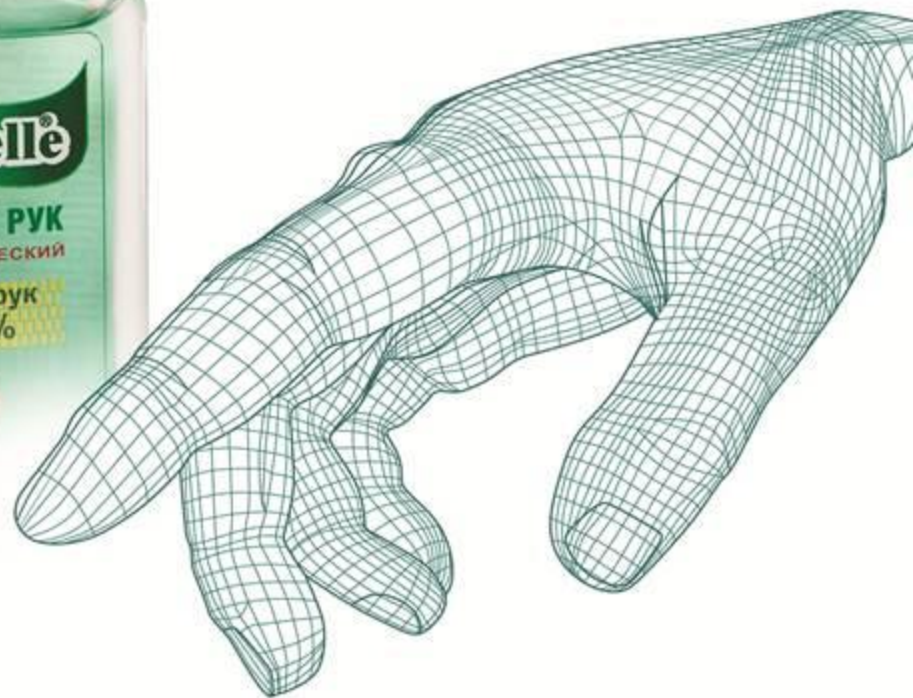


# Sanitelle®





13485: 2003



EN 1040:2005 & EN 1275:2005



**БРЭНД ГОДА/EFFIE 2010**

1st Position in Russia.  
Products for Health and  
Personal Hygiene.



Official Distributor of Sanitelle® in  
Medical Segment in Russia & CIS

1st Position in Europe & 3<sup>rd</sup> Worldwide  
by Effie Effectiveness Index Worldwide  
2011 in the category of Pharmaceuticals  
& Healthcare.



Official Partner in Social and  
Humanitarian Programs of the Russian  
Red Cross.



Co-founder of the MAPHS Alliance



*Sanitelle®*

## **COMPANY & PRODUCT OVERVIEW**

**Bentus Laboratories LLC &  
Sanitelle® Instant Hand Sanitizers.**

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## Bentus Laboratories LLC:

- Founded in 2003, Bentus Laboratories LLC (OOO Bentus Laboratorii) is engaged in the development, manufacturing, and marketing of innovative hygiene products.
- The company was the first to introduce an instant ethanol-based hand sanitizer for personal use to Russian retail market.
- Production facilities, located in Moscow, boast state-of-the-art European equipment manufactured in compliance with GMP requirements.
- In the research, development, and launch of our new products, we engage with leading scientists of both national and international renown in the fields of cosmetics, toxicology, and hygiene, maintaining our goal of bringing the best quality to our customers.
- The manufacturing facility is ISO 13485: 2003 certified.
- In 2011, Sanitelle® won first place at the “Brand of the Year EFFIE 2010 “national competition in the category of Products for Health and Personal Hygiene.
- In 2011, Sanitelle® was recognized first in Europe and third worldwide by EFFIE Effectiveness Index Worldwide 2011 in the category of Pharmaceuticals & Healthcare.
- The company was successfully audited by the quality control personnel of EMEA divisions (UK based) of Johnson & Johnson, and Ecolab.
- From December 2011, Johnson & Johnson Medical is the Authorized Distributor of the products manufactured by Bentus Laboratories in the healthcare segment in Russia & the CIS.



## Primary Products: *Retail*



### Sanitelle® ethanol-based instant hand sanitizers: gel, spray, foam, wipes.

- 2 ml, 25 ml, 50 ml, 60ml, 250 ml gel, 42 ml foam, 7 ml, 20 ml spray, 5 or 10 single packed wipes in a container.
- 66.2 % ethanol
- Depending on the version, additional functional components may include: extract of Aloe Vera, vitamin E, extract of macadamia nut, silver ions, various scents.



Primary Products: *Professional Use, Healthcare*



Johnson & Johnson



Advanced Sterilization Products (ASP), a Johnson & Johnson company, is the official distributor of Sanitelle® and Saniderm™ skin care solutions for healthcare facilities in Russia & CIS.

## Primary Products: *Professional Use*



Sanitelle® instant hand sanitizers.



Sanipone™ antibacterial liquid soap.

### Hand hygiene for professionals in:

- Food Processing & Services
- HoReCa
- Corporate & Public Offices
- Fitness & Wellbeing
- Schools & Universities
- Pharmaceutical & Cosmetics Manufacturing
- Law Enforcement
- Sports & Recreation

## Primary Products: *Contract Manufacturing*

Bentus Laboratories offers contract and private-label manufacturer of high-quality soaps, hand & surface sanitizers, perfumes. Possible categories of products include:



### **Gel Form Products:**

- Disinfectants and antiseptics;
- Shower gels;
- Liquid soap;
- Shampoos;
- Household chemicals;
- Other similar products.

### **Liquids:**

- Disinfectants, antiseptics, and biocides;
- Perfumes;
- Tonics and lotions;
- Household chemicals;
- Other similar products.



## Promotional Items & Ambient Media



We offer a wide selection of fully personalized promotional hand hygiene products. The options include traditional hand sanitizing gel bottles, pen & credit card sanitizer sprays, liquid and foaming soap bottles, single use sanitizing gel and wipe packages. Personalized hand sanitizing products may be used as ambient media carriers or as giveaway items at trade shows, corporate events, etc. Not for retail sale.

## Manufacturing Facility: *Overview*



- The Bentus manufacturing division is located in Moscow and equipped with modern European equipment in compliance with GMP requirements.
- Our independent on-site laboratory controls the quality of both raw materials and finished products.
- Leading Russian and European scientists in the fields of hygiene, toxicology, and cosmetics participate in developing new recipes and launching them into production.
- The production facilities are compliant with ISO 13485:2003 International Quality Assurance Certification.
- Our products (Sanitelle® gel) correspond to European standards EN 1040:2005 and EN 1275:2005.

## Summary of Conditions: *Sanitelle*<sup>®</sup>

- Set to be easily expandable to any geographical market worldwide.
- Innovative, fifth-generation, patent protected, category-defining umbrella brand in Russia.
- Distributed in Russia, CIS and EU countries.
- Highest product quality comparable and often superior to the leading worldwide analogs.
- Complete line of hand sanitizers including gels, sprays, foam, wipes.
- Formulated and tailored to meet the needs and wants of the local customers.
- Marketing and positioning efforts are focused exclusively on hand sanitizers as separate market niche.
- Meticulously-studied customer segments (psychographics, behavior, product's perception).
- Strong customer loyalty.
- Global market coverage.
- Up to 68% market share in retail segment of instant hand sanitizers in Russia.



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