



Being healthy means more
than just not being ill!





Managing Directors: Jan K. Kuskowski

Gert Bendixen

Our Healthy World

For decades Queisser Pharma, with its leading brands Doppelherz and Protefix along with all its other products, has been a symbol for the care and maintenance of good health.

We at Queisser Pharma know that being healthy is more than just not being ill. The aim of our work is to maintain the wellbeing of our customers so that they stay healthy throughout their lives. We support today's self-assured consumers in their desire to take responsibility for their own health by supplying them with preparations for self-medication.

Huge numbers of people have known and loved our Doppelherz products for decades. The purpose of this brochure is to familiarise you with our aims, our values and our path towards the future both as a health supporter and as a company.

Take a look behind the scenes of our corporate headquarters in Flensburg and gain an insight into where and by whom the products you all know are made.

Please step into our healthy world where the satisfaction of our customers and consumers comes first.

Two handwritten signatures in black ink. The top signature is 'J. Kuskowski' and the bottom signature is 'G. Bendixen'.

100 Years Of Corporate History



Queisser Pharma can look back over more than 100 years of corporate history boasting a great tradition of extensive knowledge in the health sector.

Foundation of the Queisser Pharma company was due to the zest for action and goal-oriented pioneering spirit of two men. Their desire to help and heal can still be felt today and is the driving force behind our business activities.

In 1897 the pharmacist Alfred Queisser established the company in Hamburg. In those days his company, Queisser, produced toothpaste, liquid soap and creams.

In 1976 the company became Queisser Pharma when it was merged with that of Josef Peter Hennes, the developer of Doppelherz.

In 1919 Hennes, the chemist, had started to manufacture a fortifying health tonic made from herbs and other natural essences in Essen. He called it Doppelherz Energy Tonic.

Since the end of the 1970s Queisser Pharma has belonged to Herm. G. Dethleffsen AG & Co KG, a family company famous in Flensburg since 1738.

Since 1987 the headquarters of Queisser Pharma have been located in the former production rooms of a rum manufacturer in Flensburg. In addition to other branded Queisser products, approximately 1 million litres of Doppelherz Energy Tonic are produced, bottled, packed for the market and dispatched from here every year.



“Credibility stands or falls by the harmony between thoughts, words and deeds,” Ernst Ferstl, Austrian poet



Familiar Companions

Doppelherz Energy Tonic is one of Germany's most famous branded products. 93 % of all Germans are familiar with the name and 74 % know that Doppelherz is a tonic that fortifies heart and circulation.

In many households Doppelherz tonics have become a regular companion promoting good health through every stage of life.

Since 1992 Doppelherz Vital Tonic has been available without alcohol and sugar making it suitable for diabetics. Both tonics, the classic Doppelherz Energy Tonic and the Vital Tonic, assist the heart's performance and fortify the circulation naturally with a special combination of medicinal herbs such as hawthorn and rosemary. Other ingredients, such as valerian, invigorate and calm the nerves.

As a powerful duo for the heart, circulation and nerves both tonics have another pleasant side effect: they taste good so no-one would ever call them bitter medicine.

However, since the mid 1980s Queisser Pharma has been producing more than just tonics. The traditional know-how invested in Doppelherz in relation to heart and circulation has been developed and expanded bit by bit into a major health brand.

In the meantime there are more than forty over-the-counter (OTC) medicines and food supplements available all of which bear the Doppelherz logo. Amongst these are heart-fortifying medicinal products such as garlic and hawthorn and a whole series of products containing salmon oil and omega 3 fatty acids. They highlight in particular Queisser Pharma's state of the art knowledge in cardiovascular matters.

In recent years Queisser has also developed a broad range of vitamin and mineral preparations which testify to the company's power to consistently offer food supplements in new and intelligent combinations.

Protefix Adhesive Cream for dentures is another similarly successful product from Queisser Pharma. Nowadays the product range includes three different adhesive creams, adhesive powder, adhesive cushions, active cleanser and a patented healing and protective gel to combat denture sores (stomatitis).

Stozzon by Queisser Pharma occupies a unique position in the market as the only licensed medicine that fights bad breath and body odour.

For decades the product benefit of the Ramend brand has been its "natural laxative" effect. The pharmacy-only range, which forms the brand's core, contains the active ingredients of senna leaves which stimulate the digestion and encourage intestinal function.



Traditional Active Ingredients And Modern Technology



Many of the components used in Queisser Pharma's health products are natural active ingredients. Their positive effect in the human body depends on their quality and treating them carefully during the process of turning them into a medicine or a food supplement.

