GlaxoSmithKline Consumer Healthcare is planning to re-launch the Biotene® Oral Care products in the Middle-East early next year. The company finalized the agreement with Laclede, a privately held company, to purchase the leading mouth brand, Biotene, in the Middle East.

“{The re-launch of Biotene} extends our portfolio in therapeutic oral healthcare to include a proven treatment for Dry Mouth in the Middle East,” said Mazen Zaytoun, Biotene Brand Manager, GSK Consumer Healthcare. “This opportunity leverages our established capability with dental and medical professionals in the region and is a further step towards our mission of improving the quality of life of our Middle-East consumers.”

Biotene is the world’s number one dentist and hygienist-recommended Dry Mouth product for the growing population that suffers from this condition. Biotene is a brand in strong growth, with global sales in 2007 of around $50 million up 17%. Approximately 5% of the brand’s current sales are in the United States.

Biotene was occasionally available in some Middle-East markets but on a very small scale. GlaxoSmithKline Consumer Healthcare plans to grow the brand behind an awareness campaign on the growing problem of Dry mouth.

Dry Mouth, a condition known as Xerostomia, is a significant health issue associated with chronic medical conditions that include diabetes, rheumatoid arthritis, Sjogren’s syndrome and Parkinson’s disease. Additionally, cancer chemotherapy or radiation treatment, as well as any of more than 400 medications that, as a side-effect, can cause Dry Mouth. Globally, Dry Mouth is as prevalent as dental sensitivity, affecting around one-in-five adults.

Biotene joins a world-class portfolio of Oral Healthcare Brands, including:

- Sensodyne®, the leading toothpaste to treat dental hypersensitivity
- Aquafresh®, a leading range of toothpastes, toothbrushes, mouthwashers and whitening products
- Corsodyl®, Chlorhexidine® and Corega®, a range of denture adhesives & cleansers

How Biotene works
Biotene is a proprietary system founded on three enzymes: glucose oxidase, lactoperoxidase and lysozyme, each found in healthy saliva. The augmentation of these enzymes through the introduction of Biotene into an oral healthcare regimen aids the symptomatic relief of Dry Mouth. The Biotene range includes mouthwash, toothpaste, gel, spray and gum formulations for convenient, effective relief. New innovation in 2008 added additional enzymes that attack and breakdown plaque biofilm.

GlaxoSmithKline – one of the world’s leading research-based pharmaceutical and healthcare companies – is committed to improving the quality of human life by enabling people to do more, feel better and live longer. For further information, please visit www.gsk.com