



## **UK'S BIOMIN TECHNOLOGIES LIMITED PARTNERS WITH GROUP PHARMACEUTICALS TO LAUNCH NEW TOOTHPASTE IN INDIA**

A new toothpaste, the first product in India to incorporate BioMin™ F as its active ingredient, is being launched in India.

Elsenz, which puts back the lost minerals from tooth enamel, helps prevent decay and treat sensitivity while you sleep, will be available in pharmacies throughout India.

The product is the result of an exclusive licensing agreement between BioMin Technologies of London and Group Pharmaceuticals whereby Group Pharmaceuticals will manufacture Elsenz toothpaste at its facility near Bangalore and bring the product to the Indian market.

Elsenz, incorporates the new BioMin™ F toothpaste ingredient, providing a new tooth repair technology which will bring relief to the millions of adults and children in India who are prone to tooth decay and sensitivity, Dental decay is the most prevalent disease worldwide and the majority of adults will also experience tooth sensitivity at some stage during their lives.

A Nielsen survey reveals the seriousness of the condition of tooth sensitivity in India with over 40 per cent of the respondents claiming to suffer from tooth sensitivity.

Additional research shows that 88 per cent dentists in India agree that incidences of cavities are higher than before. Around 42 per cent of children between two and 11 years having cavities in baby teeth while 21 per cent of those between six to 11 years have had cavities in permanent teeth.

Elsenz, containing BioMin™ F, is able to slowly release calcium, phosphate and fluoride ions over an 8-12 hour timeframe to form Fluorapatite mineral to rebuild, strengthen and protect tooth structure. The slow release of fluoride has been identified to be particularly beneficial in prevention of tooth decay. According to Professor Robert Hill, Chair of Dental Physical Sciences at Queen Mary, University of London, who led the team which developed BioMin™ F;



“Using remineralising toothpaste makes teeth far more resistant to attack from acidic soft drinks like fruit juices and sodas. It is also much more effective than conventional toothpastes where the active ingredients, such as soluble fluoride, are washed away and become ineffective less than two hours after brushing,”

“We are absolutely delighted to have partnered with Group Pharmaceuticals in India,” said BioMin Technologies CEO Richard Whatley.

“Our aim is for the BioMin™ brand to become synonymous for the treatment of tooth sensitivity in the eyes of both the dental profession and the general public across the world. This agreement with Group Pharmaceuticals introduces BioMin™ technology to the Indian market.”