Queisser Pharma is certified according to GMP (Good Manufacturing Practice) guidelines. These quality assurance standards were developed for pharmaceutical processes years ago by the WHO. Good manufacturing practice is thus a part of quality assurance and ensures that products are manufactured reproducibly in line with appropriate quality standards and are tested so that they are suitably safe for the health application purpose for which they are intended.

The certified quality of the source materials used forms the starting point of the entire production process. What's more, at Queisser Pharma every Queisser product, over-the-counter medicines, medical devices and food supplements, is manufactured and inspected in-house according to strict legal requirements. Queisser Pharma places the strictest possible quality requirements on the suppliers of active ingredients such as plant extracts. These certified suppliers are selected

according to Queisser's high quality standards and inspected regularly. Most of the herbal extracts used by Queisser come from wild collections. Hawthorn, for example, is collected carefully by hand in the forests of Eastern Europe. Valerian, hop and other medicinal herbs are cultivated to high quality standards. The soil quality is carefully inspected, its pollutant and heavy metal content is measured and of course the use of pesticides is completely out of the question. The time of harvesting is also strictly controlled. Ginseng roots, for example, need to grow for five years. Harvesting them prematurely means the root extract will contain considerably lower levels of the active ingredient.

Every batch delivered to Queisser Pharma is examined in our own laboratory in Flensburg to ensure that it is absolutely pure and free from pollutants, and only after the active ingredient content has been checked the raw material is released into Queisser's production facility. Due to its long tradition in the health sector and the subsequent know-how gained in manufacturing medicines, Queisser Pharma has its own development department with a dedicated testing laboratory for product manufacture.

"We exactly do what we can do best. As we are good in many ways, we hardly outsource anything to guarantee high quality," says Dr. Sabine Lorenzen, Inspection Manager at Queisser Pharma.

These high quality standards also apply to the components used in the production of our tonics. Every year over 4 million bottles of Doppelherz tonic are filled and dispatched from Queisser's factory in Flensburg.

For the tonics, the active ingredient and ethanol content, the density of the liquid, the sugar content, the flavour and aroma are checked. Naturally no artificial flavour enhancers are added. It is even possible for tonics to vary in taste depending on regional differences in the components and the climatic conditions at plant maturity which is clear proof that these products are subject more to the rules of nature and less to chemistry.

The active ingredient alone is not yet a medicine or a food supplement. Before an active ingredient or a mixture of ingredients can be placed on the market, the substances must be converted into a pharmaceutical form. At Queisser we guarantee constant and verifiable quality for all products by using specified manufacturing parameters and compiling comprehensive documentation of the validated manufacturing processes. Queisser Pharma, like every pharmaceutical manufacturer, is regularly inspected by the authorities to ensure that manufacture complies with the German- and EU-guidelines.



