



BIOMIN TECHNOLOGIES APPOINTS AMD PHARMACEUTICALS AS ITS EXCLUSIVE DISTRIBUTOR FOR THE GULF STATES

BioMin™ toothpastes in final stage of registration. Exhibiting at ADEEC

An exclusive distribution agreement signed between BioMin Technologies and Dubai based AMD Pharmaceuticals (Al Multaqa Drugs & Pharmaceutical) will enable BioMin™ toothpastes to be distributed across the Gulf Arab states of UAE, Saudi Arabia, Oman, Bahrain, Qatar and Kuwait.

BioMin™ was developed by a team led by Professor Robert Hill at Queen Mary, University of London and launched in the UK in April 2016. It contains ingredients which put back the lost minerals from tooth enamel and help prevent decay and treat sensitivity.

“We see huge opportunities for our desensitising and remineralising toothpastes in the Gulf states,” said BioMin chief executive Richard Whatley. “Not only has the Gulf recorded the highest population growth in the world over the past decade but has seen dramatic development in the demand for dental care which has created growing awareness of oral health and hygiene throughout the general public. AMD Pharmaceuticals was founded fifteen years ago and represents and distributes healthcare products throughout the Gulf area primarily through pharmacies. AMD is in the final stage of registration of BioMin™ toothpaste for sale in the UAE which will lead to product introduction throughout the region.

Business Development Manager, Marwan Aljabi commented, “We are delighted to be distributing the highly innovative BioMin™ toothpastes to support the growing awareness for improved oral care in the region. In particular, the UAE has one of the most sophisticated over the counter pharmaceutical markets in the Middle East and the highest per-capita healthcare product expenditure in the region.”

BioMin™ offers two toothpastes. BioMin™ F, slowly releases 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. The recently released BioMin™ C, is designed for those who for a variety of reasons do not wish to use Fluoride-containing products but still want to have the benefits of a protective toothpaste. BioMin™ C slowly releases calcium and phosphate ions



contained within the toothpaste and these ions then rapidly form the tooth mineral on the tooth surface, which effectively seals open dentine tubules.”

According to Professor Robert Hill, Chair of Dental Physical Sciences at Queen Mary, University of London, who led the team which developed BioMin™; “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 are washed away and become ineffective less than two hours after brushing,”

BioMin Technologies will be presenting both its BioMin™ F and C toothpastes on Stand 4A05 at ADEEC (22nd UAE International Dental Conference & Arab Dental Exhibition) being held at the Dubai International Convention & Exhibition Centre between 6-8 February. BioMin™ will be supported on the stand by AMD Pharmaceuticals.

Samples of BioMin™ F and the fluoride free BioMin™ C will be available for visitors to the stand together with a detailed presentation about the benefits of BioMin Technology.

ADEEC is the one of the largest worldwide dental exhibitions for dental professionals in 2018 The organisers are expecting around 40,000 dental professionals from throughout the Middle East, North Africa, Asia and Europe with over 1800 exhibiting companies taking part. <http://aeedc2018.org>