

Press release: Bluem one of the fastest growing companies in the Netherlands

PRESS RELEASE - Wijhe - November 2nd, 2021. **For the second year in a row, Bluem Europe (5 Pillars Research BV) is one of the 691 fastest growing companies in the Netherlands in 2020. For the 18th year in a row, Het Financieel Dagblad (Dutch Financial Times) is hunting for the fastest growing companies to reward them with the FD Gazellen (FD Gazelles) Award.**

Managing director and one of the co-founders of Bluem, Nathalie Beck, is delighted with the award: "Even despite COVID-19 we have managed to continue our growth path, which is quite remarkable after the difficult second quarter in which the dental clinics in the Netherlands were forced to close. The upside of the pandemic in my opinion is the increased awareness of overall health, which was quite beneficial, especially since we are now focusing more and more directly on the consumer business. I'm proud that we have achieved this accomplishment in 2020 with our team, business partners, pioneers in dentistry and the support of our loyal customers. However, growth is not an end in itself for blue®m; it is a means to make an impact." says a delighted Beck.

blue®m has a higher purpose and is on a mission to elevate overall health and well-being through oral care. Ever since its foundation in 2009, blue®m is challenging the status quo in oral health care. The slow release of oxygen in most of their products is the secret weapon.

About the FD Gazellen Award

The FD Gazellen Award is awarded for the eighteenth time by Het Financieel Dagblad (FD, the Dutch Financial Times). The prize is awarded to 691 of the 1 million companies in the Netherlands. The growth of these companies is not only measured by the net turnover, which must have increased by at least 20% over the past three years. A positive net result in the preceding year and of course the company must be financially healthy. In addition to turnover growth, the growth of employees and profitability also count.

About blue®m

blue®m is a leading oral care brand from the Netherlands. A company with a mission to elevate health and well-being through oral care. The company has a track record of more than 10 years in the dental industry. Meanwhile, its award-winning professional oral care collection for day-to-day use, is available in more than 50 countries.

Note for the press

To request additional press information or physical blue@m products for editorial purposes, please contact Cristel Malherbe-Bredius. (cristel@bluemcare.com)