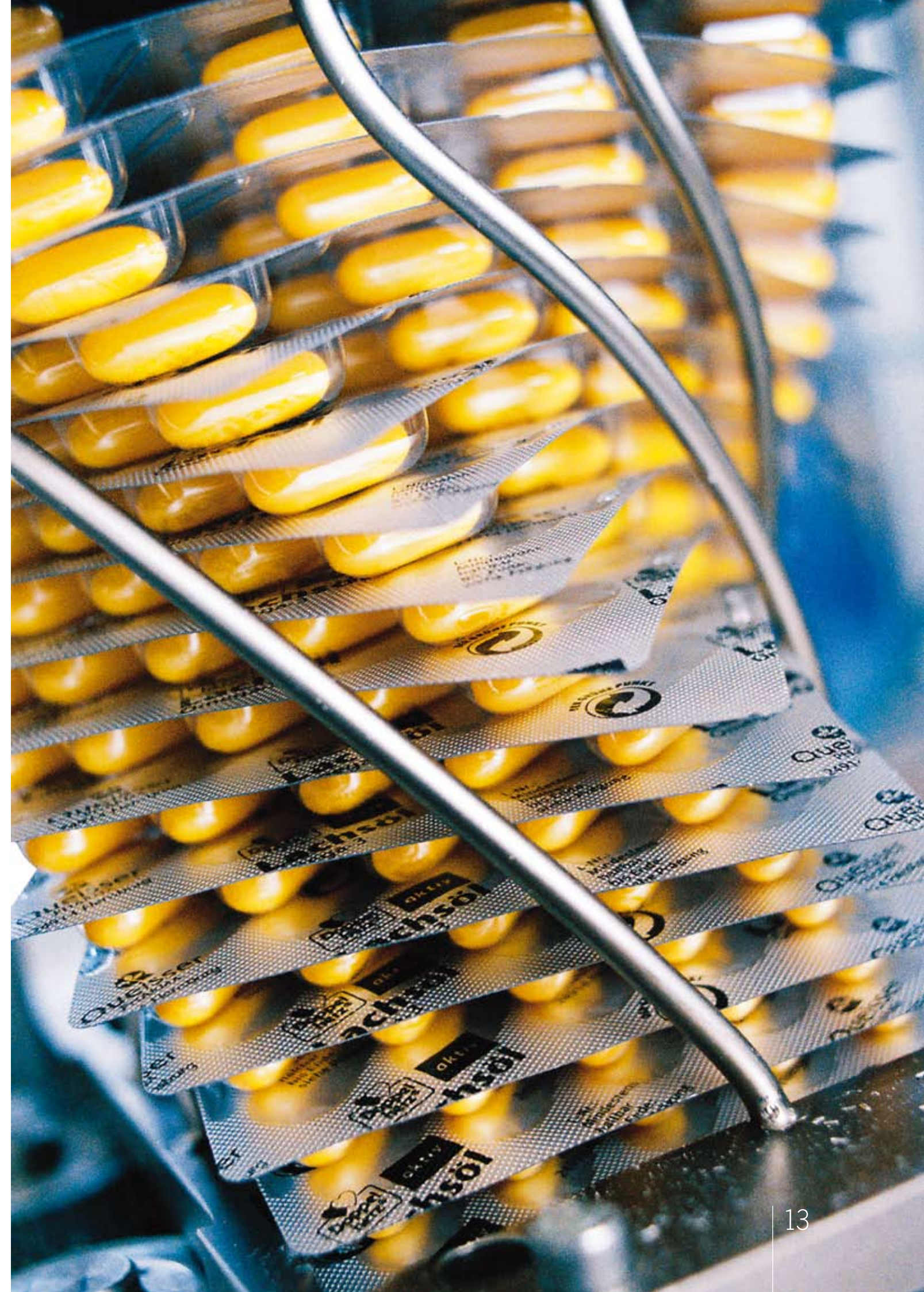
"O, mickle is the powerful grace that lies
In herbs, plants, stones, and their true qualities"
William Shakespeare, English poet.

Innovative Product Development: Doppelherz Aktiv

During product development we consider not only the ingredients and their combinations but also new forms in which to present our medicines and food supplements.

In recent years Queisser research has been very successful in this area. For example, since nowadays the well-known dosage of “three times a day before meals” no longer fits in the way of our daily life, a slow-release depot tablet with a matrix nutrient store for the Doppelherz Aktiv range has been developed. As a result it is sufficient to take just one tablet once a day for an optimum supply of nutrients and vitamins. The vitamins, minerals and trace elements contained in the tablet are released in the body little by little over many hours in numerous individual small portions. Thus, the body is able to absorb the available nutrients easily and make full use of them. The result is an enormous increase in bioavailability.

Queisser Pharma also aims to offer products in a contemporary form of presentation. Micro pellets are a good example of this. This up to date pharmaceutical form of vital substance granulates is used for the new Doppelherz DIRECT products. Here modern technology makes it possible to take vitamins and minerals without water as a pleasant tasting granulate. In so far as dosages and active ingredient combinations are concerned, product development at Queisser is always up to date with current research knowledge.





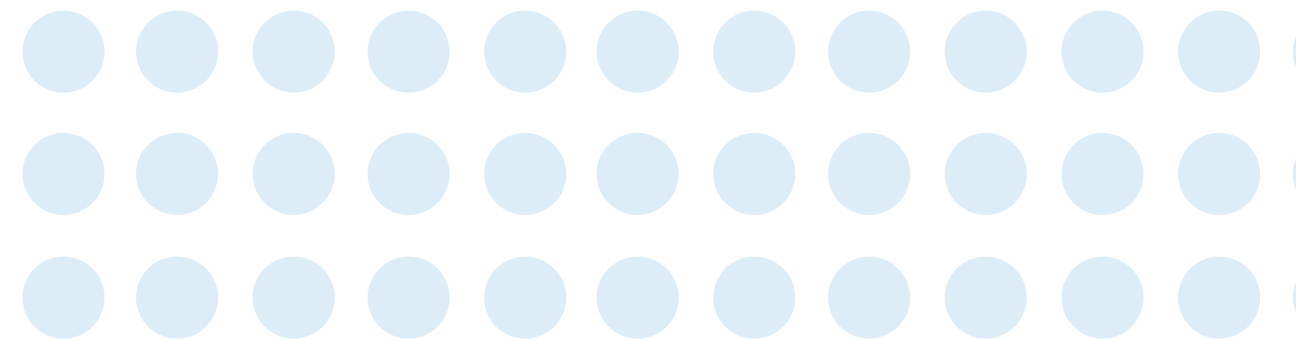
“The products of the Doppelherz Aktiv range contain a number of active ingredients at the highest dosage levels permitted by law. As a result we are creating products which become established in their respective market segments,” Ebba Loeck, Scientific Director at Queisser Pharma.



