to enjoy the benefits of this ancient leaf. Position the brand as a leader in coca cultivation. Transmit to the world the ancestral and ancient Bolivian experience of feeling coca. Be a socially responsible company, leader in quality and innovation.
- Enjoy the best benefits of coca in different presentations.

III. Product information

Name of product 1	SAGRADA
Sector	FOOD
Product overview	Chewable coca infusion
Recommended product use	Natural energizer
Geographic distribution	All departments
Certifications (if any)	RS 02-03-03-19-0070
Target markets	Domestic market
Potential markets (optional)	Foreign market
Additional information	4 presentations

EMPRESA SINERGÉTICA DE SUD AMERICA S.R.L.

S.R.L.1



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Trade name of the company and/ or laboratory	EMPRESA SINERGETICA DE SUD AMERICA S.R.L. NIT 356257029
Year of creation	2018
Department	SANTA CRUZ
Address	Av. PIRAI N.º S/N, near the corner of the 4th Ring
Email	paul_bernardi65@hotmail.com
Cell Phone	70097771
Social Media	https://www.facebook.com/CocaCollaBolivia
Company Overview	Sinergetica de Sud América S.R.L. is a pioneering company specializing in the production and marketing of coca leaf products under the OSPICOCA brand. As one of the trailblazers in the industrialization of the coca leaf in Bolivia, we are committed to educating the world about the unique properties of the Bolivian coca leaf, emphasizing that it is not cocaine but rather a plant with numerous healing and nutritional benefits

II. Application of the Coca Leaf in Production and Traditional Medicine

• Industrial Food Use:

We offer a guarana-flavored energy drink that is in the process of being certified as a food supplement. This product adheres to all health and safety regulations set by SENASAG and promotes food sustainability.

Nutritional Value of Coca Leaf:

- **1.** Serves as a supplement rich in calcium, iron, and phosphorus, helping to control anemia.
- 2. Contains vitamin C and B vitamins (B1, B2, B3), along with a source of protein.
- 3. Aids in weight loss and helps regulate blood glucose levels.
- 4. Alkalizes the blood, thereby enhancing the immune system.
- 5. Acts as a fast-acting antidepressant that combats anxiety and reduces stress.
- 6. Functions as a restorative tonic, replenishing strength and vital energy.
- 7. Improves digestive functions, alleviates spasms, and stimulates the nervous system.

III. Product Information

Product Name	Cocacollabol
Sector	Food Industry
Product Description	Available in PET bottles, with packs of 12 units in both 500 ml and 310 ml sizes
Recommended Use	Revitalizes the body, boosts energy levels, oxygenates the brain, acts as a diuretic and antioxidant, and helps regulate metabolism
Geographic Distribution	Department of Santa Cruz, Municipality of La Bélgica
Certifications	R. SENASAG 08-01-03-01-0040
Target Markets	Primarily focused on Santa Cruz de la Sierra and its surrounding provinces
Potential Markets	Opportunities for expansion into the departments of La Paz, Beni, Pando, and even Argentina.
Additional Information	For orders, please contact us at 7009771 or 75011505

BOLO LA YULIALEX











Trade Name	BOLO LA YULIALEX, Concepción Ortiz
Year of Creation	2022
Department	Santa Cruz
Address	Av. Mapajo N°5, Barrio Guaracachi, UV. 140, Mza 019, between Av. Prolongación Brasil
Email	Mujeresenelcambio_22@hotmail.com
Cell Phone	71553327
Social media	www.facebook.com/p/BOLO YULIALEX.
Company Overview	BOLO LA YULIALEX is dedicated to the industrialization and production of a variety of flavored "boluses" and coca flour. Our products include BOLO YULIALEX, BOLO EJECUTIVO, BOLO JUNIOR, and COCA FLOUR, all crafted with care to retain the beneficial properties of the natural coca leaf

II. Product Information

Name of product 1	BOLO YULIALEX, BOLO EJECUTIVO, BOLO JUNIOR
Sector	Food Industry
General Product Description	We specialize in the industrialization and preparation of boluses, liquors, and flour derived from coca leaf in its natural state. Our products undergo stringent hygienic processing to guarantee safe consumption while preserving the leaf's intrinsic properties.
Recommended Use	Our industrialized, multifunctional products retain the same beneficial properties and medicinal effects as the natural coca leaf.
Geographic Distribution	Our offer is available nationwide throughout the Plurinational State of Bolivia via direct sales.
Certifications (if any)	We are in the process of obtaining SENASAG certification to ensure compliance with health and safety standards.
Target Markets	Our products cater to the general population, supported by authorized distributors at the departmental level.
Potential markets (optional)	WORLD MARKET.
Additional Information	COCA FLOUR is specifically designed for the preparation of a diverse range of products derived from the natural coca leaf.



INDUSTRIAS EL VIEJO ROBLE S.R.L IEL VIEJO ROBLE INDUSTRIES S.R.L.]



Trade Name of the Company	Industrias El Viejo Roble S.R.L.
Year of Creation	1982
Department	La Paz
Address	C. 9 Villa San Antonio Bajo No 100
Email	info@elviejoroble.com
Cell Phone Number	78990803
Website/Social Media	www.elviejoroble.com.bo
Brief Overview	Industrias El Viejo Roble S.R.L. is dedicated to the production of both alcoholic and non-alcoholic beverages, utilizing the unique qualities of the coca leaf.

II. Description of the Coca Leaf Application in Production and Traditional Medicine

INDUSTRIAL USE

Industrias El Viejo Roble S.R.L. specializes in the elaboration and production of a diverse range of beverages derived from the Yungas region coca leaf.

Brand	Coca Beer
Product Description	Coca Beer Liquor
Composition	Beer, coca leaf extract from the Yungas, granulated sugar
Packaging	Glass container
Product Qualities	Aperitif, digestive
Volume	330 ml
SENASAG Health Registry	04-02-03-14-0001
Environmental Registry	RAI MA/003/0040/00009-2004
VIDA ÚTIL DEL PRODUCTO	1 años a partir de su elaboración
RECOMENDACIONES	Mantener en lugar fresco y seco
PRODUCT BARCODE	7772115110525
SALE PRICE WITH INVOICE	Bs. 12
PRODUCTION CAPACITY	100 units per day
Available Offer	3,000 units per month
Brand	Pachamama
Product Description	Liquor
Composition	Treated water, distilled ethyl alcohol, coca leaf extract from the Yungas, sugar
Packaging	Glass container
Product Qualities	Alcoholic beverage
Volume	750 ml
Health Registry	SENASAG 04-02-03-14-0001



Environmental Registry	RAI MA/003/0040/00009-2004
PRODUCT LIFE	Indefinite
RECOMMENDATIONS	Keep in a cool and dry place
PRODUCT BARCODE	7772115110181
SALE PRICE WITH INVOICE	Bs. 63
PRODUCTION CAPACITY	100 units per day
Available Offer	3,000 units per month
Brand	Akullico
Product Description	Liquors
Composition	Treated water, ethyl alcohol from distilled cane juice, granulated sugar, coca extract from the Yungas
Packaging	Glass container
Product Qualities	Appetizer, digestive
Volume	750 ml
Health Registry SENASAG	04-02-03-14-0001
Environmental Registry	RAI MA/003/0040/00009-2004
PRODUCT LIFE	2 years from its preparation
RECOMMENDATIONS	Keep in a cool and dry place
PRODUCT BARCODE	7772115110167

SALE PRICE WITH INVOICE	Bs. 63
PRODUCTION CAPACITY	100 units per day
Available Offer	3,000 units per month

Brand	Kool Juice
Product Description	Coca-flavored Soft Drink
Composition	Treated carbonated filtered water, coca leaf extract, cinnamon, clove, citric acid (E330), sodium benzoate (E211), sweetener (025)
Packaging	Glass container
Product Qualities	Soft drink
Volume	330 ml
Health Registry SENASAG	04-02-03-14-0001
Environmental Registry RAI	MA/003/0040/00009-2004
PRODUCT LIFE	1 years from its production
RECOMMENDATIONS	Keep in a cool and dry place
PRODUCT BARCODE	7772115110600

Sale Price (with Invoice)	Bs. 5
PRODUCTION CAPACITY	100 units per day
OFFER AVAILABLE	3000 units monthl









I. Relevant Information about the Company and/or Laboratory

Trade Name	ICORI
Year of Creation	2003
Department	La Paz
Address	Av. Muños Reyes # 2816
Email	juansalnagual@hotmail.com
Cell Phone Number	70574504
Website/Social Media	
Brief General Information	ICORI is dedicated to producing natural and medicinal products derived from coca leaves. Our mission is to harness the unique properties of coca to create innovative solutions that promote health and well-being.

