

May 2015

Well marks re-brand with exclusivity deal with FLEXISEQ Sport: Drug-free joint and muscle care gel to be exclusively sold at Well branches throughout May and June

FLEXISEQ Sport, the drug-free gel for those wanting to protect and care for their joints, has announced a partnership with Well, formerly The Co-operative Pharmacy, to exclusively sell the 50g variation of the product. The Co-operative Pharmacy is re-launching its branches as 'Well' following Bestway Group's acquisition late last year.

FLEXISEQ Sport 50g will be sold exclusively in more than 770 Well and Co-operative Pharmacy branches during May and June.

David Hamilton of Well Pharmacy said, "We are absolutely delighted to have exclusivity of this product throughout May and June. FLEXISEQ Sport is an industry first and we have already had very positive feedback of the 100g variant. We want to be at the forefront of retailers offering innovative products and FLEXISEQ Sport fits with our drive to offer pharmacist-led options to our customers."

Nick Baverstock, Director of Sports Marketing at Pro Bono Bio said, "FLEXISEQ Sport has proved to be hugely popular since launching in January this year and we're delighted that Well has pushed for the opportunity to exclusively stock the 50g tube for a two-month period. We're excited to be working with the country's largest independent pharmacy chain to mark their re-brand."

Developed in conjunction with high profile sporting partners, including Saracens rugby club, FLEXISEQ Sport allows users to stay active without the distraction of joint pain and muscle soreness, while the drug-free product has no impact on any other products that are being taken at the same time. As well as being drug-free, the product is certified contaminant free, to a purity of parts per billion, giving athletes and other professionals that need to avoid banned substances a real alternative to ease exercise-induced joint and muscle pain. The product has also received praise in the professional sporting arena with rugby stars Brad Barritt, Alex Corbisiero and Ryan Jones on board as brand ambassadors.

FLEXISEQ Sport is on sale at Well for £19.99.

To find your local Well or to find out more about the personalised healthcare and wellbeing that Well provides to the local community, visit www.pharmacy.co.uk

Contact the Well Press Office on pharmacy@havasww.com or 0161 236 2277

For more information visit www.FLEXISEQ.com/sport.

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About FLEXISEQ[®] Sport:

FLEXISEQ Sport is the sister brand of the revolutionary osteoarthritis product, FLEXISEQ. Continuing its pioneering heritage in treating joint pain and stiffness, the product has been developed in collaboration with professional sportspeople in order to meet the demands of athletes and other active people. Every batch of FLEXISEQ Sport has been screened and cleared for substances that are banned by the World Anti-Doping Agency (WADA). This screening is to one part in a billion, which is a thousand times more demanding than normal good manufacturing practise requires for medical products. It is therefore the safest choice an athlete can make from both a clinical and a professional perspective.

In common with FLEXISEQ, there are no drugs at all in FLEXISEQ Sport and it cannot cause drug side effects nor any drug-to-drug interactions. Neither can it have the potentially dangerous additive dosing effect which results from use of topical NSAIDS (like ibuprofen, diclofenac, etc) whilst on a course of oral NSAIDS. The use of NSAIDS in sport has been a subject of some controversy and, whilst it continues, FLEXISEQ Sport provides a targeted topical treatment that does not aggravate or add to the risks associated with NSAIDS in any way.

About Pro Bono Bio:

Pro Bono Bio plc is the world's leading nanotechnology company offering health and lifestyle products, headquartered in London with operations in Europe, Africa and Asia and due to launch in CIS and North America.

About Well Pharmacy:

Well is the new name for the Co-operative Pharmacy, which has been at the heart of British communities since 1945 – and following its £620million acquisition from The Co-operative Group, by Bestway Group in October 2014, is now the UK's largest independent pharmacy chain. With 780 branches across the UK, Well dispenses more than 73 million prescriptions every year and employs over 7,000 people in the UK.

As well as dispensing prescriptions and over-the-counter medicines, Well's professional pharmacists provide personalised healthcare and wellbeing and valued products, in a friendly and compassionate way so that every customer can make the most of their health. Its comprehensive services are provided by professional pharmacists, many of which are free of charge.

Well pharmacists offer confidential advice and products for customer's wellbeing, minor ailments, specialist health services such as smoking cessation and weight management and management of medicines. As a provider of primary healthcare Well pharmacies are here to save customers trips to their GP, local hospital A&E or help them make healthy lifestyle changes.

About Bestway Group:

Bestway Group has an annual turnover of approximately £3.6 billion and a global workforce of 33,000 people, with over 11,900 people in the UK. It is the UK's eighteenth largest privately owned company and seventh largest family-owned business.

Along with Well, which is the UK's largest independent pharmacy chain, the Group also consists of the UK's largest independent wholesale business, and both the largest cement manufacturer and 2nd largest private bank in Pakistan.