and homes around the world as an important first aid product. For more than 45 years, BETADINE® products have found widespread acceptance in hospitals, doctors’ surgeries, sports medicine clinics and veterinarian clinics. A real advantage of the Betadine® range is its key ingredient povidone-iodine (PVP-I), which has the power of traditional iodine but does not sting or irritate nearly as much. Iodine (PVP-I), which has the power of traditional iodine against a range of bacteria, viruses and fungi, got rid of the alcohol. This marked the beginnings of the BETADINE® success story. Today PVP-I is a high-quality iodine owned by BETADINE®, that is distributed and sold globally.

**PRODUCT**

Betadine® is one of the most powerful antiseptics. From sore throat to minor cuts and grazes, the Betadine® range offers to the families a broad spectrum protection and support against infections. Betadine® Antiseptics are widely used in hospitals, doctors’ surgeries, sports medicine clinics and veterinarian clinics. A real advantage of the Betadine® range is its key ingredient povidone-iodine (PVP-I), which has the power of traditional iodine but does not sting or irritate nearly as much. The Betadine® range uses the powerful action of iodine against a range of bacteria, viruses and fungi.

**ACHIEVEMENTS**

For more than 45 years, BETADINE® products have found widespread acceptance in hospitals and homes around the world as an important first aid product. Over the years, the brand’s portfolio has grown to offer a complete range of antiseptic solutions that address the specialised requirements of doctors and households.

**HISTORY**

The origins of BETADINE® dates back to 1952 and the creation of this new treatment was significant as it represented the next major improvement in medicinal iodine compounds in the last 100 years. Iodine is an age old antiseptic. However, by itself it does not dissolve in water and can be unstable. Traditionally pharmacists had to add up to 70% of alcohol to create medications. The high content of alcohol posed a problem as it slowed down the rate of healing for wounds. A new, safe, easy to handle and effective treatment was born with the addition of PVP that got rid of the alcohol. This marked the beginnings of the BETADINE® success story. Today PVP-I is a high-quality iodine owned by BETADINE® that is distributed and sold globally.

**MARKET**

Mundipharma is dedicated to bringing to patients with severe and debilitating diseases, the benefit of novel treatment options in the fields of moderate and severe pain, oncology, respiratory disease, rheumatic arthritis, antiseptics and disinfectants. The last decade has seen a rise in the incidence of infectious diseases and recent outbreaks of swine flu, H1N1, Ebola, MRSA, Coronavirus and avian flu have triggered market growth for disinfectants and antiseptics. According to Euromonitor the global antiseptic and disinfectant market will grow at more than 11% year on year over the period 2013-2018 with an increase in the demand for antiseptics and disinfectants from both individual consumers and the healthcare segments. Produced by Mundipharma, BETADINE® has a track record of over 45 years in providing broad spectrum antiseptics to consumers in the categories of wound care, oral and female hygiene, among others.

**BETADINE® has three main categories of products with over ten different formats to meet the varying needs of their customers.**

**BETADINE® Wound Care**

The BETADINE® wound care range of products can be used to treat minor cuts, wounds, grazes and burns, and are available in a variety of convenient formats making them suitable for use at home and outdoors.

**BETADINE® Oral Care**

BETADINE® rapidly kills the three groups of organisms that cause throat infections – bacteria, viruses, and fungi in as fast as 30 seconds. It is effective in killing the viruses that cause avian flu, common flu and common colds.

**BETADINE® Feminine Care**

BETADINE® has effective medicated products for treating a wide range of vaginal infections. By killing germs such as bacteria, fungi, and protozoa which cause vaginal infection, BETADINE® helps relieve vaginal infection symptoms such as vaginal discomfort, abnormal discharge, colour and itching.

**RECENT DEVELOPMENTS**

BETADINE® Dry Powder Spray is a new, easier way to treat minor wounds at home. It’s no touch, no drip and easy to carry – giving mothers the confidence to deal with any emergency, easy.

**PROMOTION**

Recognising that mothers want to protect their families but are struggling with the lack of knowledge and overload of responsibilities, BETADINE® has embarked on a campaign that aims to equip mothers with useful information on defence against topical infections through a series of engaging activities. Collaborating with local healthcare professionals and institutions, BETADINE® aims to educate and empower mothers across the Middle East with knowledge on how to treat infections.

**BRAND VALUES**

For over 45 years, BETADINE® has been a trusted antiseptic across many markets in patient care. BETADINE® wants consumers from all over the world to have the same access to their antiseptic solutions right at their fingertips. Best in class antiseptic, ethical heritage and solve problems.

www.caringmoments.ae