II. Product Information

Name of product 1	AJAYO Coca Candy
Sector	Food Industry
Product Overview	Hard candy made from coca leaves
Recommended Use	Serves as an energizing tonic and altitude adapter
Geographical Distribution	Available in La Paz
Certifications (if any)	SENASAG 04-03-03-14-0028
Target Markets	Mercado Nacional
Potential Markets	National market
Información adicional	Ecuador
Información adicional	

Name of product 2	AJAYO Liquor
Sector	Food Industry
Product Overview	Liqueur infused with coca leaf extract
Recommended Use	Acts as an energizing and digestive aid
Main Target Market for Commercialization	National market
Geographic distribution	La Paz
Certifications (if applicable)	SENASAG 04-03-03-14-0028
Additional information	

TALLER ARTESANAL LAUREKE

















Trade Name	Taller Artesanal Laureke
Year of Creation	1995
Department	La Paz
Address	Calle Pio XII 206
Email	Taller.laureke@gmail.com
Cell Phone Number	68377730
Page Link (Social Networks)	
Brief General Information	Taller Artesanal Laureke is a specialized workshop focused on the design, production, and marketing of exquisite jewelry crafted from 925 silver and other high-quality materials.





I. Relevant Information About the Company

Trade Name	MODEEX
Year of Creation	2019
Department	La Paz
Address	Zona Rosasani periférica modestacuentasgonzales@gmail.com
Email	
Cell Phone Number	67041592
Page link (social networks):	
Brief General Information	MODEEX is dedicated to transforming natural, organic products aimed at enhancing the well-being of our society. Our commitment to quality and sustainability ensures that our offerings are not only beneficial but also enjoyable for our customers.

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YUNGUEÑITA COCA SOCIAL







I. Relevant Information About the Company

Trade Name	"Yungueñita Coca Social"
Year of Creation	2017
Department	La Paz
Address	Alto Apanto, Coroico, Nor YungasLa Paz
Email	ronald_sur@hotmail.com
Cell Phone Number	71288247
Page Link (Social Networks)	
Brief General Information	Yungueñita Coca Social focuses on the transformation of coca leaves into high-quality coca flour. Our commitment to sustainable practices ensures that our products are both nutritious and beneficial for our consumers.

Name of product 1	Coca Leaf Flour
Sector	Nutraceutical, Energetic, and Stimulant
Product Overview	Coca leaf flour is characterized by its fine powder texture, resulting from a careful dry grinding process that preserves its low moisture content and gluten-free nature. It is rich in dietary fiber and possesses antioxidant properties, making it a vital source of chlorophyll
Recommended Use	Due to its high concentration of fiber and alkaloids, coca flour serves as an effective nutritional supplement that enhances digestion. Its unique composition supports better food assimilation, complements organic functions, and promotes synergy with other nutrients, optimizing their benefits. Additionally, it helps regulate glucose levels and dopamine production while increasing cellular oxygenation capacity.

Geographic Distribution	Our processing plant is strategically located in the traditional coca production area of the Yungas in La Paz, specifically in the municipality of Coroico.
Certifications	No registration for pesticide contaminants.
Target Markets	Our primary market includes the departments of La Paz and Santa Cruz de la Sierra.
Potential markets (optional)	The markets of Argentina and Brazil
Additional Information	Currently, there are no restrictions on the consumption of coca leaf flour. However, it is advisable to start with small increments to monitor individual tolerance.

PIJCHEOS





II) Relevant Information

Trade Name	PIJCHEOS
Year of Creation	2019
Department	Cochabamba
Address	Av. Ingavi #2370 esq. Los Arces
Email	pijcheos@gmail.com
Cell Phone Number	70776084-4448097
Page Link (Social Networks)	www.facebook.com/pijcheos
Brief General Information	PIJCHEOS is dedicated to the production of a variety of products derived from coca, including sweets, flour, and crushed coca. Our mission is to provide high-quality, nutritious options that harness the beneficial properties of the coca leaf.

Name of product 1	Coca Candy
Sector	Food
Product Overview	Our coca candy is crafted from a blend of coca flour, honey, coca concentrate, and sucralose, delivering a deliciously sweet treat that retains the unique qualities of coca leaf.
Recommended Use	This candy is particularly beneficial for alleviating symptoms of gastritis and altitude sickness headaches.
Geographic Distribution	Available throughout the main axis of Bolivia via direct sales
Certifications	
Target Markets	Puntos de venta particulares
Potential Markets	Opportunities for expansion into Argentine and Peruvian markets
Additional information	Optional field

Name of product 2	Coca Flour
Sector	Food
Product Overview	Our coca flour is made from carefully dehydrated coca leaves, preserving its nutritional integrity
Recommended Use	This product serves as an effective high-calcium supplement and can aid in managing gastritis
Geographic Distribution	Available throughout the main axis of Bolivia via direct sales
Certifications	Not specified
Target Markets	Private sales outlets
Potential Markets	Opportunities for expansion into Argentine and Peruvian markets
Additional information	Optional field

Name of Product 3	Coca Machucada (crushed coca)
Sector	Food
General Description	Coca Machucada is a blend of disinfected crushed coca, mixed with bicarbonate and stevia, offering a natural energizing option
Recommended Use	This product serves as a natural energizer.
Geographic Distribution	Available throughout the main axis of Bolivia via direct sales
Certifications	02-03-03-23-0001.
Target Markets	Private sales outlets.
Potential markets (optional)	Argentine and Peruvian market
Additional information	Optional Field

PROINDECO





I. Relevant information about the company and/or laboratory

Trade name of the company and/or laboratory	PROINDECO
Year of creation	2021
Department	La Paz
Address	Urb. Bolivia. Av. Cochabamba between pando and Beni S/N
Email	
Cell phone number	77878549 73515260
Page link (social networks)	
Brief general information about the company, laboratory, association and/ or organization referred to	Processor and Industrializer of Coca Leaf proindeco

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II. Product Information

Name of product 1	Bolo Ejecutivo
Sector	Food industry
Product Overview	Our coca flour sachets are packaged in food-grade materials, designed for direct consumption. They serve as a convenient substitute for traditional coca chewing, allowing users to enjoy the benefits of coca without any residue left in the mouth.
Recommended Use	This product retains the inherent properties of coca leaf, providing an energy boost, aiding digestion, and combating fatigue and drowsiness.
Geographical Distribution	The raw materials used in our coca flour are sourced from the Sud Yungas province (Chulumani, Huancane, Coripata) and the North Yungas (Suapi).
Certifications	The company holds an INDUSTRIAL ENVIRONMENTAL REGISTRATION certificate and has received sanitary authorization for its products.
Target Markets	Our primary markets include La Paz, Santa Cruz, and Tarija, with additional availability across the rest of the Bolivian market at a smaller scale.
Potential Markets (optional)	We identify export potential in neighboring countries such as Argentina, Chile and Brazil.
Additional information	Optional field
Name of product 2	Coca Flour Coca Green
Sector	Food Industry
General Description	Coca Green Flour serves as a versatile raw material for various food and baking applications. It is also available in a flavored form for use in mates, which can be easily diluted in water, juices, or other liquids for daily consumption.
Recommended Use	This product shares the same energizing and digestive benefits as the coca leaf, enhancing energy levels and supporting digestion while combating fatigue
Geographical Distribution	The coca used in this product is sourced from the Sud Yungas province (Chulumani, Huancane, Coripata) and the North Yungas (Suapi).
Target Markets	Main markets include La Paz, Santa Cruz, and Tarija, along with broader availability throughout the Bolivian market at a smaller percentage.
Certifications	The company possesses an INDUSTRIAL ENVIRONMENTAL REGISTRATION certificate and has received health authorization for its products.

COCA LEAF SHAMPOO





I. Relevant Information

Company Name	SABILAD
Year Established	2019
Location	La Paz
Address	Munaypata Avenida San José N°2155
Email	sabilad.ab@gmail.com
Phone Number	72580717
Social Media Links	https://www.instagram.com/sabilad. srl?igsh=N3pjcHoxcXo2d2Rr https://www.tiktok.com/@sabilad.srl?_t=8pEDyCiTCGU&_r=1
Company Overview	SABILAD is dedicated to enhancing health through the natural properties of Aloe vera. Our products are formulated with minimal preservatives to maximize the healing benefits of this powerful plant. We also specialize in natural medicine and cosmetics for hair and facial care, incorporating the beneficial properties of coca leaves, chamomile, and rosemary to offer holistic, plant- based health and beauty solutions.

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Name of product 1	Coca Leaf Shampoo
Sector	Natural Cosmetics
Overview	Moisturizing Natural antioxidant Suitable for mixed hair types Regulates excess greasiness Enriched with Vitamins B1, B2, and E 100% natural, free of chemicals and preservatives
Recommended Use	Coca Leaf Shampoo offers an aromatic, chemical-free experience without artificial fragrances. It deeply moisturizes the scalp, acts as a natural antioxidant and relaxant, and helps regulate excess oil. Enriched with essential vitamins, it maintains the natural color of hair and is formulated without salt for a healthier scalp.
Geographic Distribution	Zona Munaypata Avenida San José N 2155
Certifications	Trade Registration NIT ProBolivia Registration
Target Markets	Multi-Sector Fairs Departmental Fairs Eco-Stores
Potential markets (optional)	International Expansion to São Paulo, Brazil
Additional information	

Name of product 2	Coca Leaf Conditioner
Sector	Natural Cosmetics
Overview	Hair treatment Natural antioxidant Strengthens the scalp Regulates excess oil Enriched with Vitamin B1 and Vitamin E
Recommended Use	Coca Leaf Conditioner provides deep hydration and softness to the scalp, maintaining the natural color of hair. It offers a natural fragrance and is free of salt, chemicals, and preservatives, making it ideal for maintaining a healthy scalp and hair structure.
Main Target Markets	Craft Fairs Multi-Sector Fairs Departmental Fairs Eco-Stores
Distribución geográfica	Zona Munaypata Avenida San José N 2155
Certifications (if any)	Trade Registration NIT ProBolivia Registration
Additional Information	(Optional field)





The Bolivian Coca Leaf Industrialization Public Company (KOKABOL for its Spanish acronyms) was established under D.S. 4746 on June 29, 2022, as part of Bolivia's import substitution industrialization policy.

