

PRODUCT PORTFOLIO

Natural Ear Care

A complete, naturally-formulated ear-care line — from everyday hygiene to targeted relief- developed in Switzerland.



Otodesinfitium
Aurecon



• NATURAL EAR CARE · SWISS QUALITY



Herb-Pharma AG Waldmannstrasse 6, 8001
Zürich, Switzerland

THE OPPORTUNITY

A large, recurring and under-served need

Common & recurrent

Millions worldwide experience cerumen plugs, infections and discomfort — often repeatedly.

Adults under-treated

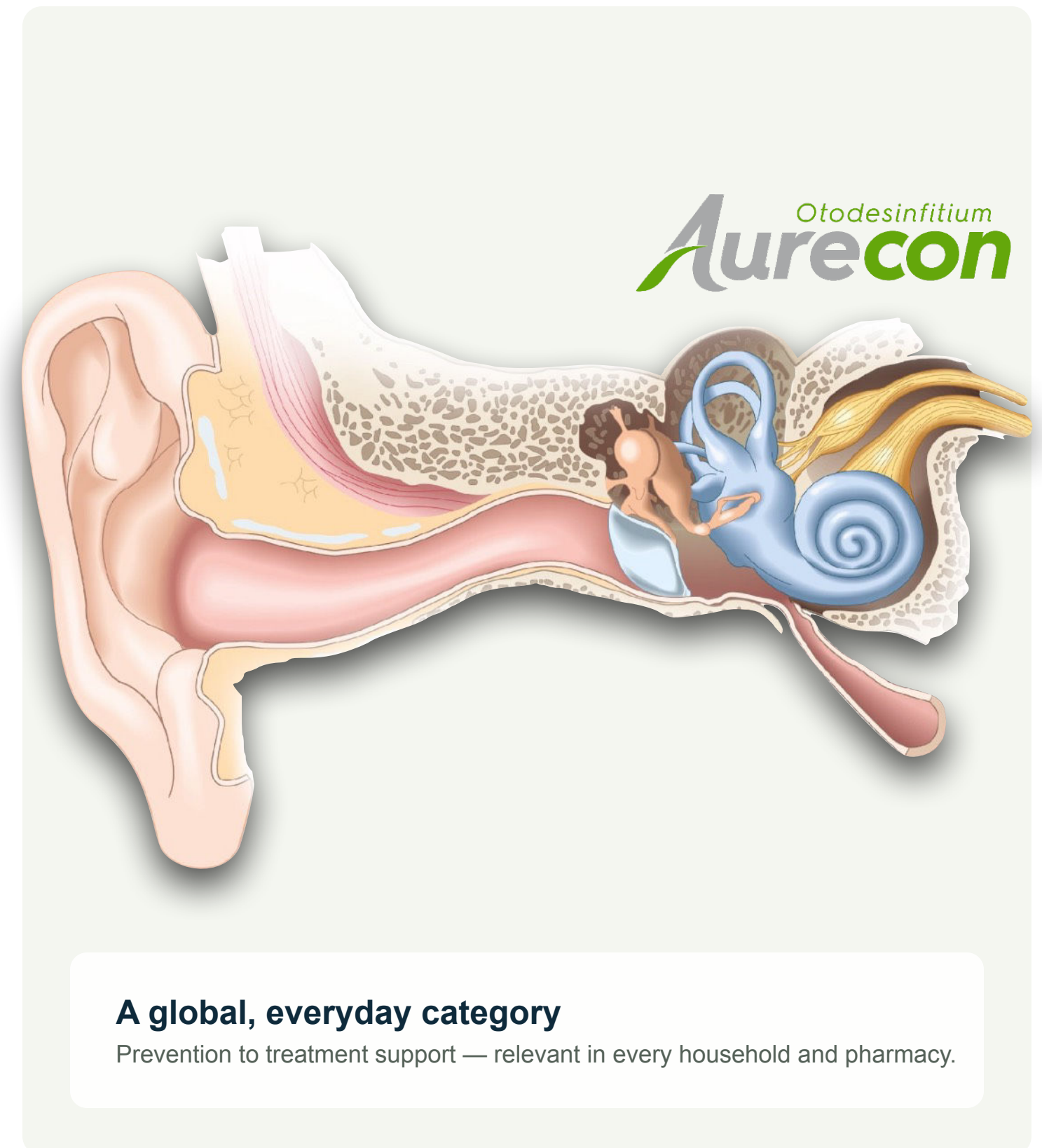
Flying, swimming and hearing aids trigger blockages; early symptoms are often ignored.

Children are vulnerable

After a cold or flu, inflammation can spread to the ear and progress to chronic otitis media.

A shift to natural

Consumers want gentle, preventive, trusted products — and safer alternatives to cotton swabs.



GAPS IN CURRENT CARE

Where the market falls short

- ① **Children's vulnerability ignored**
Many OTC products are unsuitable for babies; few are natural and preservative-free.
- ② **Risk of chronic progression**
Without prevention, minor colds or wax build-up become painful, long-term conditions.
- ③ **Unsafe everyday practices**
Cotton sticks push wax deeper and increase the risk of injury.

WHY AURECON IS UNIQUE

A category of one

- ✓ **Only complete ear-care line**
Covers every major ear concern — prevention to relief.
- ✓ **Natural wellness positioning**
Free from harsh preservatives, solvents and synthetic drugs.
- ✓ **Multiple formats**
Drops and sprays for every preference and retail channel.
- ✓ **Trusted Swiss heritage**
Developed & manufactured by Herb-Pharma AG, Zürich.

