



Press release

COOPER Consumer Health (ex Alpha HealthGroup) announces the signing of an exclusive negotiation agreement with GSK to acquire the brands Bialcol and Cibalgina in Italy.

Milan, 20/11/2019

COOPER Consumer Health (ex Alpha HealthGroup), through its subsidiary Vemedia, has signed with GSK an exclusive negotiation agreement to acquire a portfolio of two Italian brands from GSK: Bialcol and Cibalgina.

With this acquisition, COOPER Consumer Health (ex Alpha HealthGroup), expands its offering in the hygiene and pain killer categories and welcomes these very reputable brands in its portfolio.

The acquisition of Bialcol and Cibalgina participates into the strategy of COOPER Consumer Health (ex Alpha HealthGroup), to reinforce its position as one of the few European leaders in the self-care and medication businesses through a portfolio of high profile brands in all major categories.

“These two iconic brands enjoy a solid brand equity and awareness amongst consumers. Through this acquisition, Vemedia strengthens its position on the Italian consumer health market, a key market for our Group where Vemedia is making a remarkable performance this year.” said Francis Doblin, CEO of Alpha HealthGroup.

