

BioMin®

BioMin Wins E2 Media Business Award



Based in Staffordshire, BioMin Technologies Ltd are a multi award winning manufacturer of dental sensitivity products that have made a real name for themselves over recent years for the outstanding quality of their product range. It's been quite a journey for them since they were first established in 2015 and there have been some significant milestones on the way. They've won a plethora of internationally acclaimed awards including being the Best Dentine Hypersensitivity Relief and Protection Product Manufacturer in the Global Health and Pharma Awards. They have also been recipients of one of our 2021 Awards of Excellence.

Following on from that success we are delighted to announce that BioMin Technologies are the latest winners of our E2 Media Business Award. The award is well deserved and they are worthy winners. It further cements their already burgeoning reputation not only for the quality of their products but also the honest and ethical way that they operate. Their products have certainly made them stand out from the crowd, setting standards in the industry that many of their peers can only aspire to achieve.

The fact that they've been established less than ten years makes their achievements all the more impressive. Why have they enjoyed so much success? We will try and give you an insight into the impact they've made, their range of products and their aspirations for the future. There are clearly many factors but first and foremost their products work and have made a real difference to the quality of life enjoyed by their customers. They are establishing quite a reputation and recently earned FDA 510K approvals for their toothpastes in the USA. As an organisation BioMin invests considerable resources into commercial research into bioactive glasses for use in oral healthcare with their products being recommended by dental professionals from across the world.

Dental sensitivity in the UK is a common problem with an estimated 30% of the adult population experiencing dental sensitivity and it was addressing this very significant issue that was the inspiration behind the launch of BioMin Technologies. They were first set up as a start up by Queen Mary University of London and they've certainly come a long way in a very short space of time, with a growing reputation for the innovative nature of their products. The impact their products have had on the wider industry and on the individuals who use their products has made a real difference to their lives and it's something they deserve real credit for.

Their products are unique because they contain bioactive glasses but what exactly are they and what do they do? They are a group of surface reactive glass ceramic biomaterials, often made use of in implants where the repair and replacement of diseased or damaged bone is needed. BioMin have been one of the real pioneers when it comes to their use in dentistry and quite rightly take a great deal of pride in the way their products have impacted on the industry. The first product it developed was a toothpaste that treated dental hypersensitivity amongst patients, producing a formula that would actively protect and remineralise tooth surfaces. BioMin offers both fluoride and fluoride free varieties called BioMin F and BioMin C both of which have proved extremely popular earning a CE approval as class IIb medical devices for the treatment of dentine hypersensitivity.

All of their products have been rigorously both clinically and scientifically tested and have a proven track record over many years. Their toothpastes are available worldwide, with licence holders and distributors in over 40 countries around the world. As an organisation they are always striving to improve with their product range continuing to evolve. They are open to embracing emerging industry trends and advances in



technology to ensure they stay ahead of the curve and continue to produce products that are amongst the very best anywhere in the industry. They never cut corners or compromise on the quality of the products they produce staying true to their core values.

Central to those values is providing toothpastes with proven therapeutic benefits and improving the quality of life enjoyed by the end users. It's a competitive market but the clinical efficiency of BioMin's products means that they have been setting standards in the market that many of their peers can only aspire to achieve. Their products are mainly distributed through dental practices and online with BioMin's team of dedicated professionals placing a real emphasis on promotion through digital platforms to ensure that products are accessible to as many people as possible.

The success of their products speaks for itself with consumer surveys indicating that 70% of end users noting a decrease in sensitivity after two weeks of regular use and a third of respondents reporting a total lack of symptoms in the same time frame. BioMin also excels when it comes to reducing sensitivity during teeth whitening procedures. Many patients find whitening uncomfortable which can prevent them from completing the full treatment but BioMin's products have a proven track record of producing tangible results when it comes to reducing this discomfort. The effectiveness in reducing discomfort during teeth whitening has led to increased use in the wider dental market and increased their credibility amongst some of the leading professionals in the industry.

The challenge for the team at BioMin in the future as their reputation continues to grow and the demand for their services continues to increase will be to maintain the same high standards that have won them so many admirers over recent years. Given the track record that they have we think it's something they will achieve and that BioMin is a name you'll be hearing much more of in the years to come.

For more information on BioMin or any of their products visit www.biomin.co.uk