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THE PORTFOLIO

One complete line, two formats



Ear Drops

Natural oils for hygiene, wax management and targeted relief.

- Ear Drops
- Drops Forte
- Drops Forte Junior
- Peroxide Drops



Ear Sprays

Gentle daily hygiene, plug prevention and water removal.

- Ear Spray
- Junior Spray
- Dry Spray

- **Targeted solutions**
Hygiene · pain · wax · water

- **Natural composition**
Plant oils · Aloe · houseleek

- **Safe for all ages**
Children to elderly

- **Certified quality**
Swiss · EU-regulated · FDA-listed

DROPS

Aurecon Ear Drops

— Natural hygiene for the ear canal

- ✓ Softens and loosens earwax for easier, gentler cleaning
- ✓ Prevents adhesion and excessive build-up of cerumen
- ✓ Protects against microorganisms and supports physiological balance
- ✓ 100% natural oils — olive, chamomile, eucalyptus, lavender, lemon, houseleek
- ✓ No preservatives, no chemical additives

PACKAGING

Carton + 10 ml dropper bottle

USE

3–5 drops, once weekly



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CARTON

10 ML BOTTLE

DROPS · FORTE

Aurecon Drops Forte

— Relief of ear pain & early inflammation

- ✓ Choline salicylate + houseleek extract help relieve pain and inflammation
- ✓ Lavender and chamomile soothe discomfort and protect against microorganisms
- ✓ Supports cleaning and reduces wax sticking and microbial growth
- ✓ Preserves the ear canal's natural conditions

PACKAGING

Carton + 10 ml dropper bottle

USE

3–5 drops weekly, or as needed



CARTON

10 ML BOTTLE

DROPS · JUNIOR

Drops Forte Junior

— Gentle ear drops for children from 6 months

- ✓ Gentle, preservative-free formula suitable for babies and children
- ✓ Houseleek and lavender oil soothe discomfort and irritation
- ✓ Protects against microorganisms in the ear canal
- ✓ Eases cleaning and reduces wax sticking and accumulation

PACKAGING

Carton + 10 ml dropper bottle

USE

3–5 drops weekly · adult supervision



CARTON

10 ML BOTTLE

SPRAY

Aurecon Ear Spray

— Dead Sea solution with Aloe Vera

- ✓ Ionic Dead Sea solution enriched with Aloe Vera and houseleek
- ✓ Gently decomposes earwax without irritating the eardrum
- ✓ Prevents plugs and supports routine ear hygiene
- ✓ Ideal for elderly, hearing-aid users, swimmers, divers and frequent flyers

PACKAGING

Carton + 50 ml spray bottle

USE

1–2 sprays per ear, 1–2× daily



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CARTON

50 ML BOTTLE

SPRAY · JUNIOR

Aurecon Junior Spray

— Gentle solution from age 3

- ✓ Herbal extracts gently care for the ear and reduce inflammation risk
- ✓ A safe substitute for cotton swabs, which can harm the ear
- ✓ Clears congestion caused by wax build-up in the ear canal
- ✓ Helps with irritation when earwax becomes wet while swimming

PACKAGING

Carton + 30 ml spray bottle

USE

1–2 sprays per ear, 1–2× daily



CARTON

30 ML BOTTLE

SPRAY · DRY

Aurecon Dry Spray

— Removes water — prevents swimmer's ear

- ✓ Denatured alcohol accelerates evaporation of trapped water
- ✓ Aloe Vera and houseleek soothe irritation and relieve itching
- ✓ Helps prevent discharge, pain, fever and long-term hearing impairment
- ✓ Proven natural antioxidant and anti-inflammatory compounds

PACKAGING

Carton + 50 ml spray bottle

USE

1–2 sprays per ear after water contact



CARTON

50 ML BOTTLE

DROPS · PEROXIDE

Aurecon Peroxide Drops

— Effective removal of hardened earwax

- ✓ 5% urea hydrogen peroxide softens and breaks down caked wax
- ✓ Releases oxygen, making wax easier to remove
- ✓ Avoids the need for mechanical cleaning or irrigation
- ✓ Relieves blocked ear, pressure, dizziness and mild hearing loss

PACKAGING

Carton + 10 ml dropper bottle

USE

3–5 drops, 1–2× daily for 3–4 days



CARTON

10 ML BOTTLE

THE COMPLETE RANGE

Seven products. One trusted line.

Ear Drops
Everyday hygiene

Drops Forte
Pain & inflammation

Forte Junior
From 6 months

Peroxide Drops
Hardened wax

Ear Spray
Plug prevention

Junior Spray
From age 3

Dry Spray
Water removal

2 formats
Drops & sprays

A STRONG PROPOSITION

- ✓ **A complete, ready-to-distribute range**
One supplier covers the entire ear-care category.
- ✓ **Natural positioning, broad appeal**
Resonates with today's preventive, wellness-minded consumer.
- ✓ **Multiple formats & price points**
Flexible for pharmacy, retail and online channels.
- ✓ **Swiss quality, EU-regulated, FDA-listed**
A credible, compliant foundation to build on.

THANK YOU

Let's bring natural ear care to more people



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