

## GABA Group

### **GABA Group**

GABA group, headquartered near Basel/Switzerland, plays a major role in European oral care markets. GABA subsidiaries have a leading position in Switzerland, Germany and Austria and the company is also very successful in various other European countries (e.g France, Italy, Poland). GABA group belongs to Colgate Palmolive and thus participates from its international resources.

### **Manufacturing**

Quality comes first in all areas at GABA - from development through to production and ongoing product optimisation. An integral quality management system safeguards the selection and monitoring of first-class ingredients and materials, the quality of modern formulations and technologies, the long-term commitment to product development and the choice of state-of-the-art production processes. At the GABA sites in Switzerland (Therwil) and Germany (Lörrach) this quality management system is certified to the international recognised standards ISO 9001, ISO 13485 for medical devices and the GMP pharmaceutical guideline. In a complex regulatory environment, these accreditations also document compliance with high quality requirements to GABA's partners.

### **R&D**

GABA adheres to a philosophy of products with genuine, scientifically proven benefits. Products are therefore always based on a specific medical indication. But the requirements to be met by products are constantly changing as a result of new medical findings and the evolving need of dentists, dental hygienists and consumers.

Worldwide partnerships with leading experts in a variety of dental disciplines and related specialisms provide an excellent basis for targeted research: with the help of its international, interdisciplinary network of specialists, GABA can access and evaluate the latest findings early on. Caries, gingivitis, periodontitis and the underlying microbiology are its topics of special interest.

Thus GABA develops its new products in close consultation with external partners in the field of dentistry, molecular biology, ergonomics and others. Within the company, product development work is accompanied by interdisciplinary project groups comprising a mix of scientists as well as marketing and other specialists.

## The specialist in oral care

GABA is a European manufacturer of innovative, branded oral care products. It has worked hand in hand with dental specialists for over 50 years. This kind of collaboration results in unique active ingredients of scientifically proven effectiveness, as well as in products which are recognized and accepted by the dental profession. Thanks to its competence, innovative strength and product quality, GABA has become "The specialist in oral care" and a market leader in Switzerland and Germany. It is also extremely successful in other European countries. Headquartered in Therwil near Basel (Switzerland), the GABA Group has subsidiaries in Switzerland, Germany, France, the Netherlands, Belgium and Italy. Since 2004 it belongs to the Colgate-Palmolive Company.

GABA's brands are elmex, aronal and meridol. The product range includes consumer products like toothpastes, dental rinses, mouthrinses, toothbrushes, interdental products, a fluoride gel as well as a fluoride concentrate and a perio diagnostics kit for the dental profession. Each product is an effective problem-solver in its own right, but used together, they add up to complete and comprehensive problem-solving systems.

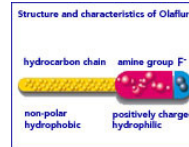
Research work into active ingredients and combinations of active ingredients draws on GABA's many years of scientific know-how and wide network of international experts. The highly effective amine fluoride in elmex products and the amine fluoride/stannous fluoride combination contained in meridol are the result of this close collaboration. Numerous international studies conducted by independent research institutes have demonstrated the effectiveness of elmex and meridol products, which now set the standards in the prevention and treatment of caries and irritation of the gums.



## Innovations with a system

The Research & Development Department of the GABA Group focuses its activities on investigating new active substances and their mechanisms, striving always to provide innovative products in response to the changing needs of dentists, dental hygienists and consumers. Partnerships with leading experts in a variety of medical fields around the world promote targeted research by ensuring that the latest findings are channelled into GABA's operations early on and submitted for competent assessment. The research work is concentrated on caries, gingivitis, periodontitis and related microbiology.

The development of new products is accompanied by interdisciplinary project groups made up of scientists and marketing specialists. This allows GABA to ensure that the products are technologically innovative, appealing to consumers and well accepted in specialist circles. Independent scientific studies to prove the efficacy of the active ingredients also play an essential role in the product development process.

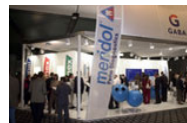


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## International network of experts

The Scientific Affairs Department acts as the interface between the Research Department, external specialists and the market. It cultivates strong contacts with scientific experts and universities and ensures, on the one hand, that GABA is always up to date on the latest medical findings and, on the other hand, that external experts are kept informed about GABA's products.

Furthermore, the Scientific Affairs Department works together with independent institutes when conducting clinical trials to provide scientific evidence of product benefits, and also with various organisations in the field of oral care. Finally, the department collects, bundles and processes data on dental findings and the results of clinical trials, thereby providing the basis for



building up and transferring know-how within the GABA Group and between partner companies. Because GABA knows that being "The specialist in oral care" requires not only first-class products, but also a well-trained workforce.