

# Brand Core Values



# Brand Core Values for Geistlich Pharma and Business Units



# Regeneration Expert

Supports natural  
healing processes

Matrix structures  
for regeneration

Great expertise as  
bone and tissue experts





# Family

Sustainable, continuity

Belonging together,  
team spirit

“Swissness”



# Connected

Scientific network

Distribution through  
strong partners (International)

Exchange, openness  
(partnership attitude)



# Pioneer

We go new ways,  
the spirit of an explorer

Persistent

Pioneering progression  
in medicine  
(yesterday, today, tomorrow)



# Scientific

**Scientific methods**  
(exact, transparent,  
serious, airtight)

**Scientific orientation**  
(significant investment in research)

**Scientifically proven**  
(evidence based,  
excellent documentation)

Our “One Word Equity”: **Trust**

The Regeneration  
Company