Another area on which we focus during the development of new products is that of creating intelligent combinations of active ingredients since combining nutrients often acts as a significant health booster.

For this reason Queisser Pharma's research department constantly evaluates recent specialist literature and considers new, more up to date formulations. Evidence of how right this way of thinking is, can be seen in the market for health-boosting products since a large number of new developments from the Doppelherz Aktiv range have developed within a very short time into market leaders in their market segment. Examples

of these are Doppelherz Magnesium + Calcium, Doppelherz Salmon Oil Omega 3 and Doppelherz C + Zinc + E Depot. The high level of product acceptance amongst our customers proves just how much attention Queisser Pharma pays to changing customer requirements and how these requirements are then satisfied in line with the market by appropriate, intelligent products. This reveals the potential for innovation and extensive knowledge held in the creative brains of Queisser's inventive employees.



Protefix Research

For centuries the status of our teeth also gave an impression of our social status. That's now a thing of the past. Medical progress and social improvements can be seen in all countries and in all cultures especially where oral hygiene, disease prevention and the provision of dentures is concerned.

In the segment of caring for and maintaining healthy dentures, Queisser Pharma enjoys a tradition which has endured for over 50 years. In developing and building on the Protefix product range, Queisser has also developed adhesives for difficult jaw conditions which can ensure a strong adhesion for dentures in both the upper and lower jaw. In Queisser's dedicated Protefix research department, opportunities are found to meet the modern consumer's every requirement. The result is that many dental practices use Protefix products and recommend them to patients time and again.

The classic amongst the adhesives is Protefix Adhesive Powder. Since the eighties the most important adhesive to have been developed alongside this is the adhesive cream. The result is that we now have three different versions: Protefix Adhesive Cream Extra Strong, Protefix Adhesive Cream Neutral and Protefix Adhesive Cream with Aloe Vera. All of them feature the special wet adhesive strength unique to Protefix.

Queisser Pharma is the only company in the German market to offer adhesive cushions. These soft Protefix Adhesive Cushions underlay the dentures preventing pressure pain and pressure points, such as those occurring with difficult jaw conditions or temporary dentures.

The anti-inflammatory and pain-relieving effect of the patented Protefix Healing and Protective Gel has been proven in many scientific studies.

One can clearly see in Queisser's Protefix research department that there is a thoughtful approach to fulfilling users' wishes and to solving their problems both of which set the standard for Queisser's innovative product development. To do this we remain in close contact with our users for only they can really judge the quality of our products.

So we do not content ourselves with what we already have but rather we constantly strive to improve successful products even further.

Herbal Medicines For The Pharmacy

Even though Doppelherz is our major brand, we at Queisser are no less proud of the smaller brands which are represented in the pharmacy.

Every fourth adult – and increasingly with age – currently suffers from bowel problems.

Our digestive system including stomach and bowel represents a system of organs that, with its perfect construction of the various muscles and 100 million nerve cells, is almost as complex and sensitive as our brain. And in the meantime it has been medically proven that there really is truth in the old wives' tale that all psychological problems make themselves felt in the digestive tract and in turn in the intestinal function. Queisser Pharma offers a range of herbal laxatives under the Ramend brand name which bring relief from digestive problems accompanied by a variety of symptoms. Ramend teas and tablets contain the dried extract of the senna pod which has been used as a natural laxative since time immemorial.

For years Queisser has been supplying a product unique to the market with the medicine Stozzon which fights bad breath and body odour. Odours are often not the effect of inadequate oral or personal hygiene but rather occur in special situations, e.g. when following a diet linked to fasting, during inflammations in the oral or pharyngeal cavity, due to the consumption of alcohol, smoking cigarettes or when eating strongly flavoured foods such as onions and garlic. In these cases Stozzon helps to fight odours right where they occur which is in the body itself. Stozzon is the only medicine which is approved for the indication bad breath and body odour. Stozzon pills contain the active ingredient of the herbal leaf dye chlorophyll which prevents odours. Chlorophyll acts directly on the enzymatic processes in the body.

Ramend and Stozzon prove that there is a very up to date feeling about falling back on traditional remedies when they are combined with Queisser's pharmaceutical research.

The People Behind The Brand



“Trading is a ‘We’ and not an ‘I’,” Hanna Arendt

DThis sentence might almost be an in-house rule for Queisser employees. All work processes at Queisser’s headquarters in Flensburg are interlinked and mutually dependent. The departments work with each other and not against each other and are in constant communication.

