



Press release

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Bactiguard launches wound care range for pets together with Musti Group

Bactiguard expands its business and launches infection prevention for pets through a collaboration with the Nordic pet retailer Musti Group. The partnership evolves around a new range of wound care products (Aniocyn) for pets. Aniocyn will reach the Musti retail channels in September.

"I am excited about entering a completely new market segment, together with Musti Group, the leading retail chain for pet products in the Nordic region. Together, we will offer efficient and safe products for infection prevention and wound care for pets. This fits well with our strategy to grow by offering quality products for infection prevention and value added to our customers", says Peter Rådqvist, Global Head of Sales Bactiguard.

"Pets suffer from wounds, lacerations, problems with pads or other skin conditions. Most often it is the pet owner who takes care of the pet at home and we are happy to provide products that facilitate the care. Aniocyn complements our range well with products that help wound healing and reduce the risk of infections and is a great addition to our growing range of wellbeing products for pets, says Ellinor Persdotter Nilsson, Chief Commercial Officer at Musti Group.

Since the first Musti store opened in 1988 in Finland, the company has expanded significantly and now has over 300 stores in Sweden, Finland and Norway. In 2020 Musti Group was listed on Nasdaq Helsinki Oy. Musti Groups serves customers in all channels through store chains Musti ja Mirri, Musti, Arken Zoo and Djurmagazinet, and through the pureplay online retail brands Peten Koiratarvike and Vetzoo. Aniocyn will be launched both in physical and online stores in all countries.

About Aniocyn

Aniocyn is a new line of wound care products adapted to animal use, that supports the natural healing process and reduce the risk of infection. The active substance hypochlorous acid (HOCl) is the same substance that immune cells use in their defense against microorganisms to effectively eliminate bacteria, fungi and viruses.

The products are intended for cleaning and moisturizing various types of skin injuries, such as lacerations/bites/cuts and burns. They reduce fetid odors and can be used around the eyes, mouth, nose and ears. The products do not contain alcohol or additives of preservatives, do not damage the tissue and are safe in the event of wound licking. Bactiguard's products are developed and produced according to European quality and safety standards for medical devices.

For further information:

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About Bactiguard

Bactiguard is a Swedish medical device company on a mission to protect and save lives. To achieve this mission, we develop and supply infection prevention solutions which reduce the risk of infections and the use of antibiotics. This way, we contribute to better health and reduced costs for healthcare and the society at large. Bactiguard is in a strong expansion phase in the markets in Europe, China, India and the Middle East through our own product portfolio and by establishing licensing deals in new therapy areas. Bactiguard has about 180 employees around the world. Its headquarters and one of three production facilities are located in Stockholm, the other two in Malaysia. Bactiguard is listed on Nasdaq Stockholm.

Read more about Bactiguard www.bactiguard.com