KOKABOL's strategic objective is to solidify its leadership in the production and commercialization of natural products derived from medicinal plants, particularly the coca leaf.

KOKABOL aims to bring the following product lines to the market:

0		
Soft and Liquid Phytopharmaceuticals	Dry Products	Candy
Dental Gel	Infusions	Candy
Ointments	Flours	
Unguent	Capsules	
tonics		
Syrups		





Mission:

To process coca leaves and other medicinal plants from Bolivia through industrialization, benefiting both local producers and the Bolivian population by providing high-quality natural products. This includes researching, developing, and marketing products derived from medicinal plants.

Vision:

To become the national reference company, pioneering research into the therapeutic properties of medicinal plants, and leading the development, production, and distribution of natural products derived from these plants.





DRY PRODUCTION LINE - GRINDING

The main facility in the dry production sector is dedicated to the crushing and grinding of coca leaves, where coca leaves are sterilized and prepared for packaging into various forms, such as capsules, flours, or infusions.

DRY PRODUCTION LINE -PACKAGING



Infusion Packaging Line

Flour Packaging Line



Capsule Packaging Line



CANDY PRODUCTION LINE

This sector is equipped to produce candies using a wide range of excipients, colors, and flavors. These candies can incorporate extracts from various medicinal plants, including Bolivian coca leaf.

PHYTOPHARMACEUTICAL PRODUCTION LINE

The phytopharmaceutical production line is the core of KOKABOL plant, where the essential extract—"the soul" of the coca leaf—is processed. This extract will serve as the foundation for the natural products that KOKABOL intends to produce





APPLICATION OF COCA LEAF IN TRADITIONAL MEDICINE



Our Soul: The Sacred Coca Leaf

The ancient, ancestral wisdom of our people has long safeguarded Coca Leaf, recognizing it as a vital source of nourishment and natural medicine. For centuries, it has sustained the indigenous peasant population, who, despite enduring colonial oppression and scarcity of food, found strength and survival through Coca Leaf.

Revered as a Sacred Leaf, it serves not only as sustenance but also as a sacred messenger in our offerings to Pachamama. It has been a steadfast companion in our struggles, a symbol of cultural resistance, and a profound part of our identity.

In traditional Bolivian medicine, Coca Leaf is considered a powerful natural remedy. It is known for its pain-relieving qualities and its rich nutritive value, particularly in supporting calcium metabolism—helping to restore bones, muscles, and joints. Additionally, it plays a significant role in regulating metabolic processes and preventing non-communicable diseases like obesity, diabetes, and hypertension. Coca leaf also supports immune system strength and promotes longevity, with many of its properties still awaiting further scientific exploration.

Coca Leaf is an invaluable source of health and well-being for Bolivia and the world.

LABORATORY OF NATURAL AND TRADITIONAL PRODUCTS, "SEÑOR DE LOS MILAGROS"



I. Relevant information

Trade name of the company and/or laboratory	Laboratorio de Productos Naturales y Tradicionales "Señor de los Milagros"
Year of creation	2013
Department	La Paz
Address	Zona Villa Dolores, calle Juan Balza N° 1815
Email	Velardeines15@gmail.com
Cell phone number	72071805
Link de página (redes sociales):	
Brief general information about the company, laboratory, association and/or organization referred to	Production of traditional natural products based on coca leaf

II. Product information

Name of product 1	Coca syrup
Sector	Natural syrup
Product overview	Energetic, invigorating, digestive, relaxing
Recommended product use	Prevents altitude sickness, physical fatigue, increases muscle strength, stimulates the nervous system, combats fatty liver
Geographic distribution	Villa Dolores area, Juan Balza Street, No. 1815
Certifications (if any)	Ministerial resolution 0266
Destination markets	La Paz, Santa Cruz and Tarija
Potential markets (optional)	Identify potential (new) markets for future exports
Additional information	Optional field

Name of product 2	Diabetil
Sector	Natural syrup
Product overview	Anti-diabetic and depurative
Recommended product use	Regulates blood glucose level, purifies blood, stimulates salivary secretion, regulates pancreatic function by stimulating insulin secretion
Main destination market for commercialization	La Paz, Santa Cruz and Tarija
Geographical distribution	Villa Dolores area, Juan Balza Street No. 1815
Certifications (if any)	Ministerial resolution 0266

INALFA ARTISANAL LABORATORY









I. Relevant Information

Trade name	INALFA Artisanal Laboratory
Year established	1992
Department	LA PAZ
Address	Z. 2 DE ABRIL AV. CALAMA#2055
Email	Herminochoquechoquegmail.com
Cell Phone	68001054
Social media	Inalfa facebook
Brief Overview	INALFA Artisanal Laboratory specializes in natural health products, offering remedies with a focus on addressing common ailments such as diabetes, stomach issues, and altitude sickness using traditional and natural ingredients.

Name of product 1	Diabenat
Sector	
Product Overview	Diabenat is a natural supplement specifically designed for individuals with diabetes
Recommended Use	Helps regulate and stabilize blood sugar levels
Certifications (if any)	SENASAG
Target Markets	Eco-Friendly Stores
Potential Markets (optional)	Exportation
Additional information	

Name of product 2	Coca Flour
Sector	Natural Medicine
Product Overview	Coca Flour is an all-natural remedy designed to alleviate stomach issues, altitude sickness (sorojchi), and support those with diabetes.
Recommended Use	Acts as a natural energizer and analgesic, providing relief from digestive discomfort and altitude-related symptoms.
Target Markets	Eco-Friendly Stores
Geographic Distribution	Z. 2 DE ABRIL AV. CALAMA#2055
Certifications (if any)	SENASAG
Additional information	

"MARYCRIS" ARTISANAL LABORATORY





I. Relevant Information

Trade Name	"MaryCris" Artisanal Laboratory
Year Established	August 14, 2014
Department	Oruro
Address	Av. Capitán Ustariz N°25
Email	
Cell Phone Number	
Social media (Insert Social Media Links)	
Overview	MaryCris Artisanal Laboratory specializes in the production of 100% natural products.

Name of product 1	Coca Ointment
Sector	Artisanal
General Description of the Product	Presented in a cylindrical ointment container with an eye- catching pomegranate shape
Recommended Use	Especially beneficial for older adults experiencing muscle discomfort
Geographical Distribution	Located at Av. Capitán Ustariz No. 25, Cañada Strongest, Zona Norte, City of Oruro
Certifications	Include relevant certifications, such as those issued by SENASAG
Target Markets	Primarily aimed at health food stores
Potential Markets (optional):	Pharmacies, as a potential avenue for future exports
Additional Information	Optional field

Name of product 2	Coca Wine
Sector	Artisanal
General Description of the Product	Packaged in a convenient half-liter plastic bottle
Recommended Use	Designed for fortifying and energizing the body
Main Target Market for Commercialization	Natural stores and markets
Geographical Distribution	Located at Av. Capitán Ustariz No. 25, Cañada Strongest, Zona Norte, City of Oruro
Certifications (if any)	



MEDICINA NATURAL BOLIVIANA (MENABOL)







I. Relevant Information

Trade name	Medicina Natural Boliviana (MENABOL)
Year of Creation	1982
Department	Cochabamba
Address	c/Pachamita Ticti Norte
Email	luiselp4444@hotmail.com
Cell Phone Number	77431760
Social Media Page Link	
Brief General Information	MENABOL Artisanal Laboratory specializes in the production of natural medicines derived from medicinal plants.

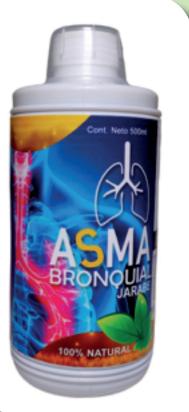
Natural Pharmacopoeia	Herbal tea for diabetes (Compound of various plants, including coca leaf)
Sector	Natural Pharmacopoeia
General Description of the Product	This formulation is known for its anti-inflammatory, nervous- stimulating, cardiovascular, antidepressant properties, and potential in diabetes prevention
Recommended Use	Utilized for its anti-inflammatory, nervous-stimulating, cardiovascular, and antidepressant effects, as well as its role in diabetes prevention.
Geographical Distribution	The laboratory is based in Cochabamba, and the product is distributed across all departments except Pando
Certifications	Currently in process with AGEMED
Target Markets	Primarily aimed at traditional medicine markets and natural medicine sectors in various cities.
Potential Markets (Optional)	United States, Mexico, and Spain.

