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Enzymatica launches ColdZyme on Amazon

Enzymatica now launches its common cold spray ColdZyme on Amazon in the UK and Sweden. The E-commerce for health care products has increased during the past years, and in particular during the corona pandemic. This is also valid for ColdZyme. Enzymatica is now carrying out an increased effort for this sales channel, and considers that there are great opportunities by the presence on Amazon.

During the past year Amazon has displayed record in sales and in number of new customers. An important factor for the growth has been the demand for health care products, with an increasing number of customers that put their trust in Amazon for purchase of pharmaceuticals, medical device products and supplements.

“The launch of our product on amazon.co.uk and amazon.se will substantially improve the accessibility of ColdZyme and give our brand a strong exposure. This means that we can improve and protect people’s health with the increased focus on self care,” says Kristoffer Ahlerup, Director Commercial at Enzymatica, and continues:

“Amazon is not only a sales platform to us. We will be able to use a number of digital tools to get feedback in real time on ColdZyme users, and in addition on our marketing and sales strategies, something that we also can benefit from for other sales channels.”

ColdZyme is already today available on amazon.co.uk through a vendor central agreement, and is expected to be offered through Enzymatica’s own sales by a seller central agreement after the summer.

FOR MORE INFORMATION, PLEASE CONTACT:

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ABOUT ENZYMATICA AB

Enzymatica AB is a Swedish life science company that develops and sells health care products for primarily conditions of the ear-nose-and-throat region. The products are based on a barrier technology that includes marine enzymes. The company’s first product is the medical device ColdZyme®, a mouth spray against common cold. The product has been launched in about 30 markets on 3 continents. The strategy is to continue to grow by developing more health care products and strengthening the company’s position in existing markets and expanding into new geographic markets through established partners. The company has its headquarters in Lund and is listed on Nasdaq First North Growth Market. For more information, visit: www.enzymatica.com and www.enzymatica.se/en/section/media/press-releases

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