The feeling that everyone plays an active part in the success of the Doppelherz health brand, Protefix adhesives and all our other products is very evident within the company. Consequently, finding new combinations of products and active ingredients is not left solely to Queisser’s development department. Here every individual is responsible for the brand’s quality and his or her ideas are incorporated into the multi-layered production process.

“I work in the system and not on the system,” says Axel J. Jürgensen, Queisser’s Export Director, expressing the basic in-house attitude on behalf of all his colleagues. The result alongside the high commitment to a strong brand is equally strong motivation and real pleasure in being creative.

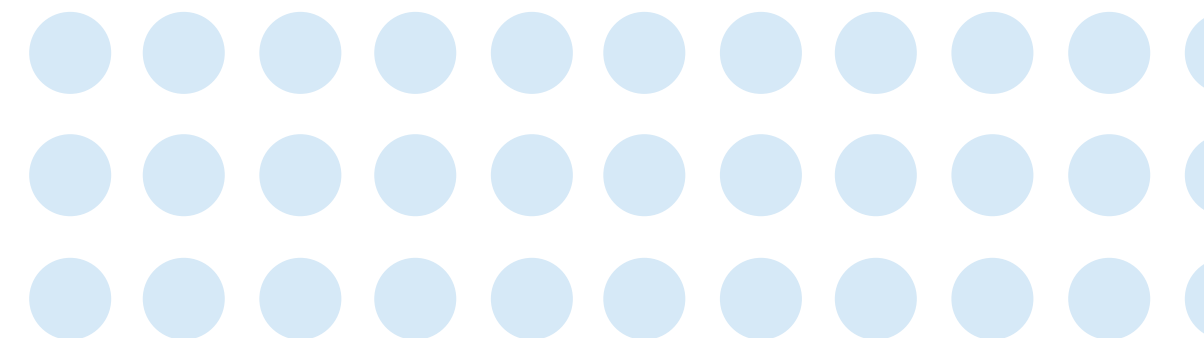
This target-oriented, creative process is supported by a work organisation that is based on the system of flat hierarchies and open doors facilitating modern communication systems

which include the immediate exchange of information and harmonisation of opinions. At Queisser Pharma we talk to each other. Targeted use of the “office grapevine” is our motto and it is precisely this which enables us to achieve flexibility and speed. Time and again the market shows this to be the company’s major strength.

“I’m proud to be a Queisser,” is a quote from Bernd. W. Hildebrandt, Sales Director, and could just as easily have come from almost anyone else in the Queisser team both in-house and in the field. At a time when three quarters of all German employees are worried about their jobs, and where over half of all Germans can no longer see any real point in their professional activity, it is extremely significant for Queisser’s employees in Flensburg and throughout the world to work in a company which offers more than just job security and forecasts of a profitable future, we are talking here about a recognisable purpose to the whole operation. Here it is clear to everyone that the aim in all our activities and at all times is to maintain the health and wellbeing of the users of Queisser products. Could anything provide greater purpose to one’s daily work?

Gert Bendixen, Managing Director of Queisser Pharma, summarises the in-house feeling about life and work, “In order as a medium-sized company to compete with huge, international corporate groups, we must be courageous, fast and flexible. It is only possible to do this with good, motivated employees and a flat hierarchy structure. In recent years we have moulded together as a team and take pleasure in the continued development of our brands and products and in turn in the company as a whole.”

What we hope is that this positive attitude radiates to the market, the pharmacy and the sales shelves.





“Life only exists where
there is movement”,
old Asian proverb

Changing Attitudes To Health

An up to date, medium-sized business such as Queisser Pharma must change with the times. It is shaped by a constantly moving market and in its turn it shapes the market with its activities.

Jan K. Kuskowski, Managing Director of Queisser Pharma, commenting on this situation says, “We see how the market is moving and we move just as fast.”

The market surrounding Queisser Pharma is dynamic and is subject to huge changes especially at the moment.

Demographic development of the population structure in all countries throughout the world will lead to big social and economic changes. Never before on earth so many people have become so old whilst remaining so youthful, healthy and actively involved in society. The proportion of over 60 year olds to every 100 people between the age of 20 to 60 will almost double by the year 2030. By 2050, 78 out of a 100 people will be over 60 years old.*

Life expectancy is increasing from generation to generation. Today sixty year olds can already look forward to living another 20 years. As we increase in age, our attitude to ourselves and our health begins to change. Prevention and personal responsibility are the two key terms here. It is desirable to give our body everything it needs early on if we want to achieve such a healthy and active old age. Nowadays people know that they cannot leave their health entirely to doctors. They have to act on their own behalf. “Queisser products are signposts towards a new lifestyle encompassing greater health and increased personal responsibility,” confirms Gert Bendixen, Managing Director of Queisser Pharma.

