



## NEW PARTNERSHIP BETWEEN CFAO HEALTHCARE AND PIERRE FABRE LABORATORIES: DISTRIBUTION OF EAU THERMALE AVÈNE AND DUCRAY BRANDS IN EAST AFRICA

**Castres (France), February 6, 2025** - **CFAO Healthcare** and **Pierre Fabre Laboratories** announce the signing of a partnership for the distribution of **Eau Thermale Avène** and **Ducray** dermo-cosmetic brands in Kenya, Tanzania, and Uganda. This partnership marks an important step in the expansion of these internationally renowned brands in the East African market, meeting the growing needs of consumers for skincare products.

Pierre Fabre Laboratories, globally recognized for their expertise in dermo-cosmetics and the scientific quality of their products, have chosen to partner with CFAO Healthcare, a key player in the distribution of pharmaceutical and healthcare products in Africa. This partnership reflects the shared commitment of both companies to promote health, well-being, and access to high-quality dermo-cosmetic products in growing markets.

Consumers in Kenya, Tanzania, and Uganda will now benefit from a wide range of products designed to meet specific dermatological care needs, such as:

- **Eau Thermale Avène:** soothing and anti-irritant care suitable for sensitive and problem skin.
- **Ducray:** targeted solutions for hair and skin health, including conditions like seborrheic dermatitis, irritations, and hair loss.

Thanks to its strong logistics network and deep knowledge of local markets, CFAO Healthcare will ensure the distribution and promotion of these products to a population of nearly 175 million people across these three countries.

*"We are delighted to collaborate with Pierre Fabre Laboratories to strengthen our brand portfolio in East Africa. This collaboration will expand our product range and offer more customers these reliable and tailored dermatological solutions,"* said Ken ACCAJOU, Deputy Managing Director & Head of English & Portuguese speaking Africa area of CFAO Healthcare.

Pierre BEHNAM, Global Director of International Strategic Partnerships at Pierre Fabre Laboratories, added: *"This partnership with CFAO Healthcare is part of our development of the Eau Thermale Avène and Ducray brands in Anglophone African territories where we were not yet present. We are convinced that together, we can effectively meet the expectations of consumers in Africa."*

## **About CFAO Healthcare**

### ***Secure access to high-quality medicines in all African countries***

As the leader in the pharmaceutical market in Africa, CFAO Healthcare supplies medicines and pharmaceutical products in more than 22 African countries and 6 FOTs thanks to highly structured distribution channels. We thus ensure our integrity from the storage site to the pharmacy. As a wholesale distributor and agent for world-renowned laboratories, we also manufacture medicines under license in Morocco and Algeria. A commitment that promotes employment by drawing on local know-how and the innovations of international pharmaceutical laboratories.  
[cfaohealthcare.com](http://cfaohealthcare.com)

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## **About Pierre Fabre Laboratories**

Pierre Fabre Laboratories is the world's second-largest dermo-cosmetics company and one of Europe's leading pharmaceutical companies. Its portfolio includes numerous medical franchises and international brands such as Pierre Fabre Oncologie, Pierre Fabre Dermatologie, Eau Thermale Avène, Klorane, Ducray, René Furterer, A-Derma, Darrow, Glytone, Naturactive, Elgydium, Inava and Arthrodont.

In 2023, Pierre Fabre Laboratories posted 2.83 billion euros in revenue, 70% of which came from international sales in 120 countries. Historically based in the southwest of France and manufacturing 95% of its products in France, Pierre Fabre Laboratories employs over 10,000 people worldwide. Its annual R&D budget amounts to nearly 200 million euros, of which about 50% is dedicated to targeted therapies in oncology and 40% to skin health and care solutions.

Pierre Fabre Laboratories' majority shareholder (86%) is the eponymous Foundation, which is recognized by the French government as being a public-interest foundation. This capital structure guarantees the company's independence and long-term vision. Dividends paid to the Pierre Fabre Foundation enable the latter to design and finance humanitarian healthcare access programs in developing countries. Employees are the company's secondary shareholder, through an international employee shareholding plan.

Pierre Fabre Laboratories' sustainability policy has been assessed by the independent AFNOR Certification body and has been awarded the "Exemplary" level of its CSR label (ISO 26 000 standard for sustainable development).

For more information, visit [www.pierre-fabre.com](http://www.pierre-fabre.com), [@Laboratoires Pierre Fabre](https://twitter.com/Laboratoires_Pierre_Fabre)

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