



Flarin to boost advertising with major fundraising

Joint pain relief brand Flarin[®] is pleased to announce that it has received major investments from ITV as part of its Media for Equity portfolio and through existing investor IW Capital.

ITV's Media for Equity investment fund, ITV AdVentures, has agreed to invest up to £5 million of advertising inventory across ITV's channels in return for a minority equity stake in the company. Flarin[®] is its first consumer healthcare investment to date. In addition, IW Capital has agreed to invest up to £1.825 million alongside ITV in this round and this follows their previous equity investments of £8.7 million in the company. The first tranche of both new investments was completed 15th August 2023.

Flarin[®] is a unique and patent-protected anti-inflammatory painkiller. Its lipid formulation of ibuprofen has been clinically proven to be as effective as twice the dose of standard ibuprofen in patients with acute joint pain*. Flarin[®] is one of the fastest growing oral analgesics in the UK and offers consumers a clinically proven solution for joint and muscular pain relief. It is the only lipid formulated oral analgesic available in the UK.

ITV's investment will enable Flarin[®] to build brand awareness by bringing the brand to millions of UK viewers via ITV platforms. The funding will support a step change in the volume of TV advertising and the type of campaigns that can be run. The investment by IW Capital will provide additional growth capital.

MD of Flarin[®], Philip Lindsell, said, "Thousands of consumers are already finding that Flarin[®] delivers better relief from their joint and muscular pain. The ITV investment will enable us to drive much greater awareness of the Flarin[®] brand. This operational boost and the further financial support from IW Capital are of strategic importance to the company's future development."

Commenting on the further investment in Flarin[®], Alan Armstrong, Head of Investment at IW Capital, said, "We are delighted to continue to support the management team to grow and develop the business with our further investment. It is exciting to welcome ITV AdVentures as an investor and partner."

Director of ITV AdVentures, Sheena Amin said, “It’s fantastic to be announcing our latest Media for Equity investment into Flarin[®]. With its innovative and patented lipid technology, Flarin[®] offers many unique benefits to those suffering from joint and muscular pain compared to any other product on the market. Flarin[®] is already one of the fastest growing analgesics in the market and I am confident that we will see the company grow to new heights following a brand-building campaign across ITV.”

Director of Sales, Martyn Buckley, said, “Flarin[®] is already one of the fastest growing oral analgesics in the UK and I am confident that raising the awareness of Flarin[®] across ITV’s platforms will lead to Flarin[®] being a major oral joint and muscular pain relief brand in the UK as more consumers discover for themselves its exceptional efficacy.”

London based media agency, Guerillascope, will advise Flarin[®] on its new TV campaign. Account Director, Amabel Pearson, said, “Our activity last year delivered fantastic reach, an increased share of voice and significant growth in sales figures. This exclusive deal allows us to capitalise on competitive rates across the UK’s largest commercial broadcaster and its family of popular channels. Guerillascope will be working closely with Flarin[®] and ITV throughout the two-year agreement to increase the brand’s reach and share of voice with the aim of major growth in Flarin[®]’s market penetration. It’s a hugely exciting opportunity that’ll see the brand stepping into new territory with primetime spots on ITV.”

Flarin[®] brings real innovation to the OTC market, offering a unique product which has clinical data supporting its effectiveness in treating acute inflammatory pain conditions. Flarin[®] is the first and only OTC lipid-formulated ibuprofen clinically proven to relieve flaring joint pain.

Flarin[®] was initially launched in the UK in 2018 as a pharmacy-only product, but in 2020 distribution was expanded into grocery and other retail outlets making Flarin[®] Joint & Muscular Pain Relief available for consumers to self-select. Patents for the Flarin[®] formulation are also held in 26 other countries.

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Editor’s notes:

Flarin[®] is manufactured by a complex process in which lipid oils and ibuprofen are heated together to create a unique patented formulation. Lipid oils are absorbed in the small intestine and used in other medicines to aid absorption.

Flarin[®] has been clinically proven to be as effective as 2400mg ibuprofen which is twice the standard dose at reducing joint pain*

*To verify claims, visit <https://ibuproven.com/verification>

Flarin[®] is available to purchase at approximately 8,000 supermarkets and other retail stores including Boots, Tesco, Asda, Morrisons, Sainsbury’s, Savers, Waitrose, Superdrug and others. It is also available at approximately 7,500 pharmacies including Boots, Tesco, Lloyds, Superdrug and many independent pharmacies and chains together with online stores such as Amazon, Ocado, eBay and others.

For enquiries contact: enquiries@infirst.co.uk

For more information, please visit www.flarin.co.uk

FLARIN[®]

IBUPROVEN RELIEF FOR JOINT PAIN

PRODUCT PHOTOS

Please let us know if you'd like to receive a high-res photo and how it is best to send this to you. Quality is important to us, so we like to ensure we use the best transfer method.

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