Today’s well-informed consumer is characterised by something else: the majority know that high quality costs money. It is inadvisable to play around with one’s health by buying the cheapest products. The consumer knows the levels of active ingredients that are needed, he compares them with other

products and he knows the value of what he is buying when he pays for high-quality health products.

Confirming statistical market research knowledge with experience gained during his professional activities, Bernd W. Hildebrandt, Sales Director of Queisser Pharma, says, “People are realising afresh and all over the world that the most expensive thing in life can be a long illness. Now more than ever they are prepared to pay out good money to maintain their health.”

“Health is like salt.
It’s only noticed
when it’s missing,” Italian proverb

*Source: The Methuselah Conspiracy, Frank Schirmacher, Blessing-Verlag and the Federal Office for Statistics

Contact With The Consumer Is Close To Our Heart

Nowadays one of the most important aims of every successful company is excellent communication with customers and consumers.

Doppelherz has been a TV brand since as far back as 1981. Regular transmission of commercials supports awareness of the brand name and sympathetically illustrates the benefits of the Aktiv range of products for the target group. In 2003 the advertising agency, Scholz & Friends, which has been responsible for the brand for a long time, was awarded the Effie advertising prize for the outstanding creative quality of its Doppelherz advertising films “The Power of Two Hearts”. We also run regular advertising campaigns for our consumers to underline the benefits of our products.

What's more, the Doppelherz brand communicates directly with its users. Queisser's customer magazine “Herz im Dialog” appears once a year with interesting information on and around the Doppelherz products and news about research into active ingredients.

With major brands there is also a huge emphasis on clear and well-defined packaging design. Naturally, every user of Queisser products can see at first glance which product he is holding, how high the concentration of active ingredients is, how often the medicine should be taken and what speci-

fic application it is suitable for. The clearly laid out and easy to read statements on Queisser's patient information leaflets provide additional information about the relevant product and its active ingredients.

For Queisser “Your opinion is close to our heart” is not just some hackneyed advertising slogan but rather the title of a short customer questionnaire which is attached to each information leaflet. It is quite astonishing and speaks in favour of the quality of communication that these questionnaires are used by consumers in extraordinary numbers either to express satisfaction with Queisser's products or to put in requests. Returned questionnaires are not only carefully evaluated at Queisser's headquarters but the suggestions communicated in them are often also used as the basis for new product developments.

“We use all modern media channels to communicate with our customers. We take our consumers seriously, ask what their requirements are and if possible implement the suggestions in our products,” says Claudia Harding from Queisser's marketing department.

In this case we go far beyond the statutory requirements. We pride ourselves on being extremely consumer-friendly.

From this it is obvious that Queisser's claim to quality does not



end with the manufacture of high-quality products but extends equally to good, direct, responsible communication with the consumer. This does not stop at packaging design and classic advertising either since we also do a great deal to enhance the attractiveness of our products at the point of sale.

You'll Find Queisser Wherever Health Can Be Bought



The market for health products has changed dramatically over the last few years. Today it is quite common to put food supplements into the basket at the same time as doing the day to day shopping. Queisser products fill the shelves in large numbers and are prominently displayed on sales stands in drug stores and food retailing outlets.

However, pharmacies are equally important partners. For us the more than 21,000 German pharmacies continue to be the traditional location for obtaining the best health advice. We are as happy as the pharmacies themselves that over 80 % of sales of over the counter health products are still achieved in such stores. Queisser Pharma knows that it is only possible to stabilise and build on this success through the range of good health products on offer and professional communication.

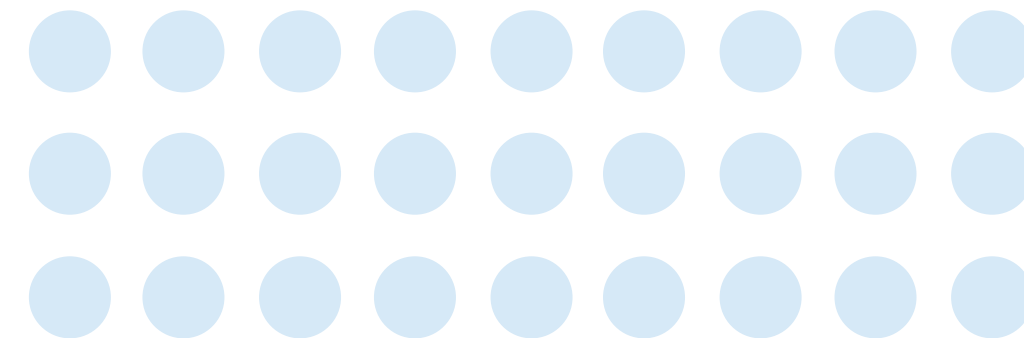
It is not just our pharmacy-only products, Ramend and Stozon, it also applies to Protefix adhesives and the pharmacy-exclusive products of the Doppelherz Aktiv range with particularly high active ingredient contents, which are eminently suitable for customer advice handed out by the pharmacist.

