

History

1638

"Goldene Apotheke Basel" (GABA) is established.

1846

During a serious influenza epidemic in Basle the manufacture of Wybert tablets is launched on the basis of a formula developed by Dr. Emanuel Wybert.



1906

The first industrial factory for Wybert pastilles is built in the Alsace town of St. Ludwig (St. Louis).

1917

Operations are split up into two separate companies:

- Goldene Apotheke Basel remains.
- Dr. Hermann Geiger establishes GABA AG with the object of commercially manufacturing and marketing pharmaceutical products (Wybert pastilles/GABA tablets).



1919–1926

Formation of GABA B.V., Holland / Wybert GmbH, Lörrach Tumringen (1921) / DOMA AG, Basle as a holding company

1944

GABA specialises in the field of oral care and launches aronal toothpaste with vitamin A in Switzerland.



1963

Enhancement and expansion of the oral hygiene division owing to the development of organic



amine fluoride and the introduction of elmex anti-caries toothpaste

1979

Formation of GABA International AG in Basle as a coordinating office for all the corporate group functions

1986

Introduction of the meridol brand with its unique active ingredient combination of amine fluoride and stannous fluoride



1990

Launch of the elmex SENSITIVE brand



1992

Inauguration of the new "Entenbad" logistics centre in Lörrach-Hauingen

1999

Sale of the Wybert pastilles brand in connection with concentration on core business and commitment to the oral prevention specialist philosophy

2000

Implementation of the new corporate design and the renaming of Wybert give the whole GABA Group a unified identity internally and externally.



2001

Strengthening of the organisation in France and Italy by the acquisition of dental companies Odopharm in Paris and VEBAS near Milan

2004

Colgate-Palmolive finalises acquisition of the GABA Group

2009

GABA addresses a new indication by introducing the meridol Halitosis mouthrinse



2009

Introduction of the elmex Erosion Protection mouthrinse



2010

Introduction of the meridol Halitosis System



2010

Launch of elmex Sensitive Professional Desensitising Paste and elmex Sensitive Professional toothpaste.

The products contain the innovative PRO-ARGIN technology which marks a breakthrough in the treatment of dentine hypersensitivity.

