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Healthcare Brands International makes further acquisition

Healthcare Brands International (HBI) continues to demonstrate its ambition for growth with the acquisition of the privately-owned Scandinavian Healthcare company, Antula Holdings AB, and its subsidiaries.

Antula is the biggest independent Over-the-Counter (OTC) healthcare company in the Scandinavian market. It has also been the fastest growing performer over recent years. In the last four years, the introduction of a range of new brands has quadrupled sales .

Healthcare Brands International was launched in October 2006. Its mission is to develop an OTC healthcare business based on innovative products with clinically-proven efficacy that had the potential to be exploited further in markets around the world.

Barry Clare, Chairman and CEO of HBI, believes that Antula meets this criteria:

“Firstly, Antula provides us with a business in the Scandinavian markets that has the potential to continue its proven track record of growth and, secondly, a portfolio of successful brands, some of which can be developed into genuine international franchises.”

Since October 2006, HBI has acquired the Sambucol brand, an elderberry extract with clinically proven efficacy for the treatment of flu, and the rights to develop the docosanol active in Europe in products for the treatment of cold sores.