Only those who are given good advice can make the right decision, and the success of self-medication depends to a large extent on the pharmacist's expert explanation about the way in which a product works.

Queisser assists the pharmacist and his employees to make the sale in every conceivable way. Effective information materials are provided in addition to informative product training courses. Display stands plus attractive decorative materials for eye-catching shop window displays direct the interest of pharmacy customers to our products and thus create additional sales. Special campaigns in the pharmacy strengthen customer loyalty. For example, we run regular cholesterol measuring days jointly with the pharmacies. The pharmacist has access to high-quality measuring equipment and consumables. On one hand the results give consumers fast and inexpensive information about the state of their health, and on the other there are subsequently opportunities to generate additional sales. Explaining the benefits of the pharmacy-exclusive Doppelherz salmon oils – Doppelherz Salmon Oil 800mg and Doppelherz

Salmon Oil 1000mg + Folic Acid + B6 + B12 – can provide extra support for the effectiveness of products prescribed by the doctor. Pharmacies are provided with a range of advertising materials to demonstrate this to their customers. Other customer loyalty measures adopted are loyalty card campaigns for the Protefix brand or coupon campaigns for a few selected products.

These are only a few examples which prove that Queisser Pharma does not see pharmacies as just any sales outlets but rather as extremely important partners en route to shared customers.



“Made in Germany” By Queisser Pharma

For Queisser Pharma this international seal of quality on German products is both an opportunity and a challenge. With our successful export activities we can prove that our extensive health knowledge is also in great demand in tomorrow's global markets. In addition to Western Europe and South America, e.g. Argentina, the focus of our export activities is on Eastern Europe and the booming Asian markets. The proportion of export sales has risen from 4 % in 1994 to in excess of 20 % in the intervening period. In the coming year over 25 Queisser employees will work in various export markets.

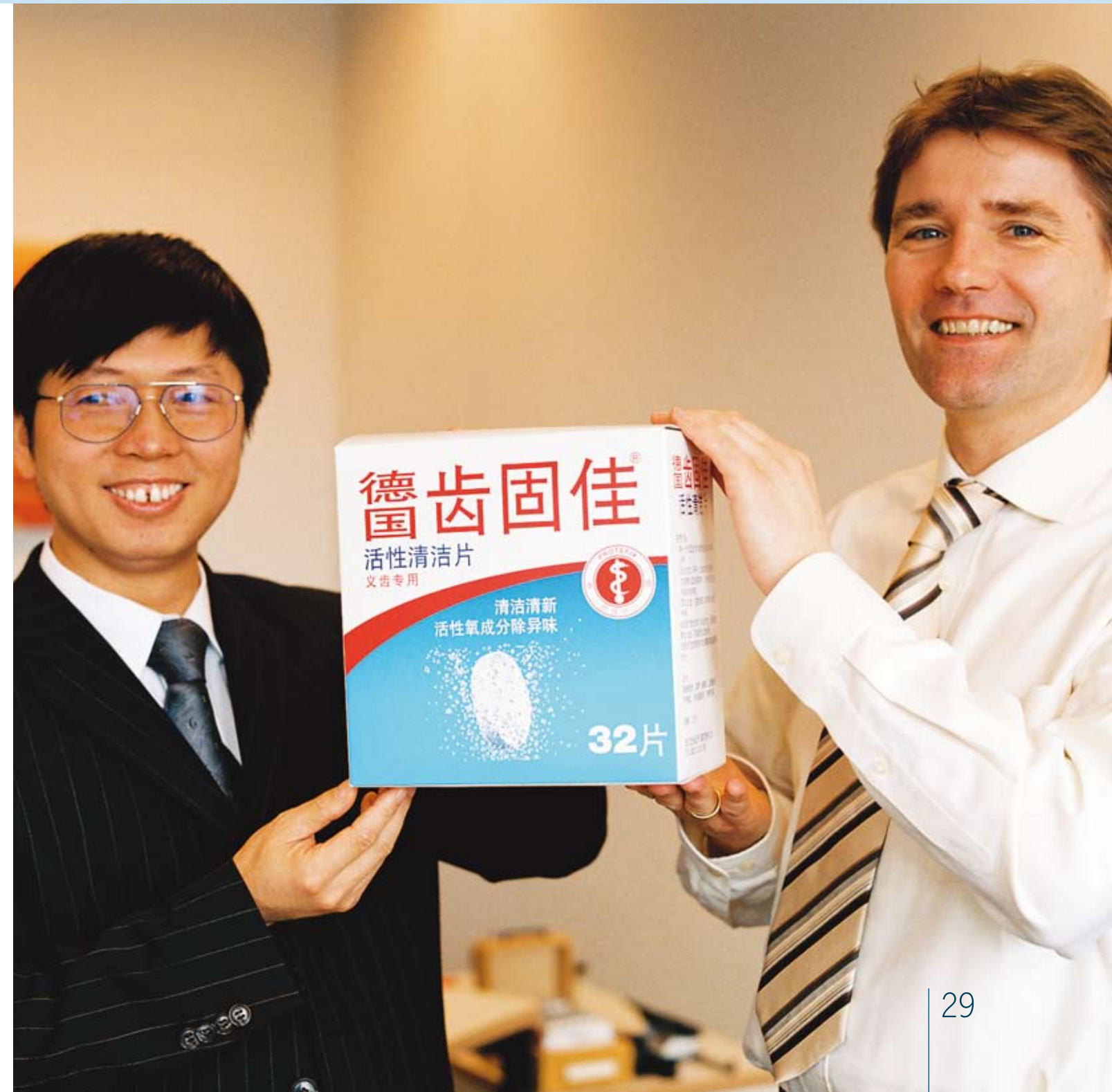
In this case we know that all business is local. In our key export areas our own sales teams work together with regional distribution partners.