Name of product 2	Herbal tea with weight loss properties (Composed of various plants, including coca leaf)
Sector	Natural Pharmacopoeia
General Description of the Product	This energizing formulation boasts antispasmodic, anti-inflammatory, nervous-stimulating, and cardiovascular properties. It aids in convalescence, acts as a vasodilator, and serves as an antidepressant and cardiac stimulant. Additionally, it combats fatigue and helps to neutralize appetite suppression, enriched with vitamins (A, C, E) and essential minerals (calcium, magnesium, phosphorus).
Recommended Use	Utilized for its energizing, antispasmodic, anti-inflammatory, nervous- stimulating, cardiovascular, and convalescent benefits, along with its capacity to address fatigue and appetite suppression through its vitamin and mineral content.

Name of product 3	Coca Ointment (made with coca leaf and other excipients for shape, consistency, and efficacy)
Sector	Natural Pharmacopoeia
General Description of the Product	This ointment offers antispasmodic, anti-inflammatory, and nervous- stimulating benefits, functioning as a vasodilator. It is effective in relieving muscle and joint pain, including discomfort from bruises, traumatic injuries, cramps, dislocations, and more.
Recommended Use	Designed to provide antispasmodic, anti-inflammatory, and nerve- stimulating effects, serving as an anesthetic to alleviate muscle and joint pain, as well as pain from bruises, traumatic impacts, cramps, and dislocations
Additional Information	Traditional medicine is recognized by the WHO, emphasizing the importance of eliminating barriers or policies that impede the export of natural medicines from authorized companies and artisanal laboratories

LABORATORIO ARTESANAL DE MEDICINA TRADICIONAL VIVIR BIEN





I. Relevant Information

Trade Name	Laboratorio artesanal de medicina tradicional, Vivir Bien [Artisanal laboratory of traditional medicine, Living Well]
Year of Creation	2010
Department	La Paz
Address	Bajo Tejada Street 2 N412
Email	veronicacuchume@gmail.com
Cell Phone Number	74081001
Social Media Links	Vivirbienlab on Facebook, TikTok, and Instagram
Brief General Information	The mission of Vivir Bien laboratory is to enhance the quality of life for humanity through the production of traditional medicine derived from plants. This is achieved by preserving ancestral knowledge and ensuring production adheres to good manufacturing practices.

II. Description of the Application of Coca Leaf in the Production Process and/or Application of Traditional Medicine:



- The bronchial asthma syrup and Herbasan rheumatism ointment are both rooted in natural and traditional uses.
- The bronchial asthma syrup serves as an antitussive, expectorant, and natural antiseptic, aiding in phlegm expulsion and lung oxygenation, while soothing sore throats. Coca leaf is incorporated to maintain its medicinal benefits.
- The Herbasan rheumatism ointment functions as an anti-inflammatory, alleviating muscle pain by reducing tension and calming discomfort. Coca leaf is utilized in the form of tincture or macerate to provide pain relief while preserving its medicinal properties.
- The bronchial asthma syrup is formulated with medicinal plants such as eucalyptus and coca leaf.
- The Herbasan rheumatism ointment combines chillka and coca tincture.
- The coca content in our products ranges from 2% to 3%.

Name of product 1	Bronchial Asthma Syrup
Sector	Traditional Natural Medicine, Artisanal Laboratory
General Description of the Product	This syrup boasts expectorant, antitussive, anti-inflammatory, and antiseptic properties. It is a natural formulation that facilitates phlegm expulsion for both children and adults, reduces respiratory tract inflammation, and alleviates sore throat symptoms
Recommended Use	Adults: 15 ml, three times a day, before main meals. Children: 7.5 ml, three times a day, before main meals
Geographical Distribution	La Paz
Certifications	AGEMED Health Registration
Target Markets	Organic stores, medical offices, and naturopathic clinics
Potential Markets (Optional)	
Additional information	Optional field

Name of product 2	Herbasan Rheumatism Ointment
Sector	Traditional Natural Medicine, Artisanal Laboratory
General Description of the Product	Herbasan rheumatism ointment is a natural anti-inflammatory solution designed to soothe muscle pain, mild bumps, and cold sensations in various body areas
Recommended Use	Apply the ointment to the affected area, gently massaging until fully absorbed. For enhanced absorption, it is advisable to cover the area with a small gauze.
Main Target Market for Commercialization	Organic stores, medical offices, and naturopathic clinics
Geographical Distribution	La Paz
Certifications	AGEMED Health Registration
Additional Information	

BENTON LABORATORY



I. Relevant Information

Trade Name	Benton Laboratory
Year of Creation	2019
Department	La Paz
Address	Zona Tupac Amaru, Calle Puerto Buchs N° 2050
Email	wilma.ticona@gmail.com
Cell Phone Number	72089885
Social Media Page Link	Natural Benton
Brief General Information	Benton is a laboratory committed to adding value to our natural resources, particularly through the use of edible clays (Ph'asa) in medicine and natural cosmetics

Name of product 1	Coca Soap
Sector	Cosmetics



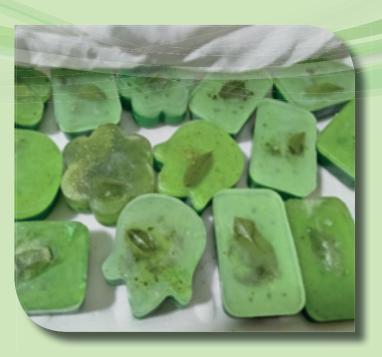
General Description of the Product	This 100g natural soap is crafted from coconut oil and coca oil
Recommended Use	 Supports blood circulation Provides hydration Refreshes the skin
Geographical Distribution:	Zona Tupac Amaru, Calle Puerto Buchs N`2050
Certifications	NIT Operating License Consume lo Nuestro
Destination Markets	Throughout Bolivia
Potential Markets (Optional)	International Markets
Additional Information	Scientific studies were conducted at UMSA, and the product has received international awards for outstanding research.

Name of product 2	Coca Shampoo
Sector	Cosmetics
Product Overview	This 300ml natural shampoo is formulated with Ph'asa and coca, and is salt-free
Recommended Use	 Enhances blood circulation Prevents hair loss Nourishes hair Hydrates hair
Main Target Market for Commercialization	All of Bolivia
Geographical Distribution	Zona Tupac Amaru, Calle Puerto Buchs N° 2050
Certifications	NIT Operating License Consume lo Nuestro
Additional Information	Scientific studies were conducted at UMSA, earning international awards for excellence in research.

Product name #3	Coca spray to get rid of bad breath
Sector	cosmetic
Product Overview	60ml Coca Spray, Solution
Recommended use of the product	-Removes bad smell from the mouth -Eliminates microorganisms -Refreshes the mouth -Better breath
Main destination market for its commercialization	All of Bolivia
Geographic distribution	Tupac Amaru Zone, Puerto Buchs Street N`2050
Certifications (if applicable)	Night Operating license Consume ours
Additional information	The scientific studies were developed at the UMSA, also having international awards for best research.

SUMA QHANA KOLLA







I. Relevant Information About the Company and/or Laboratory

Trade Name	Suma Qhana Kolla
Year of Creation	2018
Department	La Paz
Address	Callejón 50 B, Zona Pampahasi Bajo
Email	cutipacha@gmail.com
Cell Phone Number	74080334
Social Media Page Link	Jabones.kolla
Brief General Information	Suma Qhana Kolla is dedicated to the production and marketing of natural cosmetic products, including shampoos, creams, soaps, and other cosmetics, all made from coca leaves. The company specializes in creating personal care products that incorporate extracts from the coca leaf (Erythroxylum coca) as the primary ingredient. This coca plant is traditionally valued in Andean cultures for its medicinal and energizing properties, and is utilized in cosmetics for its numerous benefits to skin and hair

Name of product 1	Coca Cosmetic Soap
Sector	Cosmetic Industry
Product Overview	Coca cosmetic soap is formulated with the beneficial properties of the coca leaf to promote skin care. This natural soap is recognized for its ability to cleanse, nourish, and protect the skin.
Recommended Use	This cosmetic soap is suitable for all skin types
Geographical Distribution	Bajo Pampahasi, La Paz area
Certifications	No certifications available
Target Markets	Local market in La Paz (local fairs)
Potential Markets (Optional)	Opportunities for greater positioning in both national and international markets

Name of product 2	Coca Shampoo
Sector	Cosmetic Industry
Product General Description	Coca shampoo is designed to enhance hair health and vitality
Recommended Use	Stimulates hair growth, strengthens hair, and helps prevent hair loss

INGACOCA











I. Relevant Information

Trade Name	INGACOCA
Year of Creation	1989
Department	La Paz
Address	Double Lane Highway to Viacha, Urb. Tilata "B", Junín Street No. 2011, between Av. La Paz and C. Loyola.
Email	ingacocaprudencio@gmail.com
Cell Phone Number	71288780
Social Media Page Link	
Brief General Information	INGACOCA is an artisanal laboratory dedicated to the production of natural products and medicines

