

## **Matrix Brands launches toothpaste incorporating Svenska Aerogels technology**

**On June 8, Matrix Brands ("Matrix") launched Ozen®, a patented toothpaste for dentin hypersensitivity, in the UK market. The product contains Svenska Aerogels ("The Company") tailor-made aerogel material, marking the first commercial application of the Company's aerogel technology in toothpaste. In comparative testing, the toothpaste demonstrated relief from dentin hypersensitivity more than 40 times faster than leading competing products.**

Following several years of development, the toothpaste Ozen®, incorporating Svenska Aerogels custom-developed aerogel material, is now being introduced to consumers. The product is initially launching in the UK and will be available through Boots, one of the country's leading health, beauty, and pharmacy retailers, as well as through other retail channels.

Harry Zalk, Co-Founder of Ozen® and CEO of Matrix Brands, a British company specializing in the development and commercialization of personal care products and brands, comments on the launch:

"We're excited to introduce Ozen® to consumers in the UK. The product's ability to deliver rapid relief from dentin hypersensitivity gives it a compelling position in the market, and we have high expectations for the launch. We look forward to working with our retail and distribution partners to build awareness and drive adoption."

Tor Einar Norbakk, CEO of Svenska Aerogel, says:

"The introduction of Ozen® marks the first commercial application of our aerogel technology in oral care and is an important milestone for the Company. Launching through a leading retailer such as Boots demonstrates that the technology meets and exceeds the standards required by both brand owners and retailers. We believe this launch clearly demonstrates the value our technology creates by enabling products with differentiated and documented performance."

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**About Svenska Aerogel Holding AB (publ)**

Svenska Aerogel manufactures and commercializes the mesoporous material Quartzene<sup>®</sup>. Svenska Aerogel's business concept is to meet the market's need for new materials that are in line with global sustainability objectives. Quartzene<sup>®</sup> is flexible and can be tailored to different applications to add essential properties to an end product. The company's vision is to be the most valued business partner providing pioneering material solutions for a sustainable world.

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Svenska Aerogel Holding AB is listed on Nasdaq First North Growth Market. Certified Adviser is FNCA.

**Image Attachments**

**Ozen Toothpaste**

**Ozen Oral Gel**