Particularly in Eastern Europe, the focus being on Poland and Russia, there is a strong tradition of taking liquid restoratives and this therefore applies to the Doppelherz tonics as well. In these countries people have long had confidence in Germany's extensive health knowledge and, fortified by the increase in the standard of living in these countries, the trend is towards greater liberalisation of the health market. Self-medication instead of state allocation of medicines is now topical in Eastern Europe as well. In line with the market structure typical of the country, Queisser products are on sale through

our own employees and in pharmacies through existing pharmaceutical wholesalers. It is already possible to see that over the next few years we can anticipate high growth rates in the Eastern European market as well.

This rising trend is becoming just as evident in the Asian markets, especially in China. There is not much more one can tell a nation that has grown up with the proverb, “Wealth is much, happiness is more, health is all,” about prevention and self-medication. In Chinese culture, the relationship between food and medicine has been known from time immemorial. It is not for nothing that some of the world's oldest people live in Asia. There the use of invigorating tonics and modern food supplements is common practice. Queisser products are sold through the new and highly successful Health Food Stores which are also an outward sign of an increasingly westward orientated lifestyle. German Queisser products enjoy a high level of acceptance. There “Made in Germany” is equal to “this helps, this is good”. The huge success of Protefix adhesives is evidence of the international quality of Queisser products. So it is no wonder that the literal translation of the writing on the Chinese Protefix package reads as follows:

“Germany: Tooth fixed well!”



He Who Knows His Goal Will Also Achieve It.

This clever basic rule of commercial strategy is the target-oriented motto of all business activities. Managing Director Jan K. Kuskowski formulates Queisser's goal quite clearly, "With Doppelherz we are on route to becoming one of Germany's biggest health brands."

Alongside demographic change there are halting cost-savings in the health sector, rising private contributions to health insurance and the associated drop in the provision of general medical care even in our erstwhile economic wonderland. Taking responsibility for one's own health is more than just a trend and extends far beyond the need for personal well-being. In this social backdrop, over-the-counter medicines and food supplements from Doppelherz occupy a prominent position. With competence and extreme care Queisser Pharma supports consumers at every step towards increased autonomy in matters of preventive healthcare and self-medication. At the same time we are always aware of our huge responsibility which extends far beyond the German Pharmaceuticals Law. We see our social and legislative environment as a solid fra-

mework which is both an operative guideline and equally a creative challenge with the clear goal of which is to satisfy our customers' requirements to the best of our ability both now and in the future.

"We want our growth be steady and manageable at all times and are working on a daily basis to ensure that our products continue to remain life-stage companions for the health of our customers," says Managing Director Gert Bendixen.

There is no question here of toying with the idea of following the example of other German companies and relocating our corporate headquarters abroad. Queisser Pharma will continue to remain firmly rooted in the north of Germany. Our foreign business colleagues love coming to visit us on the Flensburg fjord and enjoy the cordial, friendly atmosphere of our down-to-earth, medium-sized company.

Time and again we are proud that we do not radiate the cold impersonality of a large pharmaceutical company.

We have tradition – We have a future





