



Euopharma Concepts, the new factory in Clara.

Clara Based Company Achieves Enterprise Ireland High Potential Start-Up Status

EUOPHARMA Concepts Ltd, registered as a new health care company on March 23, 2006, which is located near Clara, has achieved High Potential Start-Up (HPSU) status with Enterprise Ireland.

Euopharma Concepts Ltd is the only company in Offaly to be awarded with HPSU status in 2007.

The company will benefit from an investment from Enterprise Ireland, in areas such as research and development.

The HPSU strategy of Enterprise Ireland is designed to support new business with a high growth and export potential.

Enterprise Ireland see the establishment and growth of Irish businesses that have the potential to become thriving international companies as crucial to the long term success of the Irish economy.

Euopharma Concepts currently employs eleven people, but that number is set to increase as the company develops.

Along with contract manufacturing, the company will embark on an extensive research and development programme in 2008, which will concentrate on healthcare products for the Irish and European markets.

The first range of products for Euopharma Concepts will go into production next month, with a US oral care brand, Biotène.

Biotène is a world leader in toothpastes, oral gels and mouthwashes. They specialise in products that do not contain

alcohols or drying agents.

These products are aimed towards people suffering from Dry Mouth or Xerostomia,

which causes much discomfort and leads to poor oral health, including gum disease and tooth decay.

Declan Lenahan, CEO of Euopharma Concepts explains that "Dry mouth is a growing problem in Ireland today, affect-

ing over 10% of the population, and with more and more people on medications and living longer this is likely to increase".

He went on to say, "But there is little awareness among sufferers... Basically, Biotène improves the quality of life of sufferers."



Michael Cavanagh (Marketing Director), Dr Pat Mulholland (Director, Midlands Innovation) and Declan Lenahan (CEO)