

bitop and Sooft enter into a partnership and launch Ectoin® Inhalation Solution in Italy.

Dortmund, April 15th 2021

We are very happy to announce that our partner Sooft, part of the Fidia group based in Italy, has launched bitop's **Ectoin® Inhalation Solution** under their brand name **FIDAHLO®** in the Italian market.

The **Ectoin® Inhalation Solution** has been developed to reduce inflammations of the airways caused by pulmonary diseases such as bronchitis, asthma, or chronic obstructive pulmonary disease (COPD). Clinical studies show that the inhalation solution – compared to traditional saline solutions – shows superior reduction in bronchitis symptoms thanks to the 100% natural ingredient Ectoin®*.

“The segment of inflammatory lung diseases has grown in recent years, but especially 2020 has raised awareness for the protection of healthy lungs and airways. Therefore, we are glad to have Sooft as our new partner, who wants to cover the increasing demand for inhalation solutions in the Italian market.”, states bitop CEO Wolfgang Hansen.

As leading provider of consumer health care, Sooft provides a wide array of products, such as eye drops, medical devices and food supplements. The acquisition through Fidia in 2017 led to a strengthened market position and the expansion of the diverse product range.

About Ectoin® containing OTC-products

For more than ten years, bitop has developed and registered medical devices with Ectoin® and out-licensed these patent-protected products in a full-service model to partners all over the world. The natural protection molecule Ectoin® is made in Germany and provides a 100% natural and physical mode of action. bitop offers products with Ectoin® with clinically proven claims in the categories of Cough&Cold, Allergy, Pulmonary Diseases, Ophthalmology, Dermatology and Supportive Cancer Treatment.

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Chairman of the Board:
Dr. Dieter Hahn

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For more information on the product range, please contact info@bitop.de or visit www.bitop.de or contact our sales team directly under bd@bitop.de.

*Tran et al. 2019. Ectoine-Containing Inhalation Solution versus Saline Inhalation Solution in the Treatment of Acute Bronchitis and Acute Respiratory Infections: A Prospective, Controlled, Observational Study. *BioMed Res Intern*, Article ID 7945091.



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