Description of the Application of the Coca Leaf in II. the Production Process and/or Application of Traditional Medicine

- Industrial Use: Production of artisanal natural medicines in pharmaceutical forms, including • ointments, oral solutions, and coca flour.
- Application in Traditional Medicine Based on Traditional Knowledge: Ointments: Used to soothe pain, reduce inflammation, and treat conditions such as fungus and hemorrhoids. Oral Solutions: GLUCOSANA: Regulates blood sugar levels for diabetes management. REUMAFORTE: Provides relief from rheumatic pain, arthritis, and gout. Coca Flour: Serves as a nutritional supplement.
- Pharmaceutical Use: Coca ointments contain a blend of selected plants such as molle, nettle, and rosemary, which are rich in metabolites like ursolic acid (known for its hypouricemic properties), carnosol, and carnosic acid. These components exhibit analgesic, anti-inflammatory, and vasorelaxant effects. Combined with the properties of coca leaf, which is abundant in flavonoids and phenols, these ointments deliver significant anti-inflammatory benefits by inhibiting prostaglandin synthesis, a key factor in inflammatory processes. The isolated flavonoids from coca leaf also demonstrate notable antifungal and antibacterial activities. Oral Solutions: GLUCOSANA: Leverages the synergistic effects of plants like cargueja, which helps regulate blood glucose levels, alongside coca leaves, whose hypoglycemic effects stem from metabolites such as guercitrin and chlorogenic acid. REUMAFORTE: Exhibits analgesic and antiinflammatory properties primarily derived from coca, attributed to its flavonoids and alkaloids.
- Nutritional Use: Coca flour is exceptionally high in calcium, containing over 997.62 mg of calcium per 100 g-significantly more than what is found in milk or cheese-thereby aiding in the prevention of conditions like osteoporosis. Additionally, it enhances concentration and physical and mental stamina, promoting well-being and helping to alleviate anxiety, stress, depression, and concentration issues. Furthermore, it supports cardiovascular health by reducing cholesterol and triglyceride levels, regulating glucose and blood pressure, making it an excellent choice for healthy cooking.



• Nutritional Value of Coca Leaf

Average Composition of Coca Leaf per 10 grams:

- Total Nitrogen (N x 6.25): 20.06 g
- Total Non-Volatile Alkaloids: 0.70 g
- ► Fat: 3.68 g
- Carbohydrates: 47.50 g
- Alpha Carotene: 2.76 mg
- Vitamin C: 6.47 mg
- Vitamin E: 40.17 mg
- Thiamine (Vitamin B1): 0.73 mg
- Riboflavin (Vitamin B2): 0.88 mg
- Niacin (P-P Factor): 8.37 mg
- Calcium: 997.62 mg
- Phosphate: 412.67 mg
- Potassium: 1739.35 mg
- Magnesium: 299.30 mg
- Sodium: 39.41 mg
- Aluminum: 17.39 mg
- Barium: 6.18 mg
- Iron: 136.64 mg
- Strontium: 12.02 mg
- Boron: 6.75 mg
- Copper: 1.22 mg
- Zinc: 2.21 mg
- Manganese: 9.15 mg
- Chromium: 0.12 mg
- Beta Carotene: 9.40 mg

NATURAL COCA ANTIRHEUMATIC OINTMENT	
Sector	Artisanal Laboratory
General Product Description	A semi-solid ointment formulated with coca, animal fat, molle, and rue, offering anti-inflammatory and analgesic properties.
Recommended Use	For rheumatic pain, trauma, muscle pain, and varicose veins. Apply by rubbing in at night
Geographic Distribution	Double Lane Highway to Viacha, Urb. Tilata "B", Junín Street No. 2011, between Av. La Paz and C. Loyola.
Target Markets	Ecological points in El Alto, La Paz, Oruro, Sucre, and Cochabamba

NATURAL COCA OINTMENT FOR ARTHRITIS AND GOUT	
Sector	Artisanal Laboratory
General Description of the Product	A semi-solid ointment made with coca, nettle, and animal fat, featuring analgesic, anti-inflammatory, and hypouricemic effects.
Recommended Use	For rheumatic pain and gout. Rub into the affected area at night



NATURAL COCA OINTMENT ANTIFUNGAL	
Sector	Artisanal Laboratory
General Description of the Product	A semi-solid ointment containing coca, aloe, and animal fat, exhibiting antifungal properties
Recommended Use	For fungal infections. Apply preferably at night before bed to the affected area

NATURAL COCA OINTMENT FOR HEMORRHOIDS	
Sector	Artisanal Laboratory
Product Overview	A semi-solid ointment based on coca, rosemary, ñuñumaya, and animal fat, with analgesic, anti-inflammatory, and healing effects.
Recommended Use	For hemorrhoids. Apply a small amount in the mornings and evenings before cleaning

GLUCOSAN ORAL SOLUTION FOR DIABETES	
Sector	Artisanal Laboratory
	An oral solution made from coca, carqueja, tarwi, and yareta, designed to regulate blood glucose levels and insulin secretion.
Recommended Use	One tablespoon after breakfast, lunch, and dinner

REUMAFORTE ORAL SOLUTION (ANTI-RHEUMATIC)	
Sector	Artisanal Laboratory
Product Overview	An oral solution featuring coca, molle, and nettle, known for its analgesic, anti-inflammatory, and hypouricemic properties.
Recommended Use	One tablespoon after breakfast, lunch, and dinner.

COCA FLOUR	
Sector	Artisanal Laboratory
General Description of the Product	A finely powdered flour made from meticulously selected coca leaves, processed through a handcrafted micro-pulverization method to ensure a smooth texture.
Recommended Use	This highly nutritious flour is rich in vitamins A, B, C, and E. It can be easily incorporated into your daily diet by adding one or two teaspoons to hot and cold drinks or using it in baking

"RICA COCA" ANCESTRAL ARTISANAL LABORATORY





I. Relevant Information

Trade Name	"RICA COCA" Ancestral Artisanal Laboratory
Year of Creation	2018
Department	Cochabamba
Address	Calle Omiste, near Agustín Virreyra
Email	ricacoca01@gmail.com
Cell Phone Number	79736622
Page Link (Social Networks)	https://www.facebook.com/RicaCocaLabs/?locale=es_LA.
Brief General Information	The Ancestral Artisanal Laboratory specializes in Traditional
	Natural Products derived from ancestral coca.

Name of product 1	COCA VITAL
Sector	Ancestral
Medicinal Artisanal product	Extracto de Coca
Product Overview	Coca extract designed to support health and well-being
Recommended Product Use	Effective for alleviating altitude sickness
Geographic Distribution	Available in La Paz, Santa Cruz, and Cochabamba
Certifications	None specified
Target Markets	Natural product stores
Potential Markets (Optional)	Supermarkets
Name of product 2	WIRA COCA
Sector	Ancestral Medicinal Arsenal
Product Overview	Essential oil derived from coca, known for its therapeutic properties
Recommended Product Use	Helps relieve muscle pain
Target Markets	Natural product stores
Name of product 3	MISKI COCA
Sector	Ancestral Medicinal Artisanal
Product Overview	Coca that is rehydrated to maintain its softness for extended
	periods.
Recommended Product Use	Ideal for traditional chewing, featuring naturally softened coca
Target Markets	Natural product stores
Additional Information	Plans for expansion into supermarkets

NOEMI PENSANDO EN TI





I. Relevant information about the company and/or laboratory

Trade name	Noemi Pensando en ti [Noemi Thinking of you]
Year of creation	2001
Department	La Paz
Address	Calle ocobaya N429 Zona Villa Fátima
Email	noeminatural@gmail.com
Cell phone number	73228480 77771404
Page link (social networks)	
Brief general information about the company, laboratory, association and/or organization referred to	We are a laboratory that produces medicines and products made of the COCA leaf

Description of the Application of Coca Leaf in the Production Process and/or Traditional Medicine

At Noemi Pensando en Ti Artisanal Laboratory, we focus on preserving and revitalizing ancestral knowledge centered around Coca leaf. Our mission is to commercialize and industrialize Coca leaf and its derivatives, creating products that meet the specific needs of our customers. Coca leaf, with its energizing, restorative, oxygenating, flavor-enhancing, antioxidant, and anesthetic properties, is rich in vitamins, proteins, and minerals. We have developed two product lines that retain the full benefits of the leaf.

Our Products

- Chocolates with Coca Extract Gel
- Infused with guarana for an energizing boost.

These are ideal nutritional supplements, rich in vitamins, minerals, and calcium, providing digestive, energizing, and antioxidant effects.

