

A New Strategic Agreement for Further Expansion in International Markets

Peania, 23 January 2025 – Lavipharm announces a strategic commercial agreement with the multinational company iNova Pharmaceuticals, the owner of Betadine® and other trusted brands.

The new partnership involves the licensing rights of a new antiseptic pharmaceutical OTC product developed by Lavipharm to be commercialized by iNova in up to 60 countries. The product has already received marketing authorization from the first European regulatory authorities, and initial launches are expected in the fourth quarter of the year. Lavipharm will manufacture the product at its facilities in Peania for the majority of international markets and will also commercialize it in Greece.

Lavipharm's Chief Executive Officer, Telemaque Lavidas, stated: *"We started 2025 with yet another affirmation of our strategy for international expansion. We are particularly proud that iNova has partnered with Lavipharm to bring new momentum to the Betadine® brand by including one of our products in its global portfolio. Looking ahead, we continue to invest in innovation, meeting the needs of patients worldwide and creating value for our shareholders."*

From **iNova Pharmaceuticals, CEO Dan Spira** commented: *"We are pleased to be deepening our relationship with Lavipharm. For many years Lavipharm has been the trusted manufacturer and supplier of the Betadine range in Greece. We are working towards launching this new OTC product, developed by Lavipharm, in international markets from the end of this year. It's an exciting time for iNova Pharmaceuticals as we expand into new product categories and geographies following the acquisition of the iconic Betadine brand in 2024."*

About Lavipharm: [Lavipharm](#) is a pharmaceutical company with a rich legacy in advancing patient care through pioneering healthcare solutions. Since 1911, the company has established a robust presence in the Greek prescription medicines and OTC markets, and is globally recognized for its expertise in the development and manufacturing of transdermal drug delivery systems.

About iNova: [iNova Pharmaceuticals](#) is a global organization dedicated to the development, marketing, and distribution of a diverse range of prescription medications and consumer health products. Operating across Asia, Australia, New Zealand, Africa and Europe, iNova serves over 75 countries around the world.

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