

## **Jan Cassiman (ex Omega Pharma) named CEO of Oystershell**

### **Belgian researcher and developer of OTC products on a strong growth track**

Jan Cassiman, the former director of Omega Pharma has been appointed chief executive officer of Oystershell, the Ghent based developer and licensor behind some successful European consumer health brands.

While Oystershell is not broadly known, it has a strong reputation with business development executives as the background partner and licensor of several pharmacy brands. Oystershell's researchers are at the basis of the development of specialized dehydrating oils for the treatment of head lice. The company also has a diverse portfolio of patents and innovations in the treatment of diaper dermatitis, of fungal infections, in oral care, burns, the substitution of fluoride in tooth paste, the inhibition of bacterial biofilm and in green insect repellents.

The company that until today was led by its founder Bart Rossel, is one of the investments of the Belgian biotech-investor Rudi Mariën (Innogenetics, Devgen and others). With the management change, Mr. Rossel will become executive chairman of the board and combine this with his tasks in R&D.

Jan Cassiman has been in the Consumer Health business for almost 25 years and has been with Pfizer, Qualiphar, Novartis, Sanofi-Aventis and Omega Pharma, where he served as CEO from 2006 until 2008.

Cassiman's mission will be to gear up the valorization of the company's technology portfolio, consolidate the recent strong growth and expand internationally. The company's management has promised that current customers such as Stada, Omega Pharma, Teva, Boots-Alliance will get increased service and attention. Additionally new deals are to be expected be made in emerging markets, North America and the home base in Europe.

*Bart Rossel: "It's normally not easy for a relatively modest company as ours to attract a big name as Cassiman. But in Oystershell's case, Jan was so charmed by the R&D pipeline and the untapped potential that he didn't take long to decide. I am very happy with the reinforcement. It will leave me more time for the core business: coming up with great new products. Once more our company's motto will be: Company profit is how customers thank you for a smarter product. "*

*Jan Cassiman: "Oystershell is really an exciting company that offers me the possibility to take maximally advantage of my experience in combining scientific relevant innovations at one hand with expanding business relations with key players in OTC at the other hand. Especially in hard times like we have in Europe today, innovation is in my eyes the key to get over this crisis. Oystershell can offer consumers and OTC industry smart innovation that makes the difference."*

For more information: Oystershell +32 9 377.24.85

bart.rossel@oystershell.com - www.oystershell.com