Cosmetic Products

Coca Shampoo Coca Friction Hair Tonic with Coca Extract and Llama Fat

Name of product 1	Coca Shampoo
Sector	Cosmetics
Product Overview	Formulated with a high content of vitamins, minerals, and calcium, Coca Shampoo enhances hair by providing a natural shine
Recommended Use	Ideal for nourishing hair and imparting a natural, healthy shine
Geographical Distribution	Available in La Paz
Certifications	AGEMED registration is currently in process

Target markets	All of Bolivia and export
Potential markets (optional)	Brazil
Additional information	Products made from Coca and native raw materials from Bolivia
Name of product 2	Coca and Llama Fat Ointment
Sector	Traditional Medicine
Product Overview	With its high concentration of vitamins, minerals, and tonics; this product is highly effective for relieving muscle pain.
Recommended Use	For external application through friction, targeting muscle discomfort.
Main Destination Market	La Paz
	Registro AGEMED en tramite
Geographical Distribution	AGEMED registration is in progress
Certifications	Available throughout Bolivia, with export capabilities
Additional Information	Brazil
Name of product 3	Coca Extract-Based Hair Tonic
Sector	Cosmetics
Product Overview	Formulated with a rich content of vitamins, minerals, and calcium, this tonic strengthens and revitalizes hair.
Name of product 4	Coca and Guarana Energizer
Sector	Traditional Medicine
Product Overview	Packed with essential vitamins, proteins, and minerals, this product offers energizing, restorative, oxygenating, and antioxidant benefits, along with anesthetic properties
Recommended Use	For an energizing boost
Main Target Market	La Paz
Geographic distribution	AGEMED registration in process
Certifications (if applicable)	All of Bolivia and export
Additional Information	Brazil
Name of product 5	Chocolates with Coca and Guarana Gel Extract
Sector	Traditional Medicine
Product Overview	Combining coca and guarana, these chocolates are rich in vitamins, proteins, and minerals, offering energizing, restorative, oxygenating, antioxidant, and anesthetic effects.
Recommended Use	Ideal for energy enhancement
Main Target Market	La Paz
Geographic distribution	AGEMED registration in process
Certifications (if applicable)	All of Bolivia and export
Additional Information	Exploring market expansion to Brazil
Additional Information	Exploring market expansion to brazil



THE NUTRITIONAL VALUE OF COCA LEAF



GOURMET EL CHEFCITO













GOURMET EL CHEFCITO

Research into coca flour and its nutritional properties has been ongoing in Bolivia for years. It has been demonstrated that coca leaves in Bolivia are used for more than just the traditional chewing; they are also widely utilized in traditional medicine to treat various ailments. Recently, gastronomy has also embraced the coca leaf, leading to the emergence of many food products derived from it, including coca flour. This flour serves as a nutritional supplement and works exceptionally well when mixed with other flours, such as:

- Plantain flour + bean flour + coca flour
- Barley flour + corn flour + coca flour
- Quinoa flour + tarwi flour + coca flour
- Broad bean flour + cañahua flour + coca flour
- Eucalyptus flour + wheat flour + coca flour

According to culinary experts, incorporating coca flour into school breakfast milk can promote childhood growth, improve health, and enhance overall quality of life. Studies conducted in neighboring countries like Brazil show that the Makús, from the Negro River region, mix dried coca leaves with the ash of green banana leaves, adding the resulting fine powder to flour or tapioca, which forms part of their daily diet. This inspired efforts to create coca flour and explore its broader applications.

As a result, El Gourmet del Chefcito, in collaboration with the Bolivian Association of Chefs, undertook the development of coca flour in Bolivia. This journey began with a thorough selection of coca leaves, which required visiting the coca-producing communities of Los Yungas. By visiting these communities, we gained a comprehensive understanding of the entire production process. To ensure the highest quality, the coca leaves selected for flour production must be organically grown, avoiding any secondary effects in the resulting products.

The production process involves selecting the finest coca leaves, followed by natural dehydration at room temperature for 72 hours (3 days). Once dried, the leaves are ground into a fine powder, which is sifted twice to eliminate impurities. The result is high-quality coca flour, which has been used to develop a range of solid pastry products, including:

- Coca cake with nuts
- Two-color coca and chocolate cookies
- Coca cupcakes with cocoa butter ganache
- Coca sponge cake filled with cañahua cream, topped with coca ganache



"DULCE ELENA" ORGANIC PASTRY SHOP



I. Relevant Information

Trade Name	"DULCE ELENA" Organic Pastry Shop
Year of Creation	2022
Department	La Paz
Address	Cosmos 78, Calle 15 #16 - El Alto
Email	anas_246810@hotmail.com
Cell Phone Number	77784042
Page Link (Social Networks)	No social networks available
Brief General Information	We specialize in creating pastries using organic ingredients, resulting in healthier desserts with improved nutritional values that are visually appealing

II. Product Information

Name of product 1	COCA BISCUIT
Sector	Food
General Description of the Product	Our biscuits are made with coca flour, corn starch, stevia, baking powder, and coca pastry cream. This combination yields a delicious dessert that provides an energy boost from the coca
Recommended Use of the Product	An eco-friendly snack offering enhanced energy and convenience for on-the-go enjoyment
Geographic Distribution	Available at various fairs organized by the mayor's office in El Alto and La Paz
Certifications	No certifications granted
Target Markets	Residents within the macro districts
Potential Markets (Optional)	Could be featured in school breakfasts or as a snack on airlines
Name of product 2	COCA PIES
Sector	Food
Product Overview	Our empanadas are crafted from coca flour, egg, stevia, baking powder, and cheese. This blend results in a savory treat that delivers energy from the coca and protein from the cheese
Recommended Use of the Product	An eco-friendly snack that provides an excellent source of energy and protein, convenient for carrying
Geographic Distribution	Available at various fairs organized by the mayor's office in El Alto and La Paz
Certifications (if any)	No certifications granted

Target Markets	The population within the macro districts
Potential Markets (Optional)	Could be incorporated into school breakfasts or offered as a snack on airlines
Name of product 3	COCA MUFFINS
Sector	Food
General Description of the Product	Our coca muffins are crafted from coca flour, stevia, eggs, baking powder, and coca pastry cream. This combination results in a delicious dessert that provides energy derived from coca.
Recommended Use of the Product	An eco-friendly snack that offers enhanced energy and is convenient for on-the-go enjoyment
Geographic Distribution	Available at various fairs organized by the mayor's office in El Alto and La Paz
Certifications (if any)	No certifications granted
Target Markets	The population within the macro districts
Potential Markets (Optional)	Could be featured in school breakfasts or as a snack on airlines
Name of product 4	COCA COOKIES
Sector	Food
General Description of the Product	Our coca cookies are made with coca flour, corn starch, stevia, baking powder, and butter. This blend results in a delectable dessert that provides energy from the coca
Recommended Use of the Product	An eco-friendly snack that offers a better energy contribution and is practical for carrying
Geographic Distribution	Available at various fairs organized by the mayor's office in El Alto and La Paz
Certifications (if any)	No certifications granted
Target Markets	The population within the macro districts
Potential Markets (Optional)	Could be included in school breakfasts or offered as a snack on airlines

NUTRIANTOJITOS







I. Relevant Information

Trade Name	NUTRIANTOJITOS
Year Established	2022
Department	La Paz
Address	Av. Guevara No. 103, Zona Villa Salomé
Email	raissampazv@gmail.com
Cell Phone Number	68110440
Social Media	None
Company Overview	NUTRIANTOJITOS is dedicated to food processing, emphasizing the preservation of the natural organoleptic qualities of its products. The company specializes in the revaluation and innovation of food, blending tradition with modern culinary techniques.

II. Product Information

Geographical Distribution

Name of product 1	Coca Cream Waffles	
Sector	Food Industry	
Product Overview	Delicious waffles topped with a rich coca cream and drizzled with chocolate sauce, offering a unique fusion of flavors.	
Recommended Use	Suitable for the general public, as a delightful and nutritious treat	
Geographical Distribution	Varied	
Certifications	None	
Target Market	General public	
Name of product 2	Coca Cream Muffins	
Sector	Food Industry	
Product Overview	Chocolate muffins filled with coca cream, designed to provide a tasty yet functional snack that may help with stress and anxiety control.	
Recommended Use	Ideal for those looking for a sweet indulgence with calming benefits	
Main Target Market	General public	

LAS DELICIAS DEL CHEF

I. Relevant Information

Trade Name	Las Delicias del Chef [Chef's delights]
Year Established	2005
Department	La Paz
Address	Av. Buenos Aires No. 3198, Zona Las Lomas
Email	laurahuancaelliotemmanuel@gmail.com
Cell Phone Number	69854255
Social Media	None
Company Overview	Las Delicias del Chef is a company focused on food transformation and the revival of ancestral recipes. It is committed to the revaluation and innovation of traditional foods while preserving the natural organoleptic qualities of its products.

