

## Launch and first sales of new product range for The Urology Company

On 1 September 2011 The Urology Company Limited commenced the exclusive UK distribution of the Multi-Gyn® and Multi-Mam® product ranges in the UK and has commenced shipping orders to UK retailers.

Four of the **Multi-Gyn®** and **Multi-Mam®** products were already available in the UK, including **Multi-Gyn® ActiGel**, **Multi-Gyn® FloraPlus**, **Multi-Mam® Compresses** and **Multi-Mam® Balm**. These have been available since 2005 under the "Bio-Fem" brand name and have significant UK retail sales. The products are available over the counter without a prescription from the country's leading retail pharmacies and other healthcare retailers including Boots the Chemist and Holland & Barrett and online via [www.multi-gyn.co.uk](http://www.multi-gyn.co.uk) and [www.multi-mam.co.uk](http://www.multi-mam.co.uk).

The Multi-Gyn® and Multi-Mam® brands are leading brands in intimate female health in over 36 countries around the world; holding a strong market leading position in many markets.

The Multi-Gyn® product range was designed to treat and prevent the recurrence of a number of female health conditions. Six products in the Multi-Gyn® range are now available to consumers in the UK through The Urology Company:

- ⑧ Multi-Gyn® ActiGel – to treat and prevent vaginal discomfort such as bacterial vaginosis
- ⑧ Multi-Gyn® FloraPlus – to treat and prevent vaginal thrush
- ⑧ Multi-Gyn® Compresses – for direct relief of irritation in the external intimate area
- ⑧ Multi-Gyn® FemiWash – for a mild, soap free intimate hygiene
- ⑧ Multi-Gyn® Vaginal Douche & Tablets - for optimal hygiene of the vagina

The Multi-Mam® range is designed to prevent and treat discomfort before and during breastfeeding through total nipple care. Two products in the Multi-Mam® range are now available to consumers in the UK through The Urology Company:

- ⑧ Multi-Mam® Compresses – for a soothing effect on sore nipples
- ⑧ Multi-Mam® Balm – protects the nipple before and during breastfeeding

Over the coming months there will be a phased transition to the international brand names Multi-Gyn® and Multi-Mam® from the current Bio-Fem brand.

The Urology Company will now commence the roll out the entire product range in the United Kingdom and ensure a national retail distribution through all major pharmacy and healthcare outlets. Previously, only a selection of these products were available in a limited number of outlets.

The Urology Company's Chief Executive, Ronald Openshaw said:

"We are excited to work with Bioclin as our partners and promote the Multi-Gyn® and Multi-Mam® product ranges. Both product ranges are based on the unique 2QR active principle and are natural and highly effective. Given our background as a Urology and Sexual health pharmaceutical company the clinical effectiveness of these products was essential in our



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decision to promote them in the UK market. It is important that these products reach those women who can gain the greatest benefit.”

Floris Koumans, Chairman, BioClin said:

“We chose to work with The Urology Company as we recognize its leadership position as the UK’s urology and sexual health expert. Our products are highly effective and having the specialist skills that our new partner can deliver will ensure that women in the UK get the treatments they need.”

The Multi-Gyn® and Multi-Mam® product range are now available from The Urology Company [www.multi-gyn.co.uk](http://www.multi-gyn.co.uk) and [www.multi-mam.co.uk](http://www.multi-mam.co.uk) / 0203 077 5411.

**Notes to editors:**

Multi-Gyn® and Multi-Mam® is a registered trademark of BioClin B.V.

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Packshots are available on request.

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