

# Partnering Opportunity

Profile status : Published

## Business Offer

### Swedish innovative company offering a complete range of product assortment within oral care and skincare is looking for international distributors

#### Summary

*A Swedish company based in southern Sweden is looking for partners interested in distributing the company's product portfolio consisting of oral care and skincare (acne) products. The portfolio of products within oral care category consists of various teeth whitening products. The skincare category consists of several acne products. Distributors are initially sought in the European countries. However, business interests from non-European countries are also very welcome for discussion.*

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#### Details

##### Description

The Swedish company is offering problem solving oral and skincare products. Their portfolio of products include a complete range of oral care products such as multifunctional toothpastes with different flavours and effective and safe teeth whitening kits for home use.

Their skincare assortment includes an unique anti-acne concept that is gentle to the skin and has a well-

documented effect against acne. All of the product claims are based on clinical studies. The Swedish Company has developed 20 completely proprietary and different formulations for oral and skincare which are available in 30 different packaging types and kits.

The product areas within oral care are: teeth whitening gel and kits, teeth whitening strips, toothpaste foam, post whitening products, multifunctional toothpaste with vitamins, Sonic toothbrush.

The product areas within skincare are: acne system, unisex moisturizers, antioxidant cleanser, anti-aging and nutritional creams.

The Swedish company wants to take wider approach and is therefore looking for long-term distribution partners that can cover markets preferably in Europe. Potential partners should be interested to distribute the majority of the company's products through their channels.

### Advantages and innovations

- Developed by skilled and well known scientists
- Unique and innovative compositions of ingredients (totally 40 recipes)
- Products are based on natural ingredients
- Clinical studies are performed and approved as cosmetics or medical products
- Modern and fresh branding
- All products are registered on the European cosmetics portal CPNP or approved by the Swedish Medical Agency
- Certification standards: ISO 9001, ISO 140901, (ISO 27016 spring 2021)

### Stage of development

Already on the market

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## Keywords

### Market

07004002

Health and beauty aids

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## Network Contact

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### Issuing Partner

EU-Japan Centre for Industrial Cooperation

### Contact Person

Ozawa Masae

### Email

*info-eu@een-japan.eu*

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**Open for EOI:**      **Yes**

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## Dissemination

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### Relevant sector groups

Retail

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## Client

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### Type and Size of Organisation Behind the Profile

Industry SME <= 10

### Year Established

2011

### Turnover

10 - 20M

### Already Engaged in Trans-National Cooperation

Yes

### Certifications Standards

ISO 9001

### Languages Spoken

English  
Swedish

### Client Country

Sweden

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## Partner Sought

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### **Type and Role of Partner Sought**

The Swedish company is looking for long-term relationships with European distributors and wholesalers such as pharmacies, drugstores, convenience stores, grocery stores, beauty stores, consumer electronics stores, dentist clinics, beauty clinics and e-commerce in all these sectors. Potential partners should be interested to distribute the majority of the company's oral and skincare products through their channels.

The Swedish company is looking to enter into a distribution service agreement with an established distributor who should have good knowledge and engagement within oral and skincare sector.

### **Type and Size of Partner Sought**

SME 11-50, SME <10, >500 MNE, 251-500, SME 51-250, >500

### **Type of Partnership Considered**

Distribution services agreement

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### **Attachments**

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