II. Product Information

Name of product 1	Coca Cupcakes
Sector	Food Industry
Product Overview	A cupcake filled with coca jam, garnished with a decorative cigarette-shaped topping
Recommended Use	Helps reduce anxiety associated with stress
Target Markets	Public and private sector employees

Name of product 2	Biodiverse Waffle
Sector	Food Industry
Product Overview	Quinoa-based waffles served with a rich coca cream, combining nutritious and local ingredients
Recommended Use	Boosts daily protein intake, making it ideal for health-conscious consumers
Main Target Market	General public

Name of product 3	Coca Bread
Sector	Food Industry
Product Overview	Flautas made from green plantain and coca flour, stuffed with potato, chorizo, and shredded meat, and garnished with lettuce and grated cheese
Recommended Use	A stress-relieving snack that helps reduce anxiety
Target Markets	Public and private sector employees, as well as the general public

SUMA PANKARITA





I. Relevant Information

Too Is Name	Owner Dealerite
Trade Name	Suma Pankarita
Year Established	2018 (initially as online sales; in 2023, we opened our first Suma Pankarita café)
Department	La Paz
Address	Villa Alemania, Avenida Bolivia, Calle 22, Corner House
Email	dnoemi.colque@gmail.com
Cell Phone Number	60622937
Link de página (redes sociales):	h t t p s : // w w w . f a c e b o o k . c o m / p r o f i l e . php?id=100090289270869&mibextid=ZbWKwL https://www.tiktok.com/@suma.pankarita?_t=8pBIdo35oBB&_ r=1
Company Overview	Suma Pankarita is an artisanal bakery and confectionery specializing in products made with Andean grains. Our focus is on incorporating cañahua and ajara, particularly in our cookie production.

II. Coca Leaf Application in Production and Traditional Medicine

We developed a dessert featuring coca leaf due to its exceptional nutritional properties. Coca leaf is a natural source of vitamins A, B1, B2, B3, C, and E, as well as essential minerals like calcium, iron, sodium, potassium, and phosphorus. It contains 14 alkaloids and various tannins, which assist in alkalizing the body, making it a powerful addition to both our culinary creations and overall well-being.

I. Product Information

Product Name	Coca Leaf Cupcakes
Sector	Food
Product Description	Coca Leaf Cupcakes are rich chocolate sponge cakes made with a touch of coca flour, topped with whipped cream infused with coca flour. Each cupcake is garnished with two decorative coca leaves—one dipped in chocolate
Recommended Use	Ideal for combating altitude sickness, as well as relieving stomach and headache discomfort
Geographical Distribution	We are located in Villa Alemania, on Avenida Bolivia, Calle 22, marked by the Suma Pankarita sign.
Certifications	Pending certification, such as one from SENASAG
Target Markets	Primarily requested for seminars and events where unique, locally uncommon products are desired. Additionally, distributed to various coffee shops in La Paz.
Potential Markets	We aim to expand distribution across multiple departments, offering both coca leaf cupcakes and our cañahua and ajarabased cupcakes
Name of product 2	Whipped Cream with Coca Leaf Jello
Sector	Food
Product Description	A light and creamy Chantilly-style dessert made with coca leaf gelatin and whipped cream.
Recommended Use	Effective for altitude sickness, stomach pain, and headaches, as it contains the benefits of coca leaf tea (mate de coca).
Main Target Market	Tourists and local cafés
Geographical Distribution	We are located in Villa Alemania, on Avenida Bolivia, Calle 22, marked by the Suma Pankarita sign.
Certifications (if any)	Pending certification, such as one from SENASAG
Additional information	Optional field

Other Products:

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Coca Cakes Rice Cake Milk Cake with Cañahua Biscuit Ajara Biscuit Cookies with Chocolate Chips

POSSIBLE DENOMINATION FOR COCA LEAF IN ITS NATURAL STATE



YUNGAS AND THE COCA LEAF IN THE BOLIVIAN DENOMINATION OF ORIGIN

A Denomination of Origin (DO) is a distinctive sign used to designate and identify a product linked to a specific geographic area, granting it a reputation and quality inherently tied to that region. This quality stems from the geographic environment, encompassing both natural and human factors.

In this context, Coca Leaf production in Los Yungas, located in the Department of La Paz, holds strong potential for qualifying as a Denomination of Origin. The unique climate and geography of the region create ideal conditions for coca cultivation, making the Yungas coca leaf the preferred choice for consumers.

- Unique Characteristics: The Yungas coca leaf may possess distinctive attributes, such as a superior flavor (especially for chewing) and an identifiable aroma. These qualities differentiate it from coca leaves cultivated in other parts of the country, adding to its potential recognition as a Denomination of Origin.

- Key Steps for Registration: To achieve DO status, associations must unite, organize, and establish a Regulatory Council. This Council would oversee the defense of the Denomination of Origin, ensuring adherence to quality standards, protecting the origins of the products, and promoting them in the marketplace. Furthermore, the application must include a Technical Study by a certified institution that distinguishes the unique properties of the Yungas coca leaf from those produced elsewhere in Bolivia.

- Ultimately, registering the Yungas Coca Leaf as a Bolivian Denomination of Origin is a collective effort. By working together, stakeholders can preserve and promote this ancient and symbolic leaf, transforming it into a globally recognized emblem of Bolivia's cultural heritage.

The Collective Brand in Support of Bolivian Coca Leaf Production

A Collective Brand is a type of Distinctive Sign used to identify the products or services offered by members of a legally established association. It distinguishes these offerings from those provided by other organizations, adding value and recognition, particularly when associated with traditional products that have a strong geographic reputation.

- To register a collective brand, the following requirements must be met:
- A list of association members.
- A specification for the brand's use (Regulations of Use).
- A copy of the association's statutes.
- An original or certified copy of the power of attorney granted to the individual representing the association.

Coca leaf production in Bolivia is concentrated in the warm climates of La Paz and Cochabamba. Prominent organizations such as the Departmental Association of Coca Leaf Producers (ADEPCOCA) in La Paz and the Federation of Coca Growers of Chapare in Cochabamba are examples of potential collective brands.

The registration of a collective brand benefits producers by fostering associativity and driving improvements in product quality. It instills buyer confidence through consistent quality control, thereby facilitating access to new and improved markets.

The role of the Public Productive Company for the Industrialization of the Bolivian Coca Leaf (KOKABOL) is critical. Supporting future collective brands, KOKABOL will enhance the production process by ensuring control and quality from the cultivation stage through to industrialization, leading to a diversified range of high-quality products derived from coca leaf.

YUNGAS AND COCA LEAF IN THE BOLIVIAN DENOMINATION OF ORIGIN

A Denomination of Origin is a distinctive sign used to designate and identify a product within a specific geographic area, granting it a reputation and quality attributed exclusively to its geographic environment, including both human and natural factors.

In this context, coca leaf production in the Yungas region of the La Paz Department presents a potential case for Denomination of Origin due to the area's favorable climate and geography, which create ideal conditions for coca cultivation. This makes the Yungas coca leaf a preferred choice for local consumption.

- ✓ Unique Characteristics: The coca leaf from the Yungas may possess distinct features such as flavor (for chewing) and aroma, setting it apart from coca grown in other regions. These unique traits are key to its potential recognition as a Denomination of Origin
- Steps for Registration: The relevant associations must communicate, organize, and establish a Regulatory Council for the Denomination of Origin. This body would defend the denomination's interests, apply regulatory standards to control quality and ensure product origin, and promote products that carry the Denomination of Origin label. A Technical Study must also accompany the registration, conducted by a certified institution to validate the distinction of the Yungas coca leaf from others produced in Bolivia.
- Achieving the registration of the Yungas Coca Leaf as a Bolivian Denomination of Origin requires collective effort. It would symbolize a shared historical legacy and turn coca leaf into a representative emblem for Bolivia on the global stage..

THE COLLECTIVE BRAND IN SUPPORT OF BOLIVIAN COCA LEAF PRODUCTION

A Collective Brand is a type of distinctive sign that identifies the products or services of members within a legally established association or organization, differentiating them from those offered by other groups. This distinction enhances the market presence of traditional products that have gained reputational significance due to their geographic origin. The requirements for registering a collective brand include:

- A list of members within the association.
- Specifications for the brand's use (Regulations of Use).
- A copy of the statutes of the association or organization applying for registration.
- An original or certified copy of the power of attorney granted to the individual acting on behalf of the association.

Although coca leaf production area in Bolivia is extensive, it is primarily concentrated in the warm climates of La Paz and Cochabamba. Notable organizations that could potentially form Collective Brands include the Departmental Association of Coca Leaf Producers (ADEPCOCA) in La Paz and the Federation of Coca Growers of Chapare in Cochabamba.

The benefits of registering a collective brand include promoting association-based business models and ensuring the continuous improvement and maintenance of product quality. This, in turn, fosters consumer confidence by ensuring consistent product standards, facilitating access to new and improved markets.

The role of the Bolivian Public Productive Company for the Industrialization of Coca Leaves (KOKABOL) is crucial in this regard. KOKABOL can support potential and future collective brands by improving control over production, collection, and the industrialization process, ensuring quality from the very start of the supply chain.

