

26th Feb, 2026

Lunatus and ORTHOREBIRTH Enter Exclusive Agency Agreement for ReBOSSIS Across the Middle East

Dubai, UAE – Lunatus Marketing & Consulting FZCO (“Lunatus”) has signed an exclusive agency agreement with ORTHOREBIRTH Co., Ltd., a Japan-based medical device company headquartered in Yokohama, to commercialize ReBOSSIS across the Middle East.

The agreement covers Saudi Arabia, United Arab Emirates, Kuwait, Qatar, Bahrain, Oman, Iraq, Jordan, and Lebanon.

Under the partnership, Lunatus will lead regulatory, market access, commercialization, sales, distribution, and supply chain management across the nine territories. Leveraging its turnkey representation model, Lunatus aims to ensure a compliant, scalable, and strategically driven launch of ReBOSSIS throughout the region.

ReBOSSIS is a cotton-like synthetic bone void filler composed primarily of β -tricalcium phosphate (β -TCP) and bioabsorbable polymers.

Unlike conventional block-shaped synthetic bones that require customization to fit defect sizes or granular materials that may spill, ReBOSSIS features a cotton-like form, designed for ease of handling, elasticity, and reliable filling performance, and is gradually absorbed and replaced by new bone during osteogenesis.

ReBOSSIS received U.S. FDA 510(k) clearance for trauma applications in October 2014 and additional clearance for spinal use in December 2017.

“This agreement reflects Lunatus’ commitment to expanding access to differentiated medical technologies across the Middle East”, said Dr Lina Kouatly, President and CEO of Lunatus, “ReBOSSIS’ cotton-like form factor and scaffold design offer a distinct approach to synthetic bone void filling, and we look forward to working with ORTHOREBIRTH to support market development across the GCC and Levant.”

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.

For more information, visit <https://lunatus.com/>

About ORTHOREBIRTH Co., Ltd.

ORTHOREBIRTH Co., Ltd. is a Japan-based company founded in June 2011 and headquartered in Yokohama, Kanagawa. The company conducts research and development, sales, manufacturing and related activities for medical devices and associated products.

For more information, visit <https://orthorebirth.com/>

About ReBOSSIS

ReBOSSIS is a cotton-like synthetic bone void filler composed primarily of β -TCP and bioabsorbable polymers. ORTHOREBIRTH describes ReBOSSIS as providing high operability (moldability), filling stability (minimizing spillage), a fine fiber scaffold structure created via electrospinning, and gradual absorption and replacement by new bone over time.

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