



Lunatus Marketing and Consulting FZCO
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Lunatus and Hartington Pharmaceutical Sign Exclusive Agency Agreement for NASODREN® Nasal Spray Across the Middle East

Lunatus Marketing and Consulting FZCO, a leading turnkey partner for pharmaceutical and healthcare companies in the Middle East, today announced the signing of an exclusive agency agreement with Hartington Pharmaceutical SLU to commercialize NASODREN® Nasal Spray across nine territories in the region: Saudi Arabia, the United Arab Emirates, Kuwait, Qatar, Bahrain, Oman, Iraq, Jordan, and Lebanon.

Under the terms of the agreement, Lunatus will launch NASODREN® in the Middle East region, ensuring patient access to this innovative solution.

NASODREN® is a nasal spray prepared from a lyophilized natural extract derived from fresh tubers of *Cyclamen europaeum* L. When applied intranasally, it stimulates the nasal mucosa and triggers a reflex secretory response that helps clear and drain retained mucus from the nasal and paranasal cavities, supporting localized relief of symptoms commonly associated with rhinosinusitis, such as nasal congestion, nasal secretions, and facial pressure or pain.

The effectiveness of NASODREN® has been reported in over 30 clinical trials conducted in multiple countries. NASODREN® is classified as a Class IIa medical device under the EU Medical Device Regulation, and the product is registered in more than 40 countries.

“This agreement reflects Lunatus’ commitment to expanding access to differentiated healthcare solutions across the Middle East.” Dr Lina Kouatly, President and CEO of Lunatus, commented, “By combining Hartington’s innovation with Lunatus’ capabilities, we aim to build a responsible and sustainable pathway for NASODREN® to reach appropriate patients and healthcare professionals across the region.”

Through this partnership, Lunatus continues to strengthen its role as a regional gateway for international healthcare companies seeking compliant, scalable commercialization and long-term value creation in the Middle East.

About Lunatus Marketing and Consulting FZCO

Lunatus was established in 2003 to act as a strategic link between international healthcare companies and the expanding markets of the Arabian Gulf and Middle East. Lunatus has a proven track record of successfully introducing, building, and sustaining profitable brand presence across the region and has been recognized with multiple awards as one of the leading SMEs in the Middle East.

With over 250+ employees, the Lunatus approach is based on the idea of turnkey representation – a singular solution to introducing and building brand presence in the region. Based in Dubai, with satellite offices across the GCC, Lunatus has extensive local knowledge and a solid network of partners.

Lunatus' core strength lies in its experienced, results-driven team, supported by robust industry relationships, strong connections with key opinion leaders, and the effective use of digital innovations to enhance commercial performance.

Through its established presence and infrastructure, Lunatus connects international brands with leading healthcare professionals, primary healthcare centers, hospitals, and pharmacies across the region.

About Hartington Pharmaceutical

Hartington Pharmaceutical is a Europe-based specialty pharmaceuticals company dedicated to evidence-based therapies derived from natural ingredients. With a portfolio focused on clinically supported, non-systemic solutions, Hartington is committed to providing safe and effective options for patients worldwide.

About Nasodren®

Nasodren® is a topical, plant-based nasal therapy derived from *Cyclamen europaeum* extract. Unlike systemic treatments, Nasodren® works locally by stimulating the nasal and sinus mucosa, promoting natural drainage of the nasal passages and paranasal sinuses.

The safety and efficacy of Nasodren® are supported by 30 clinical trials conducted worldwide (USA, Germany, Spain, Russia, etc.), involving more than 2,000 patients. The results of these studies have been published in leading scientific journals, reinforcing Nasodren's clinical relevance and long-standing acceptance in international markets.

With over 15 years of real-world use across Europe, Nasodren® is recognized for its unique mechanism of action, natural composition, and favorable tolerability profile.