

# Echinacea purpurea:

## Key Scientific Insights and Therapeutic Applications

### Scientific Conference, Switzerland January 20, 2026, 18:30–19:30 (CET)

Join us for an exclusive scientific webinar about one of the most studied medicinal plants in the world, *Echinacea purpurea*.

Learn about innovative pharmacological discoveries and clinical data demonstrating its role in preventing and managing respiratory tract infections.

This event is designed for pharmacists and healthcare professionals who want to expand their knowledge about how Echinacea provides a safe, plant-based remedy that strengthens immunity and promotes human health, in adults and children.

Reserve  
your spot

[www.avogel.com/echinacea-key-insights](http://www.avogel.com/echinacea-key-insights)



### Program

#### Echinacea in Focus: Towards Mechanisms of Action



Prof. Wim Vanden Berghe  
University Antwerp  
Belgium

#### Echinaforce® for RTIs: Efficacy, Safety, and Practical Use



Dr. Mercedes Ogal  
Paediatrician  
Brunnen, Switzerland

#### Chair:



Dr. Roland Schoop  
Head of Medical Department  
A.Vogel AG, Switzerland