

Mundipharma strengthens its consumer healthcare biz

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Mundipharma has entered into a partnership that provides it with the commercial rights to market Munir Sukhtian Group's portfolio of HiGeen treatments in more than 50 countries across the Middle East, Africa and in Pakistan for ten years.

The two companies have a long history of partnership in Jordan where Sukhtian group has been Mundipharma's distributor for several years. Munir Sukhtian group is a family-owned, diversified Jordanian company. Its HiGeen range includes best-selling hand sanitizers and other cosmeceuticals that are marketed in Europe, Asia and Latin America through distributors.

Raman Singh, President of Mundipharma Asia Pacific, Latin America, Middle East and Africa, said "The HiGeen range complements our consumer health portfolio, which includes our BETADINE range, very well. The partnership will also help Mundipharma build on our strong leadership in the sector and help expand our presence."

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"Most importantly, Mundipharma's expertise in emerging markets will increase access to these important treatments for millions of people, which is very much in alignment with our strategy and vision."

Deemah Sukhtian, Managing Director of Munir Sukhtian Group said, "The complementary nature of HiGeen and Mundipharma's products will ensure that both companies provide a stronger proposition to patients in the area of wound care and prevention of infectious diseases. We are confident that our alliance, leveraging on Mundipharma's expertise and global network, will enhance access to our innovative products and further improve the quality of life of patients and customers."

The HiGeen portfolio includes a range of HiGeen Hand Sanitizers, HiGeen Harrar Massage Cream, HiGeen Barrad Cold Gel,

HiGeen Daffaq Cream, HiGeen HerboHeal Jaddad Ointment, HiGeen Fungazi Foot Cream and HiGeen Fungazi Deodorizing Foot Powder.