DIRECTORY OF COMPANIES AND LABORATORIES



5. DIRECTORY OF CONTACTS FOR COM-PANIES AND LABORATORIES • PRODUCTION COMPANIES

Company Name	Coca Concentrate Processing and Extracting Plant S.R.L
Contact	Juan Manuel Rivero Gordillo
Date of Birth	12-06-1964
Email	Juanmanuelrivero1@hotmail.com
Cell Phone	77287211 / 71907331
Category to which it belongs	Company
Role	Legal Representative

Company Name	Producción y Comercialización de Licores a Base de Hoja de Coca (OICNEROLF)
Contact	Robertina Aliaga Queso
Date of Birth	01-09-1983
Email	presidencialflorencio@gotmail.com
Cell Phone	71879887
Category to which it belongs	Company
Role	Representative

Company Name	Coca Social
Contact	Juan Manuel Rivero Gordillo
Date of Birth	May 10th, 1959
Email	Papillon_aburdene@hotmail.com
Cell Phone	76378910
Category	Company
Role	Legal Representative
Company Name	Vice Ministry of Coca and Integral Development
Contact	Ernesto Mamani Laura
Date of Birth	11-05-1984
Email:	Hernestomamani424@gmail.com
Cell phone number:	71902245
Category to which it belongs	State public entity dependent on the MDRyT
Role	Legal Representative

Company Name	KOKABOL
Contact	SEDEM
Email	sedem.nacional@sedem.gob.bo
Cell Phone	77999455
Category	Public Company
Role	Legal Representative

Company Name	Green Coca S.R.L.
Contact	Jorge Antonio Saire Quispe
Date of Birth	09/03/1972
Email	(Not Provided)
Cell Phone	70551605
Category to which it belongs	Company
Role	Legal Representative

Company Name	Bunny Coca
Contact	Carlos Valenzuela Montaño
Date of Birth	11/04/1971
Email	servisupbolivia@hotmail.com
Cell Phone	72140806
Category	Company
Role	Legal Representative

Company Name	Tu Miel
Contact	Cintya Magueño Calle
Date of Birth	11/07/1981
Email	tumiel.bo@gmail.com
Cell Phone	72051001
Category to which it belongs	Company
Role	President

Company Name	COCA SAGRADA
Contact Name	Jorge Luis Mestas Zarzuela

Date of Birth	23-06-1986
Email	myzrepresentaciones@gmail.com
Cell Phone	76433008
Category	Company
Role	Legal Representative

Company Name	Noemi Pensando en Ti
Contact Names:	Eloisa Marcelina Calatayud Muñoz, Nelzy Emilia Moscoso
	Calatayud
Date of Birth	06/02/1956, 10/06/1982
Email	noeminatural@gmail.com
Cell Phone	73228480, 77771404
Category	Naturopathic Doctor
Role	Members of the Bolivian Society of Traditional Medicine
	(SOBOMETRA)

Company Name	Empresa Sinergética de Sud América S.R.L.
Contact Name	Paul Bernardi Huanca C.
Date of Birth	06/30/1965
Email	Paul_bernardi65@hotmail.com
Cell Phone	75011505
Category	Company
Role	Manager of Essa SRL

Company Name	Bolo La Yulialex, Concepción Ortiz
Contact Name	Concepción Ortiz, Owner/Manager
Date of Birth	08/12/1977
Email	mujeresenelcambio_22@hotmail.com
Cell Phone	71553327
Category	Company
Role	Legal Representative

Company Name	Yungueñita Coca Social
Contact Name	Ronald Alurralde Sandoval

Date of Birth	11/17/1964
Email	alurralderonald@gmail.com
Cell Phone	71288247
Category to which it belongs	Microenterprise.
Role	Owner

Razón social	"Yungueñita Coca Social"
Nombre (s) y apellidos:	Ronald Alurralde Sandoval
Fecha de nacimiento:	17 / 11 / 64
Correo electrónico:	alurralderonald@gmail.com
Número de celular:	71288247
Categoría a la que pertenece	Microempresa.
Relación en caso de representar a	Propietario
una Asociación y/o Organización	

Company Name	Industrias El Viejo Roble S.R.L.
Contact Name	Shirley Rivero Herrera
Date of Birth	12/29/1974
Email	shirleyrivero29@gmail.com, srivero@elviejoroble.com.bo
Cell Phone	78990803
Category	Production Company
Role	Legal Representative

Company Name	ICORI
Contact Name	Hernán Cori Huanca
Date of Birth	12/31/81
Email	herny22@hotmail.com
Cell Phone	70574504
Category	Food company
Role	

Company Name	Taller Artesanal Laureke
Contact Name	Marco Antonio Leonardini Sierra
Date of Birth	June 10, 1966
Email	Leonardini.marco@gmail.com

Cell Phone	68377730
Role	Owner

Company Name	MODEEX
Contact Name	Modesta Cuentas Gonzales
Date of Birth	November 4, 1969
Email	modestacuentasgonzales@gmail.com
Cell Phone	67041592
Category	Micro Small Business
Role	Independent

Company Name	PIJCHEOS
Contact Name	Gretzel Ledezma De la Quintana
Date of Birth	July 17, 1985
Email	Gretzel.ledezmadelaquintana@gmail.com
Cell Phone	70776084
Category	Company
Role	Legal Representative

Company Name	PROINDECO
Contact Name	Edgar Gastón Velásquez Escobar
Date of Birth	September 22, 1986
Email	egastonvelasquez@gmail.com
Cell Phone	77878549
Category	Company (Processor and Industrializer)
Role	Owner/Manager

Company Name	SABILAD
Contact Name	Adda Reyna Valencia Gutiérrez
Date of Birth	June 18, 1995
Email	addavalencia95@gmail.com
Cell Phone	72580717
Category	Producer
Role	None

• ARTISANAL LABORATORIES

Company Name	Laboratorio de Productos Naturales y Tradicionales "Señor de los Milagros"
Contact Name	Margarita Inés Velarde Flores
Date of Birth	January 28, 1963
Email	Velardeines15@gmail.com
Cell Phone	72071805
Category	Traditional Naturopathic Doctor
Role	Legal Representative of the Artisanal Laboratory of Natural Products "Señor de los Milagros"
Relación en caso de representar a una Asociación y/o Organización	Representante legal laboratorio artesanal de productos naturales "Señor de los Milagros"

Company Name	Laboratorio Artesanal INALFA
Contact Name	Herminio Choque Choque
Date of Birth	April 25, 1969
Email	Herminiochoquechoque@gmail.com
Cell Phone	68001054
Category	Laboratory
Role	Owner
Name(s) and surname(s)	Cristina Espejo Gonzales
Date of birth	July 16
Email	emmarycris@hotmail.com
Cell phone number	71889237
Category to which it belongs	Artisanal laboratory
Role	Owner

Company name	Medicina Natural Boliviana (MENABOL)
Contact Name	Luis E. Loayza Poma
Date of Birth	March 17, 1982
Email	luiselp4444@hotmail.com
Cell Phone	77431760
Category	Naturist
Role	Legal Representative



Company Name	Laboratorio Artística de Medicina Tradicional Vivir Bien
Contact Name	Verónica Cuchurme Velarde
Date of Birth	January 28, 1982
Email	veronicacuchume@gmail.com
Cell Phone	74081001
Category	Suma Artisanal Laboratory of Traditional Natural Medicine Jakasiña – Vivir Bien
Role	General Manager

Company Name	Laboratorio Benton
Contact Name	Wilma Glidis Ticona Chambi
Date of Birth	May 13, 1981
Email	wilma.ticona@gmail.com
Cell Phone	72089885
Category	Traditional Doctor
Role	Owner/Manager

Company Name	Suma Qhana Kolla
Contact Name	Silveria Cutipa Pari
Date of Birth	April 15, 1967
Email	cutipacha@gmail.com
Cell Phone	74080334
Category	Production and Marketing of Cosmetic and Cleaning Products
Role	None

Company Name	INGACOCA
Contact Name	Prudencio Ticona Uraquina
Date of Birth	October 27, 1953
Email	ingacocaprudencio@gmail.com
Cell Phone	71288780
Category	Artisanal Laboratory
Role	Legal Representative

Company Name	RICA COCA
Contact Name	Andrea Paola Cespedes Sotelo
Date of Birth	[Not Provided]
Email	ricacoca01@gmail.com
Cell Phone	79736622
Category	Artisanal Product (Ancestral Medicinal)
Role	Organization Representative

• GASTRONOMY AND CULINARY ART

Company Name	Repostería Ecológica "DULCE ELENA"
Contact Name	Libni Scarlhet Silvestre Mamani
Date of Birth	April 26, 1993
Email	anas_246810@hotmail.com
Cell Phone	77784042
Category	Pastry producer
Role	None

Company Name	NUTRIANTOJITOS
Contact Name	Raissa Macarena Paz Vasquez
Date of Birth	November 23, 1989
Email	raissampazv@gmail.com
Cell Phone	68110440
Category	Food Processing
Role	Owner/Manager

Company Name	Las Delicias del Chef
Contact Name	Rocío Esther Huanca Choquehuanca
Date of Birth	April 30, 1988
Email	laurahuancaelliotemmanuel@gmail.com
Cell Phone	69854255
Category	Food Processing



Role	Owner/Manager
Company Name	SUMA PANKARITA
Contact Names	Diana Noemí Colque Ayala, Imogene Colque Ayala
Date of Birth	December 29 (Diana), August 15, 2005 (Imogene)
Cell Phone	60622937
Category	Artisanal Pastries and Cakes with Andean Grains
Role	Not Associated with Any Organization
Relación en caso de representar a una Asociación y/o Organización	No estamos asociados a ninguna asociación





Vicepresidencia del Estado Presidencia de la Asamblea Legislativa Plurinacional BOLIVIA



ONAL DE

VIA

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