

Press Release

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Medinova AG Switzerland Introduces *Gynoflorelle®*. The New Generation of Intimate Care in Partnership with YUN N.V. Probiotherapy for the Markets Germany & Switzerland

Zurich, August 28, 2023 - Medinova AG, an established company in women's health, is pleased to announce the launch of its innovative brand, *Gynoflorelle®*. With over 40 years' experience and its products marketed in more than 69 countries, Medinova AG has established itself as a strong partner in women's health with its brands such as Fluomizin, Gynoflor, and VIVIFLOR. Now, the Swiss company is taking another step forward by partnering with the innovative Belgian biotech and research team of YUN Probiotherapy.

The intimate care brand *Gynoflorelle®* sets new standards in women's health by becoming the first brand to offer a two-step intimate care routine based on two patented, 100% microbiome-friendly, and natural pre- and probiotic formulations.

Innovative intimate care routine in two steps:

Step 1 involves the daily use of *Gynoflorelle®* VGN PREBIOTIC WASH for in-shower intimate cleansing, while step 2 provides comprehensive care using *Gynoflorelle®* VGN PROBIOTIC GEL.



Step 1: The innovative prebiotic wash gel *Gynoflorelle®* VGN PREBIOTIC WASH protects and strengthens the intimate flora while preventing itchiness and irritation. The hypoallergenic, soap-free and fragrance-free wash gel is especially suitable for the delicate intimate area and promotes rapid re-colonization with the "good" bacteria, lactobacilli.



Step 2: The gentle, silky-smooth probiotic gel *Gynoflorelle®* VGN PROBIOTIC GEL contains living lactobacilli (*Lactiplantibacillus pentosus* & *Lactiplantibacillus plantarum*) which form a probiotic protective barrier to rebuild the damaged microbiome, actively strengthen the natural intimate flora and can specifically be used in cases of microbiome imbalance, such as in women who are prone to intimate infections, as well as during pregnancy, lactation, and menopause. Clinical studies have shown that the selected lactobacilli can inhibit the growth of vaginal mycosis.²

The new intimate care routine brand *Gynoflorelle* focuses on strengthening the microbiome, which is crucial for maintaining a healthy intimate balance. The "good" bacteria, known as lactobacilli, have to be supported rather than washed away. This effect has been confirmed through various *in vitro* tests. Conventional intimate wash lotions can inhibit the growth of these lactobacilli for up to 60 hours¹, leading to an imbalance that can promote infection.

"Awareness of intimate care for women at every stage of their life cycle is increasing worldwide, and available microbiome-friendly treatment options are currently limited. We address these unmet needs and provide women with innovative and natural treatments that support a healthy vaginal microbiome," says Olga Lamua, General Manager of Medinova AG Switzerland. "The launch of *Gynoflorelle®* in collaboration with YUN Probiotherapy represents an important milestone in our commitment to providing best-in-class solutions for women in every stage of life. By leveraging YUN's extensive expertise in microbiology and strong business operation system, we will soon be able to bring this new therapy to women in Switzerland and Germany."

Tom Verlinden, CEO YUN Probiotherapy: “YUN Probiotherapy is committed to harnessing the power of beneficial bacteria to improve human health. Our breakthrough achievement lies in the creation of an innovative probiotic gel supplemented with our microbiome-safe wash. These remarkable products provide a fast, effective, and safe solution to women's intimate health by protecting, strengthening, and restoring the vaginal microbiome. It is with great joy and pride that we can collaborate with the esteemed Medinova AG Switzerland, a powerful partner who shares our commitment to making these outstanding products accessible to a wide audience.”

Medinova AG is setting a new standard in women's health with *Gynoflorelle*®. The brand represents quality, safety, and protection of the microbiome. By partnering with YUN Probiotherapy and their expertise in microbiology, Medinova is combining its extensive experience with innovative research to offer women in every phase of life a natural and advanced intimate care solution.

Medical professionals are invited to learn more about *Gynoflorelle*® and the benefits of this new brand. For further information, please visit our official website (www.medinova.ch) or contact the press contact.

About Medinova AG, a DKSH International Healthcare Company

On the basis of core products and core brands, the competences of Medinova are in diverse therapeutic areas with the main focus on gynecology and dermatology. The product portfolio extends over numerous prescription medicinal products (Rx) such as Gynoflor and Fluomizin, but also non-prescription (OTC) products such as Hirudoid and Benocten. As part of DKSH, the leading Market Expansion Services provider with its main focus on Asia, Medinova is able to market and distribute products regionally as well as internationally. Regionally Medinova concentrates on Europe, Asia, and selected countries in North and South America, as well as Africa. Today the products are marketed in more than 65 countries.

About YUN Probiotherapy:



YUN is a Belgian biotech company that pursues an innovative approach to health. By selectively choosing beneficial bacteria to combat harmful bacteria, YUN employs a safer and more effective method to maintain and improve health. The probiotherapy developed by YUN enables live bacteria to be integrated into consumer products in order to restore, protect, and strengthen the balance of the microbiome.

Probiotherapy is an extremely fast and safe solution that reduces the need for antibiotics. The method was developed in collaboration with the University of Antwerp (UA).

References: 1) Reference: YUN Probiotherapy, 2023, 2) (Oerlemans EFM, Bellen G, Claes I, Henkens T, Allonsius CN, Wittouck S, van den Broek MFL, Wuyts S, Kiekens F, Donders GGG, Lebeer S. Impact of a lactobacilli-containing gel on vulvovaginal candidosis and the vaginal microbiome. *Sci Rep.* 2020 May 14;10(1):7976.)

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Pictures:



Key:

The new generation of intimate care

My intimate routine in two steps

Gynoflorelle®